

CRAFT-MAID

READING, PA

HANDMADE CABINETRY

Craft-Maid opens the door
to unique **design**
attention to **details**
affordable **quality**
and unmatched **value**



Kitchen space is best presented realistically with pictures of real life kitchens. These projects are installed in the homes of our dealers' clients. They exhibit samples of the wide variety of materials, finishes, and design possibilities for creating custom rooms that are lived in by discriminating people.

Photographing real life kitchens prohibits us from altering these photos to make them look better, as in a photo studio. All the cabinetry shown on the following pages has been photographed in actual clients' homes which depicts the greatest authenticity. This explains the variations in lighting which would not occur in a staged environment.

We thank all those homeowners, photographers, designers and dealer partners who made these scenes possible.









































































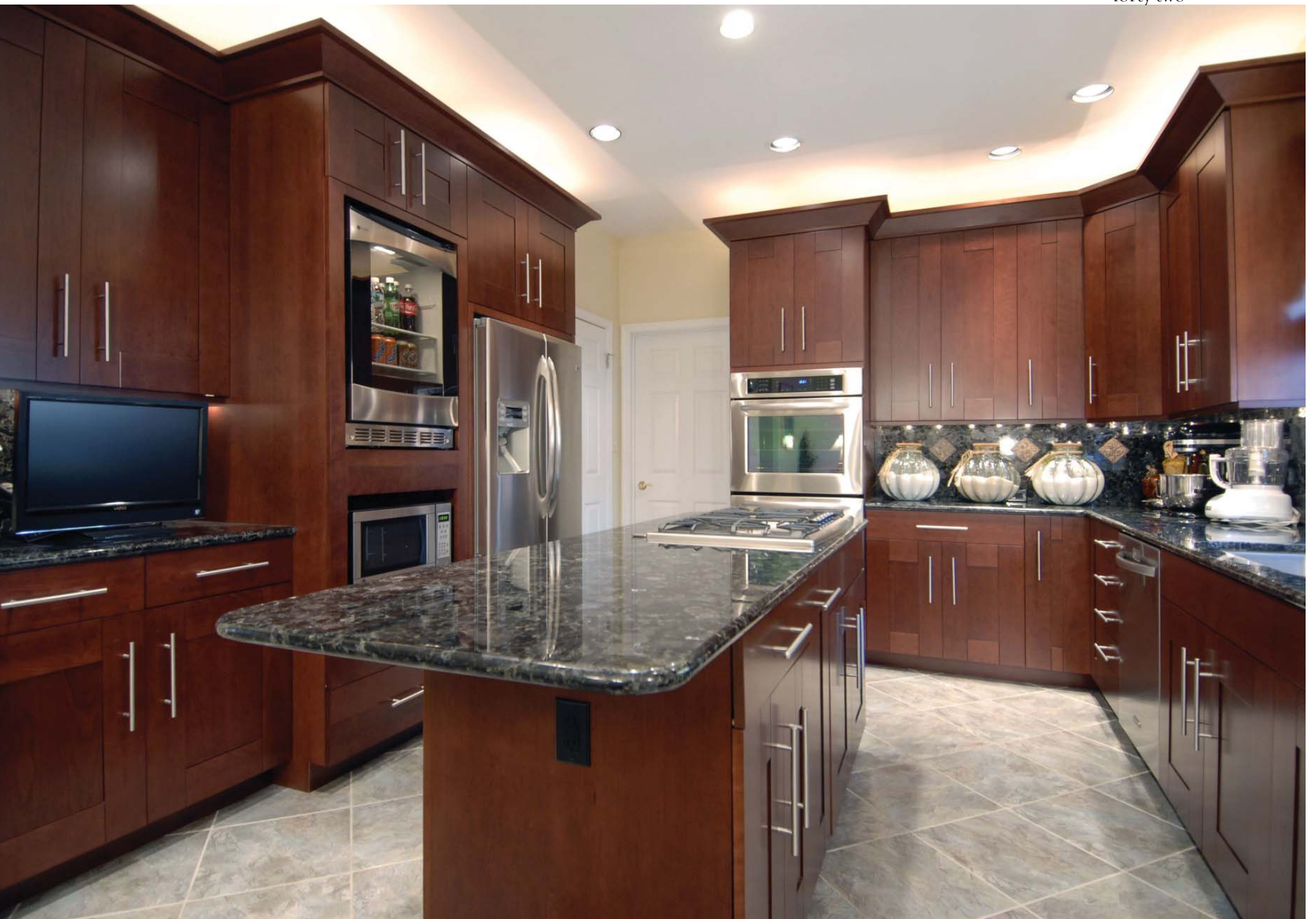










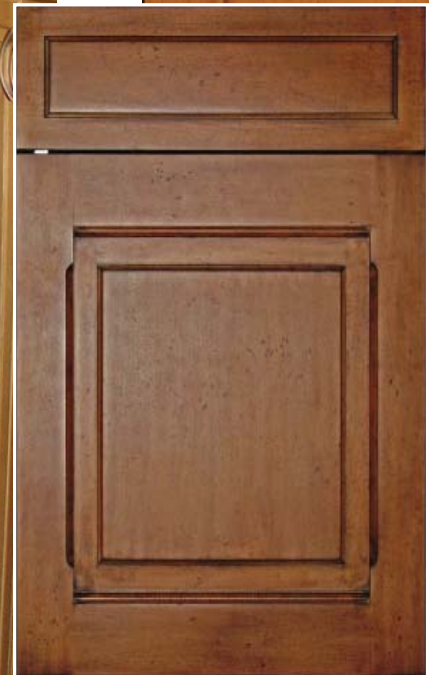




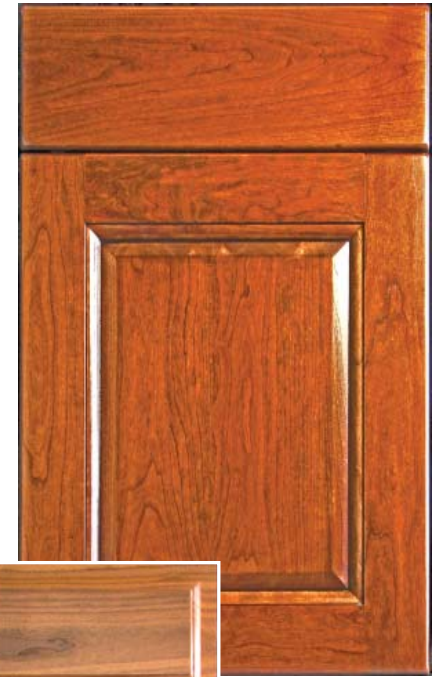
























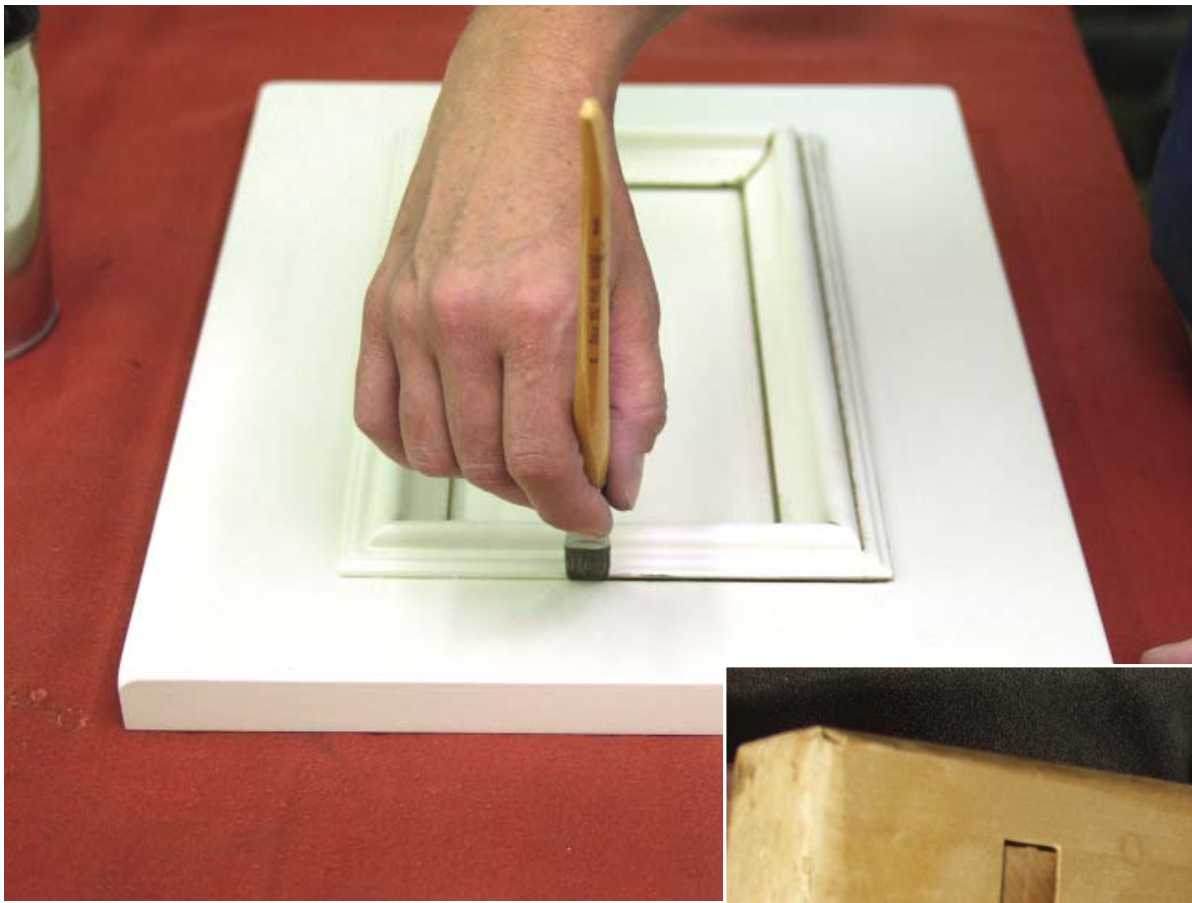












Since 1972, Craft-Maid's philosophy has been to be innovators by introducing styles that are cutting edge in the kitchen industry. Ever since the Colonial styles of the 70's, our designers and skilled cabinetmakers have proven to be versatile.

The current production features Traditional Plus Frame cabinetry with a unique magnetic system as well as Frameless construction.

Throughout the four decades, Craft-Maid has consistently focused on high quality in all areas of production. Our experienced craftsmen also create finishes that place Craft-Maid in the leadership position in the industry.

MISSION STATEMENT

The goal of Craft-Maid Kitchens is to provide our customers total quality in every product we create. Craft-Maid feels that the development and empowerment of our employees will result in:

- *Maintaining our leadership role in the industry*
 - *Providing our customers with the highest quality products in the industry*
 - *Delivering maximum value while, at the same time, striving to be innovators*
 - *Creating an atmosphere in which our employees can reach their full potential*
 - *Containing both customer and industry confidence in our products and commitment*

Craft-Maid realizes that in order to achieve our mission and long term goals, we must meet the needs of our valued customers and provide a safe and secure work environment for our working family. Craft-Maid is totally committed to being a company whose integrity and quality are unsurpassed in the kitchen industry.

CREDITS

KITCHEN DESIGNER	PHOTOGRAPHER	PAGE
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Karen Doerflein		35
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Jerry Hankins		55 (top)
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John Platt		31
Ruth Riemer	David Sloane	32
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Amy Werfel		6
Ali Yilmaz		42
Vasi Ypsilantis, CKD	Elizabeth Glasgow	29, 51
Gregory Zwirko, AIA	Ron Papageorge	44

Craft-Maid designers are skilled in knowing how to use space effectively and have proven themselves in the art of creative design. They have planned these kitchens with enthusiasm and a great deal of sensitivity.

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