



CraftMaster Crossmore Interior Door Design Trends and Technical Innovation

1. What was the design inspiration behind the new Crossmore flat-panel door?

The CraftMaster® Crossmore™ door was inspired by design elements of traditional Craftsman architecture and beautifully simplistic Mission-style furniture dating back more than 200 years, yet its modern design is equally popular today with trends in contemporary cabinetry, millwork and furniture styling. In particular, its flat, three-panel layout makes Crossmore an excellent complement to the wider stiles and rails currently being used by leading kitchen and bath cabinetry manufacturers.

2. Is the Crossmore door designed for any specific home style or architecture?

The rising popularity of Craftsman architecture in today's homes, combined with strong consumer preference for clean, straight lines in their cabinetry, were key factors that led to the introduction of a flat-panel door.

Overall, we believe Crossmore is an ideal all-purpose design that works well with a broad range of home styles as well as many decorating and remodeling tastes. Consumers today are seeking simple and elegant styles for their cabinets and furniture, and Crossmore's flat panels and smooth finish are a nice way to blend that look throughout the house.

3. What makes Crossmore a “revolutionary” flat panel design?

Crossmore is created with advanced molded door technology that provides the look of an authentic stile and rail door with flat panel construction in a molded interior door. Many raised-panel doors have tried to replicate the Mission and Craftsman styles, however, none match the authenticity achieved with Crossmore. Unlike wood doors that are assembled with multiple pieces to create a door of similar style, Crossmore is made as one solid piece from molded, high-density fiberboard. As a result, wood doors are prone to cracking, warping and swelling, while the technology behind Crossmore provides a durable, long-lasting door. Additionally, with CMI's sophisticated technology, Crossmore is offered in an elegant, smooth surface – rather than a wood grain texture – to capture the clean look of a paint-grade door.

In fact, Crossmore is the only interior door made from molded panel technology that achieves the stark, nearly square profile of a stile and rail door without the performance issues of solid wood doors – and at a better value.

4. How do manufacturing innovation and design trends work together?

As a leading door manufacturer, CMI stays on top of changing consumer home construction and decorating trends to ensure we can offer builders and remodelers the products their customers want most. Crossmore, for example, is produced with an elegant, smooth surface — without the look of a wood grain door — which helps create the sophisticated yet warm feel consumers desire.

The versatility of Crossmore's flat panel design creates an interior door option that is both classic and modern. As such, this is the first in a new series of flat panel door designs that CMI plans to roll out in the future.