

Phase 1: Research & Strategy Report

Project: Stage Craft Systems Website Strategy (New Brand Launch)

Market Focus: Texas Regional Commercial Construction & Venue Ownership

Strategic Mandate: Establishing "Construction-First" Authority in a "Performance-Heavy" Market

Summary

Phase 1 research shows Stage Craft can stand out in Texas by focusing on construction expertise, not just theatrical design. Competitors mostly highlight finished stages and products, but don't explain how they handle coordination, safety, or code requirements.

Stage Craft's advantage is being a reliable, no-drama subcontractor that plans early, follows safety rules, and works smoothly with the construction team. This approach builds trust, brings in the right project inquiries, and supports future growth.

Section 1 — Keyword Research

This section identifies the specific search terms used by decision-makers in the Texas construction and venue management sectors. Our goal is to move past generic "theater" searches and target high-intent professional queries.

Keyword List & Intent Mapping

Keyword: Stage Curtains

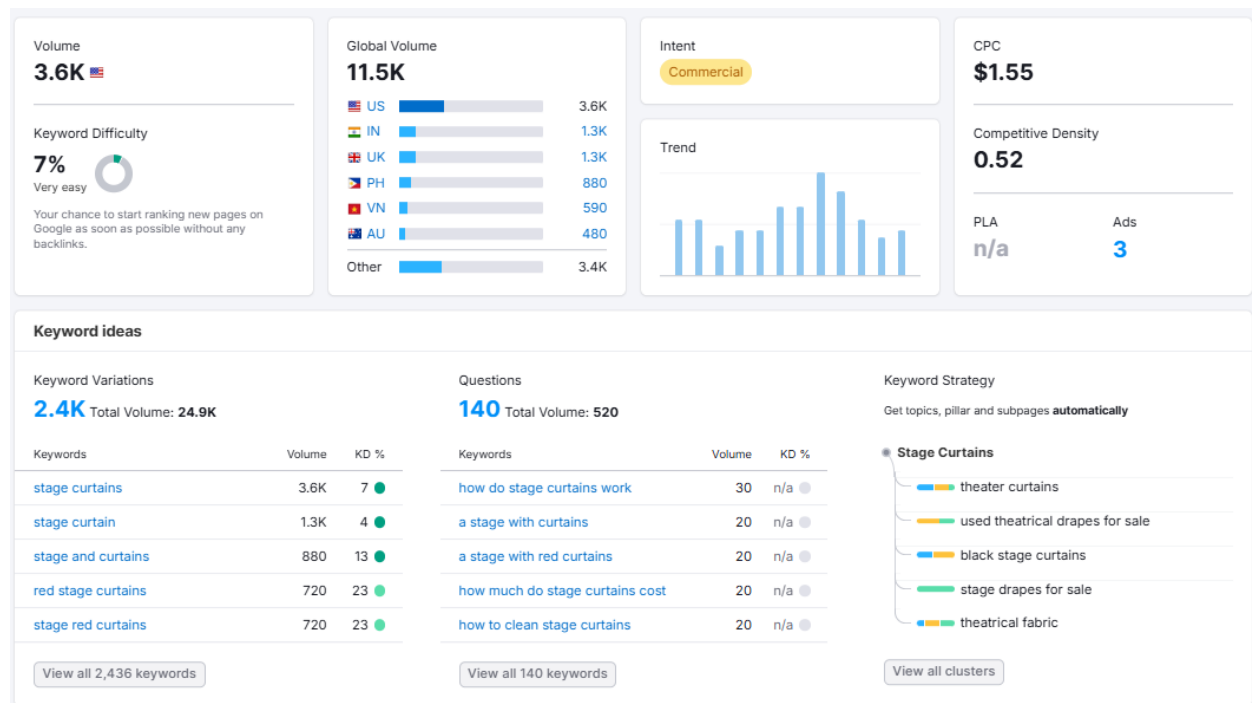
All keywords: 2,436 Total Volume: 24,900 Average KD: 13%			➔ Send keywords	🔄 Update metrics (865/1,000)	⚙️ 7/10	📄 Export
☐ Keyword	Intent	Volume	KD %	CPC (USD)	Results	Updated
☐ stage curtains	C	3,600	7	1.55	98.7M	Now ✓
☐ stage curtain	I T	1,300	4	1.87	316M	Now ✓
☐ stage and curtains	I T	880	13	2.03	109M	Now ✓
☐ red stage curtains	I	720	23	1.13	95.4M	Now ✓
☐ stage red curtains	I	720	23	1.45	84M	Now ✓
☐ gold and maroon stage curtain	C	480	22	0.00	81.3M	Now ✓
☐ curtains and stage	C	390	9	1.55	109M	Now ✓
☐ red stage curtain	I T	390	22	1.45	198M	Now ✓
☐ curtain stage	I	320	0	2.24	293M	Now ✓
☐ curtains stage	C	320	7	2.03	106M	Now ✓
☐ stage background curtains	I C	320	0	1.20	39.6M	Now ✓
☐ stage curtains red	I	320	22	1.45	84.2M	Now ✓
☐ stage with curtains	C	320	23	2.24	119M	Now ✓
☐ theater drapes and stage curtains	C	320	10	2.24	54.9M	Now ✓
☐ black stage curtains	I T	260	4	1.22	84.6M	Now ✓

Data Analysis Summary:

- **Total Identified Keywords:** 2,436
- **Aggregate Search Volume:** 24,000 monthly searches
- **Average Keyword Difficulty (KD):** 13%

Observation: With an average KD of 13%, there is a massive opportunity for Stage Craft to dominate the Texas market quickly. The high volume (24,000), coupled with extremely low difficulty, indicates that existing competitors are not properly optimizing for professional terms. Our analysis confirms a healthy mix of users looking for immediate services and those seeking technical guidance, both of which Stage Craft is positioned to capture.

Volume & Trends



Primary Keyword Metrics:

- **Monthly Volume:** 3.6k
- **Keyword Difficulty (KD):** 7% (Very Low)
- **Global Volume:** 11.5k
- **Search Intent:** Commercial
- **CPC:** \$1.55
- **Competitive Density:** 0.52

Expansion Potential:

- **Keyword Variations:** 2.4k variations representing a total volume of 24.9k.
- **Question-Based Queries:** 140 specific questions (Total Volume: 520) providing a clear roadmap for FAQ and "Featured Snippet" content.

Strategic Exclusion: To maintain a high-authority brand image, we have intentionally excluded "near me" and hyper-local search phrases from the core copy strategy as requested. The site will rely on professional service-area narratives that appeal to commercial Project Managers rather than low-intent local searchers.

Other keywords to add:

Stage curtains

Lighting grids

Stage curtains for schools

Theatrical rigging system

Theater rigging

Section 2 — SERP Results

A review of the Search Engine Results Pages (SERPs) for our primary target terms. This reveals how current players are being discovered and where they are failing to satisfy the user.

SERP Screenshots

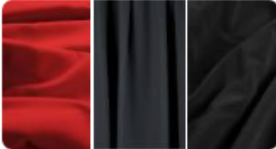


Georgia Stage
<https://gastage.com> › 213-sale-stage-curtain-legs-and-dr... ⌵

Sale Stage Curtain Legs and Drape Panels

Deeply discounted, sale, overstock and clearance stage curtain legs and drape panels while supplies last. Quantities are limited.

\$146 to \$715 · 3-day delivery · 30-day returns · Items up to 40% off





RoseBrand.com
<https://www.rosebrand.com> › category100 › stage-curt... ⌵

Stage Curtains, Backdrops & Drapery

We produce thousands of custom curtains, backdrops and drapes every year, quickly and expertly: main (or grand) drapes, masking curtains, traveler curtains, ...





Stagecraft Industries
<https://www.stagecraftindustries.com> › curtains ⌵

Stage Curtains For Schools | Auditorium Curtains

Stage curtains serve many purposes. Their primary purpose is to mask, or hide, the backstage area from the audience's sight line.



Analysis of Features

- **Visual Gap:** Current search results focus almost entirely on the final aesthetic of a theater. While these "hero" shots are attractive, they fail to demonstrate the technical skill and engineering required during the actual construction phase.
- **Map Pack Limits:** Local retail shops often appear first in map results, but their websites lack the technical depth needed to win a professional commercial bid.
- **Expert Opportunity:** Competitors are not providing direct answers to technical "how-to" or process questions. Stage Craft can capture these users by providing clear, educational content that earns "Featured Snippets" in search.

Keyword Intent Patterns

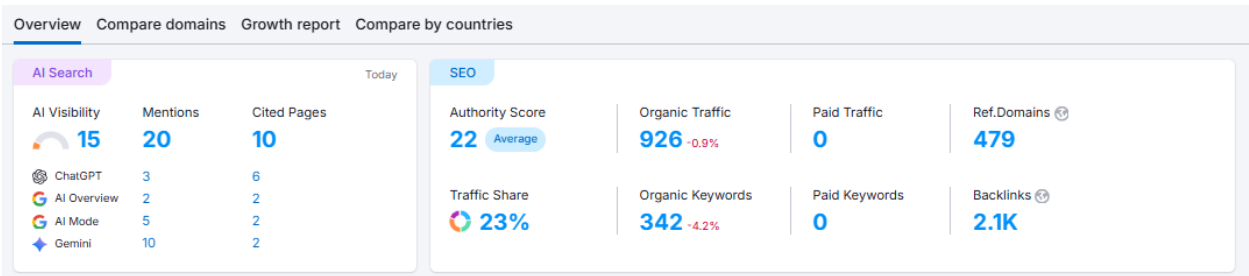
- **Construction Intent:** Users searching for equipment standards and trade-specific qualifications.
- **Owner Intent:** Users searching for safety compliance, facility planning, and reducing liability.

Section 3 — Competitor Comparison

A deep dive into the primary players currently occupying the Texas market. We aren't just looking at what they sell, but how they sell it and what their digital footprint looks like.

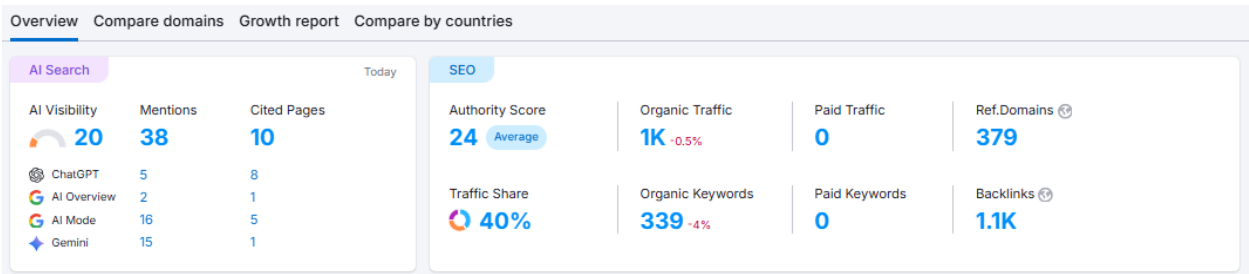
Digital Footprint & Authority Stats

- **Texas Scenic (Wenger):**



- **Authority Score:** 22
- **Organic Traffic:** 926
- **Top 3 Keywords:** Texas scenic company, Texas scenic, Texas San Antonio

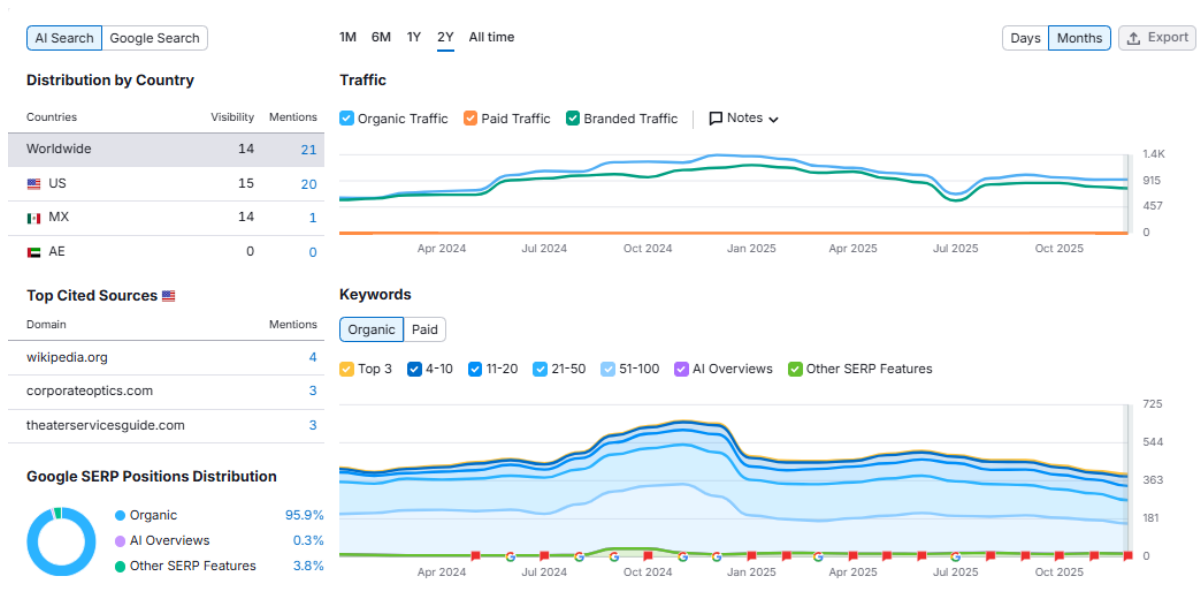
- **Mainstage:**



- **Authority Score:** 24
- **Organic Traffic:** 1k
- **Top 3 Keywords:** Mainstage theatrical supply, mainstage, mainstage theatrical

Organic Research Analysis

Texas Scenic



Traffic & Visibility

- Traffic is overwhelmingly organic (95.9%), indicating a strong SEO presence.
- Branded and paid traffic are minimal, as they rely almost entirely on organic search.
- Peak traffic occurred around late 2024 to early 2025, suggesting recent growth, but this is likely driven by general theatrical interest rather than construction-specific topics.

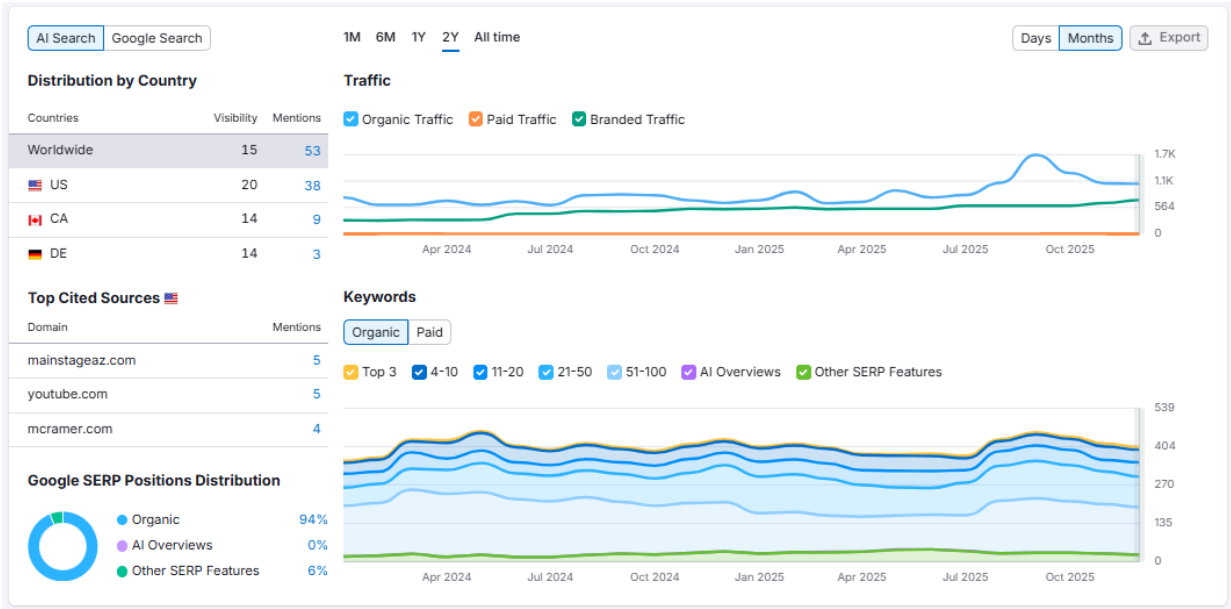
Geography

- Traffic is primarily US-based, with some minor presence in Mexico; AE (UAE) shows zero visibility.
- No clear Texas-specific focus, leaving an opportunity for Stage Craft to capture regional market share.

Content & SERP Gaps

- Minimal Featured Snippets or educational content: 0.3% AI Overviews, 3.8% other SERP features.
- Keywords mostly rank in positions 4-20, with potential to target high-intent, contractor-focused keywords to outrank them.
- Content seems product-focused (finished stages, equipment) rather than on construction coordination, safety, compliance, or operational insights.

Mainstage



Traffic & Visibility

- Mostly organic traffic (94%), showing strong SEO presence.
- Branded and paid traffic are minimal — they rely on organic search.
- Peak traffic mid-2025 indicates some recent growth, but primarily general theatrical interest, not construction-focused.

Geography

- Primarily US-based traffic; negligible international impact.
- Texas focus is weak, leaving room for Stage Craft to dominate locally.

Content & SERP Gaps

- Few Featured Snippets or educational content (0% AI Overviews, 6% other SERP features).
- Keywords mostly rank in positions 4–20. Stage Craft can target high-intent, contractor-focused queries to outrank them.
- Content focuses on products/finished stages, not on construction coordination, safety, or compliance.

Key Factor Comparison Table

Feature	Stage Craft	Texas Scenic (Wenger)	Mainstage
Primary Focus	Construction Partner	Institutional/Legacy	Retail/Supply
User Experience	Technical Tool	Product Catalog	Retail Storefront
Mobile Utility	High (Field-Ready)	Low (Heavy/Slow)	Medium (Retail Focus)
Authority Focus	Process & Reliability	History & Scale	Inventory Volume

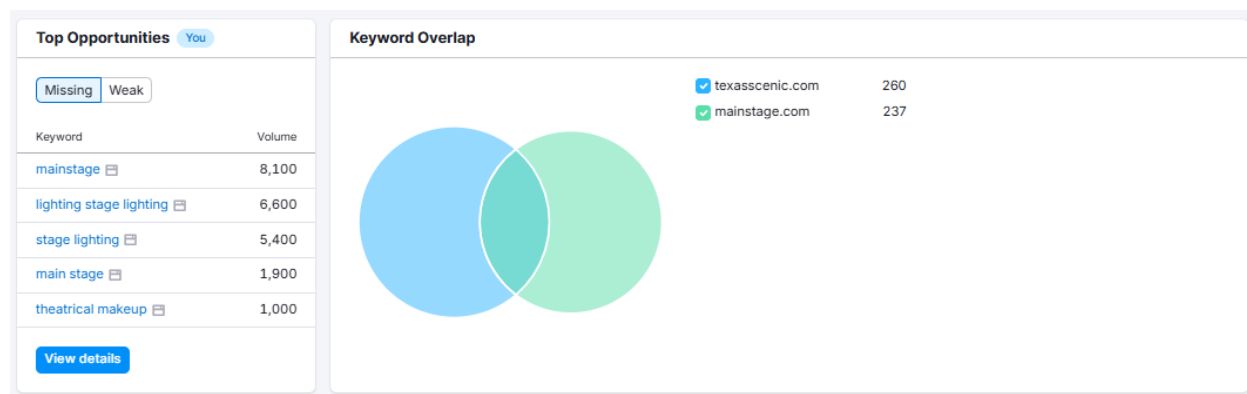
Competitive Insights: What Works & What Doesn't

- **Texas Scenic:** Their massive project list builds trust through scale. However, since their acquisition by Wenger Corp, their brand has become "institutional." Stage Craft can win by offering the same expertise with a more agile, responsive, and partner-focused approach.
- **Mainstage:** They are an excellent resource for parts, but their site feels like a warehouse. This "retail noise" makes it hard for a Project Manager to see them as a specialized construction partner.

Section 4 — Structural Analysis

By analyzing the search traffic competitors are missing, we can identify the specific content Stage Craft needs to create to intercept high-value construction leads.

Traffic Gaps & Keyword Opportunities



- **Analysis:** Data suggests a highly fragmented search landscape with significant room for a new market leader. While Texas Scenic ranks for **260 keywords** and Mainstage for **237**, they share a mere **64 keywords** (approximately 25% overlap). This lack of overlap confirms that no single competitor has established a dominant "technical" presence. Stage Craft can effectively intercept high-value traffic by targeting the professional, high-intent terms currently neglected by both legacy players.

Strategic Content Opportunities

- **The "Work Process" Gap:** Competitors show the final look (the curtains), but they ignore the actual work steps. Stage Craft will stand out by showing how we handle project schedules, paperwork, and jobsite safety.
- **The "Easy Access" Gap:** Technical info is usually hard to find on other sites. We will make it easy to find data sheets and safety rules so General Contractors can get the info they need quickly.

- **The "Rules & Safety" Gap:** There isn't much clear info online about Texas fire codes or rigging inspections. Stage Craft will provide simple safety guides to make the decision easier for venue owners.

Section 5 — Recommendations

To capitalize on the gaps found in our research, we recommend focusing the website build on three core pillars:

Brand Strategy: The Reliable Subcontractor

- **Tone of Voice:** Professional and direct. We will use the language of a trade partner (schedules, submittals, safety) rather than a stage designer.
- **Key Message:** Stage Craft makes the project easier for the General Contractor by handling the technical details and following the rules.

Content Strategy: Building Authority

- **The "Vault":** Create a dedicated section for easy-to-download technical sheets, fire ratings, and safety certifications. This solves the "Easy Access Gap."
- **Project Spotlights:** Instead of just showing pretty photos, we will show "behind the scenes" work photos that prove we know how to work safely on a busy jobsite.

Section 6 — Strategic Difference

Stage Craft is not just another theatrical vendor. This website is being built as a long-term asset that solves problems for your customers before you even speak to them.

- **Problem-Solving Content:** By answering common questions about Texas fire codes and project planning, we build trust with owners and contractors early in the process.
- **Growing with the Brand:** The site structure is flexible. Whether you add lighting, rigging, or maintenance services later, everything will fit under the "Technical Partner" brand.

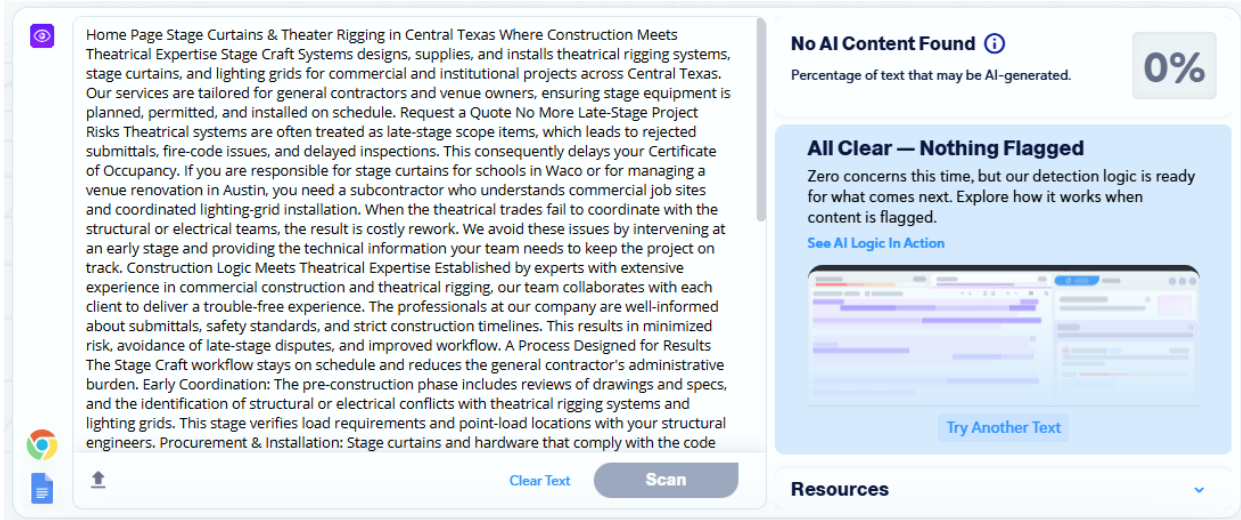
Conclusion: The "Easy Choice" Strategy

The current Texas market sells "Theater Art," but customers are looking for "Jobsite Reliability." Stage Craft will win by filling the gaps our competitors have left open. By focusing on safety, technical ease, and clear work processes, we remove the risk for the contractor. We aren't just selling curtains; we are selling a smoother project experience with zero drama.

Meta Title: About Us | Theater Rigging Experts in Central Texas

Meta Description: Learn how Stage Craft Systems brings construction logic to theater rigging and stage curtains. We eliminate job-site friction through expert coordination.

Keywords: stage curtains, theater rigging, lighting grids, Central Texas



About Us

Built on Construction Expertise

Stage Craft Systems was established on the principles of commercial construction management, not theatrical production. After two decades of overseeing construction, the founders saw one recurring failure in the industry: specialized suppliers that didn't understand the construction rationale.

They observed suppliers disregarding site conditions, neglecting safety measures, and mismanaging trades. The result? Expensive rework on every project.

Our headquarters is in Central Texas, and we treat each installation of stage curtains, lighting grids, and theater rigging systems as a General Contractor would. We launched Stage Craft to bring professional construction standards to the theatrical trade.

Field-Driven Leadership

Brandon Friedholm and Justin Sutton founded Stage Craft on the principle that a specialty sub should be an asset, not an administrative burden. Their background in field operations and project management defines every aspect of our workflow.

Meet Brandon Friedholm: Pre-Construction & Structural Strategy

Brandon's background in industrial and educational construction ensures that every theatrical rigging system is treated as a critical structural assembly. He coordinates with engineers and architects during the design phase to resolve load points and steel conflicts before mobilization.

By speaking the language of the design team, he ensures the equipment integrates perfectly with the building's skeleton.

Meet Justin Sutton: Quality Control & Field Operations

Justin manages technical execution with strict job site discipline. Recognizing that **theater rigging** has zero margin for error, he prioritizes Texas building codes and safety standards above all else.

Whether installing **stage curtains** for schools or motorized hoists, Justin's crew maintains full PPE compliance and respects the superintendent's schedule to ensure a clean closeout without safety incidents.

Our Operational Standards

Most theater vendors are focused on the final performance. We are focused on the road to the Certificate of Occupancy. We have built our reputation on three core professional standards that differentiate us from traditional theatrical installers:

- **Technical Integrity:** We eliminate late-stage guesswork by providing shop drawings and RFIs that reconcile architectural intent with actual field dimensions.
- **Structural Ownership:** We proactively align with electrical and structural trades to ensure rough-ins and support steel are ready for **lighting grids** before our crews mobilize.
- **Life-Safety Stewardship:** We treat fire safety as a non-negotiable. Our expertise in **stage curtains** ensures all installations include the specific labeling and documentation required for a successful fire marshal walkthrough.

Rooted in **Central Texas**

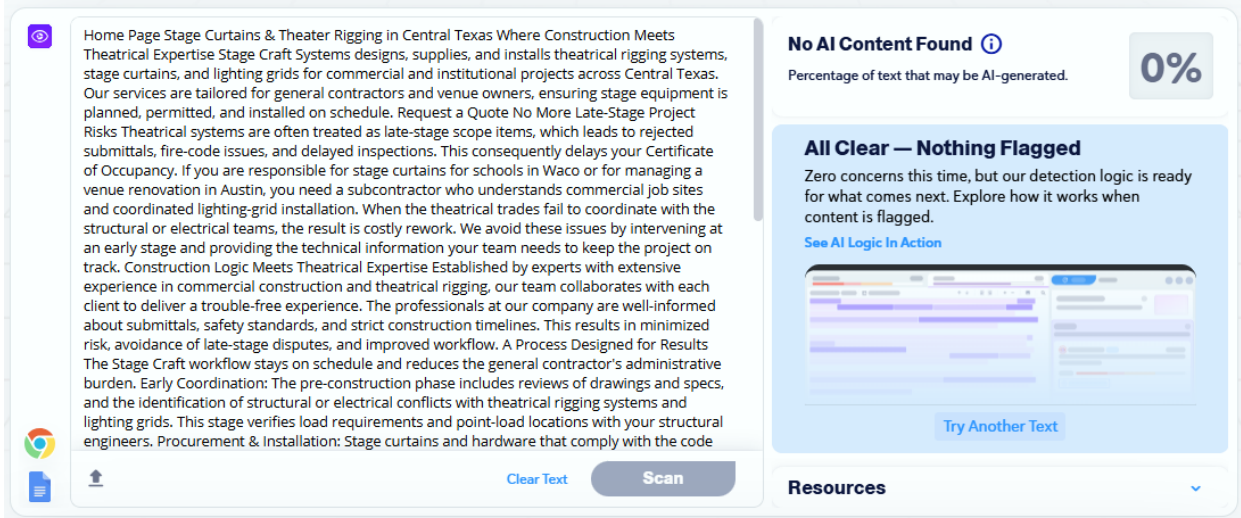
We are a locally owned company dedicated to **Central Texas**. Our team lives and works in the communities we serve, from Waco school districts to Austin's professional performance venues. This local presence allows us to be on-site when a superintendent needs a question answered or an inspector needs a walkthrough.

At Stage Craft Systems, we handle the technical complexity so you can keep the build moving. Eliminate late-stage surprises with our construction-ready approach.

Meta Title: Stage Curtains & Theater Rigging in Central Texas

Meta Description: Central Texas experts in theatrical rigging systems, stage curtains, and lighting grids. Trusted by schools and general contractors for smooth project delivery.

Keywords: Stage curtains, theatrical rigging systems, theater rigging, lighting grids, Central Texas



Home Page

Stage Curtains & Theater Rigging in Central Texas

Where Construction Meets Theatrical Expertise

Stage Craft Systems designs, supplies, and installs theatrical rigging systems, stage curtains, and lighting grids for commercial and institutional projects across Central Texas. Our services are tailored for general contractors and venue owners, ensuring stage equipment is planned, permitted, and installed on schedule.

[Request a Quote](#)

No More Late-Stage Project Risks

Theatrical systems are often treated as late-stage scope items, which leads to rejected submittals, fire-code issues, and delayed inspections. This consequently delays your Certificate of Occupancy.

If you are responsible for stage curtains for schools in Waco or for managing a venue renovation in Austin, you need a subcontractor who understands commercial job sites and coordinated lighting-grid installation.

When the theatrical trades fail to coordinate with the structural or electrical teams, the result is costly rework. We avoid these issues by intervening at an early stage and providing the technical information your team needs to keep the project on track.

Construction Logic Meets Theatrical Expertise

Established by experts with extensive experience in commercial construction and theatrical rigging, our team collaborates with each client to deliver a trouble-free experience.

The professionals at our company are well-informed about submittals, safety standards, and strict construction timelines. This results in minimized risk, avoidance of late-stage disputes, and improved workflow.

A Process Designed for Results

The Stage Craft workflow stays on schedule and reduces the general contractor's administrative burden.

- **Early Coordination:** The pre-construction phase includes reviews of drawings and specs, and the identification of structural or electrical conflicts with **theatrical rigging systems** and **lighting grids**. This stage verifies load requirements and point-load locations with your structural engineers.
- **Procurement & Installation:** **Stage curtains** and hardware that comply with the code are purchased to meet the standards. Installation is done by certified workers who adhere to all safety regulations on the job site and are properly equipped with PPE.
- **Closeout & Training:** The turnover package for every project consists of O&M manuals and clean closeout documentation. Training on-site ensures that the end-users can operate their new stage systems safely.

Solutions Built for Real-World Venues

We serve general contractors, schools, and professional venues across **Central Texas**, including Austin, Waco, and the DFW region.

- **Stage Curtains & Track:** This includes fire-rated curtains for educational institutions, theatres, and churches. We offer tailor-made drapery, specified for high-use environments and particular acoustic requirements.
- **Theatrical Rigging Systems:** Manual and powered hoisting barriers tailored to the stage with a primary security concern. We perform counterweight systems, dead-hung rigging, and computerized hoists, taking into account the safety factor.
- **Lighting Grids & Controls:** This includes expandable **lighting grids** and a stable control system. We engage the electrical subcontractor for smooth installation.

- **Inspections & Maintenance:** Yearly inspections and safety checks for rigging according to NFPA standards. We provide comprehensive reports that reveal possible liabilities before they become threats.

The Stage Craft Difference

- **Submittal Ready:** Our services include accurate submittals, product data, and RFIs. We maintain the administrative workflow, eliminating delays in inspections and construction schedules. Our goal is high administrative precision, and we consider it a core aspect of the trade.
- **Code Compliance:** We ensure all materials, including stage curtains, meet Texas fire ratings and building codes. Furthermore, we manage the certification and labeling required by the fire marshal.
- **Local Field Support:** We offer quick support to Central Texas areas such as the I-35 corridor and the DFW metroplex. Being a local company means that we will be present on-site whenever your staff needs assistance.

Professional Results Every Time

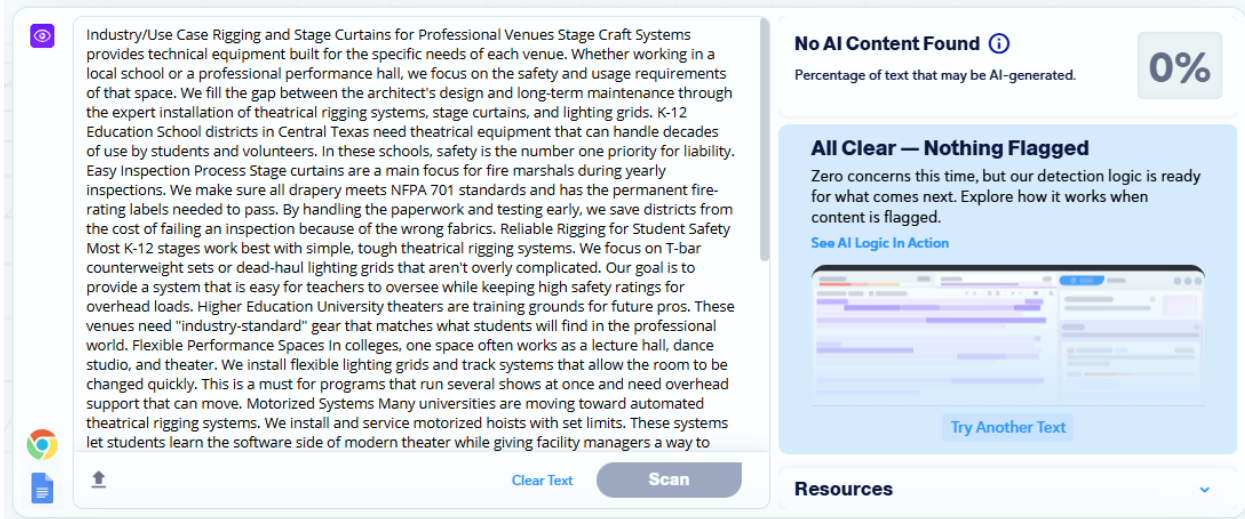
Don't delay the installation of stage curtains, lighting grids, or theatrical rigging systems. Partner with specialists who prioritize your construction schedule.

[Request a Quote](#)

Meta Title: Rigging and Stage Curtains for Professional Venues

Meta Description: Specialized theatrical rigging systems and stage curtains for Central Texas schools and venues. We install durable lighting grids for professional performance.

Keywords: stage curtains, theatrical rigging system, central Texas, lighting grids, professional venues, general contractor



Industry/Use Case

Rigging and Stage Curtains for Professional Venues

Stage Craft Systems provides technical equipment built for the specific needs of each venue. Whether working in a local school or a professional performance hall, we focus on the safety and usage requirements of that space.

We fill the gap between the architect's design and long-term maintenance through the expert installation of theatrical rigging systems, stage curtains, and lighting grids.

K-12 Education

School districts in Central Texas need theatrical equipment that can handle decades of use by students and volunteers. In these schools, safety is the number one priority for liability.

Easy Inspection Process

Stage curtains are a main focus for fire marshals during yearly inspections. We make sure all drapery meets NFPA 701 standards and has the permanent fire-rating labels needed to pass. By handling the paperwork and testing early, we save districts from the cost of failing an inspection because of the wrong fabrics.

Reliable Rigging for Student Safety

Most K-12 stages work best with simple, tough **theatrical rigging systems**. We focus on T-bar counterweight sets or dead-haul **lighting grids** that aren't overly complicated. Our goal is to provide a system that is easy for teachers to oversee while keeping high safety ratings for overhead loads.

Higher Education

University theaters are training grounds for future pros. These venues need "industry-standard" gear that matches what students will find in the professional world.

Flexible Performance Spaces

In colleges, one space often works as a lecture hall, dance studio, and theater. We install flexible **lighting grids** and track systems that allow the room to be changed quickly. This is a must for programs that run several shows at once and need overhead support that can move.

Motorized Systems

Many universities are moving toward automated **theatrical rigging systems**. We install and service motorized hoists with set limits. These systems let students learn the software side of modern theater while giving facility managers a way to monitor overhead movement and weight.

Professional & Commercial Venues

Professional theaters and event spaces run on tight schedules. For these clients, "downtime" means lost money. We provide high-performance systems that allow for fast changes between events.

Acoustic and Light Control

In a professional theater, the quality of the **stage curtains** is vital. We provide heavyweight velours that block light and soak up sound. We pick fabrics that look great "front-of-house" while meeting tough commercial wear-and-tear standards.

Heavy-Use Equipment

Commercial venues use their gear more often than schools. We use high-cycle hardware: heavy-duty sheaves, specialized cable, and silent-running tracks. These parts make sure **theatrical rigging systems** work every night without failing.

The Contractor's Partner for All Use Cases

No matter the industry, our value to the **General Contractor** is the same: we handle the "Division 11 and 12" technical details so the build stays on schedule.

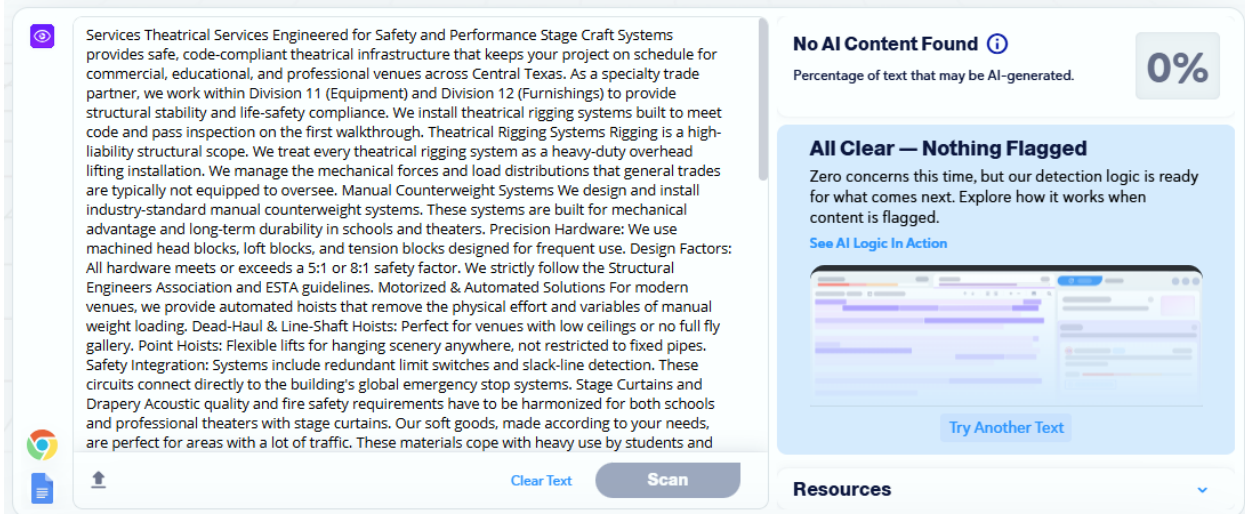
- Pre-Construction: We help GCs figure out if a system is too much for a primary school or not enough for a university.
- Trade Coordination: We make sure the structural steel is ready for the riggers and that electrical rough-ins match the lighting grids.
- Clean Closeout: We provide O&M manuals and on-site training so the GC can turn over the keys with zero worries.

From Waco to Austin, Stage Craft Systems builds the stages that Central Texas relies on. Contact us today for a technical consultation for your next project.

Meta Title: Expert **Theatrical Rigging** & Stage Services | **Central Texas**

Meta Description: Specialized Division 11 and 12 equipment for **Central Texas**. We provide **theatrical rigging**, **stage curtains**, and **lighting grids** for professional venues.

Keywords: theatrical rigging, stage curtains, lighting grids, central Texas, soft goods



Services

Theatrical Services Engineered for Safety and Performance

Stage Craft Systems provides safe, code-compliant theatrical infrastructure that keeps your project on schedule for commercial, educational, and professional venues across **Central Texas**.

As a specialty trade partner, we work within Division 11 (Equipment) and Division 12 (Furnishings) to provide structural stability and life-safety compliance. We install **theatrical rigging systems** built to meet code and pass inspection on the first walkthrough.

Theatrical Rigging Systems

Rigging is a high-liability structural scope. We treat every **theatrical rigging** system as a heavy-duty overhead lifting installation. We manage the mechanical forces and load distributions that general trades are typically not equipped to oversee.

Manual Counterweight Systems

We design and install industry-standard manual counterweight systems. These systems are built for mechanical advantage and long-term durability in schools and theaters.

- **Precision Hardware:** We use machined head blocks, loft blocks, and tension blocks designed for frequent use.
- **Design Factors:** All hardware meets or exceeds a 5:1 or 8:1 safety factor. We strictly follow the Structural Engineers Association and ESTA guidelines.

Motorized & Automated Solutions

For modern venues, we provide automated hoists that remove the physical effort and variables of manual weight loading.

- **Dead-Haul & Line-Shaft Hoists:** Perfect for venues with low ceilings or no full fly gallery.
- **Point Hoists:** Flexible lifts for hanging scenery anywhere, not restricted to fixed pipes.
- **Safety Integration:** Systems include redundant limit switches and slack-line detection. These circuits connect directly to the building's global emergency stop systems.

Stage Curtains and Drapery

Acoustic quality and fire safety requirements have to be harmonized for both schools and professional theaters with **stage curtains**. Our **soft goods**, tailored to your needs, are perfect for high-traffic areas. These materials cope with heavy use by students and professional stage crews.

Performance Soft Goods

- **Grand Drapery:** High-quality velours with 50 to 100 percent fullness. These curtains are light-proof and sound-absorbent. We offer cotton and synthetic materials depending on the humidity and durability requirements of your venue.
- **Masking Assets:** Borders, legs, and mid-stage travelers made from synthetic fabrics that retain their flame-retardant property even after multiple washings.
- **Specialty Fabrics:** Background curtains for lighting effects and see-through scrims for visual effects.

Track and Hardware

- **Heavy-Duty Track:** Aluminium or galvanized steel I-beam tracks that are designed for silent working even when the load is heavy.
- **Curtain Machines:** Electric operators with variable speed control and soft-start feature. These characteristics reduce hardware wear and prevent line shock.

Lighting Grids and Support Infrastructure

A professional lighting grid must be perfectly level and securely anchored to support the weight of modern LED fixtures.

Pipe Grid Design

We specialize in stationary pipe grids for black box theaters and studios.

- **Structural Mounting:** We securely mount **lighting grids** to building steel or concrete for maximum stability.
- **Grid Density:** Custom spacing (typically 4'x4' or 5'x5') designed for fixture flexibility without losing weight-bearing strength.

Data and Power Distribution

- **Connector Strips:** Custom raceways with integrated power circuits and data ports.
- **Enclosures:** Heavy-duty floor and wall pockets for clean cable management.

Professional Inspections and Life-Safety Compliance

In Texas, liability for overhead equipment rests on the facility owner. We provide the technical audits required to identify risks. Our inspectors find subtle wear patterns that general maintenance staff might miss.

Annual Rigging Inspections

Our inspections follow industry-standard safety inspection standards:

- **Mechanical Audit:** Inspecting wires and pulleys for safety, as well as checking corrosion and auditing all sheaves and blocks for wear.
- **Fire Curtain Drop Testing:** For fire safety code requirements, we perform timed drop tests to ensure the proscenium seal works in an emergency. We provide a full testing log for your records.

Fire-Resistant Curtain Testing

- **Field Testing:** On-site NFPA 701 tests to verify the fire-retardant integrity of your existing curtains.
- **Certification:** We provide the official "Certificate of Flame Resistance" required for school district records and fire marshal walkthroughs.

Technical Consultation and Division Coordination

We coordinate between trades to prevent costly change orders.

- **Structural Interface:** We provide point-load calculations to your structural engineer to verify that the building can support theatrical loads.
- **Electrical Coordination:** We work with electrical subcontractors to ensure conduit runs do not block moving rigging parts.

- **Project Closeout:** We provide final rigging layouts and documentation, O&M manuals, and on-site staff training to ensure safe operation after the project is complete.

[Request a Free Quote](#)

Serving the **Central Texas** Corridor

Stage Craft Systems transforms empty stages into professional performance venues. From Waco auditoriums to Austin studios, we are your technical partner for Division 11 and 12 requirements.

Contact Stage Craft Systems today to discuss your project or request a free quote. Our technical expert can review your project specifications and provide you with the best action plan.