



For Immediate Release
www.thermatru.com

Contact: Kelly Hancock
419-893-9600
khancock@hartinc.com

Therma-Tru Focuses on Consumers' Need for Customization and Technology in 2017

MAUMEE, OHIO – Therma-Tru prides itself on delivering on-trend, high-quality fiberglass entry doors that maximize a home's curb appeal. Recently, Therma-Tru focused on prioritizing what is most important to customers and discovered that homeowners are seeking customized looks that truly represent their unique style.

Launching at this year's NAHB International Builders' Show® (IBS) in Orlando, Florida, are products that offer opportunities for homeowners to customize their entries. New options include Smooth-Star® Shaker-style doors, wider simulated divided lites (SDL), new internal blinds glass size options and two grip-style handlesets for the multi-point locking system.

"Each new product is stylish and allows homeowners to achieve that customized style they are looking for," said Brett Finely, president at Therma-Tru Corp. "We're also excited to showcase a new Architectural Home Styles Guide, which helps homeowners decide which door will look best on their home based on its architectural style."

With increased use of technology and easy access to information, homeowners are taking more time to explore multiple products to decide what best fits their personal style. This increased the need to have up-to-date, innovative digital solutions including Therma-Tru's website and social media pages, and the DoorWays™ App. Each platform allows consumers to explore Therma-Tru products, and the app allows them to visualize a new entryway on their home. All of these tools make it easy for consumers to create the look they want.

"We're highly focused on making sure we meet the core needs of our regional markets. Homes look different throughout the country, so it's important for us to have a broad, well-positioned product portfolio," said Finley. "In 2017, we will also continue with a consumer-focused approach by creating and launching innovative products that enhance a home's curb appeal, and give homeowners the customized look they desire."

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About Therma-Tru

Therma-Tru is the leading entry door brand most preferred by building professionals. Founded in 1962, Therma-Tru pioneered the fiberglass entry door industry, and today offers a complete portfolio of entry and patio door system solutions, including decorative glass doorlites, sidelites and transoms, and door components. The company also offers low-maintenance Fypon[®] polyurethane and PVC products. Headquartered in Maumee, Ohio, Therma-Tru is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS). For more information and product warranty details, visit www.thermatru.com, www.fypon.com or call 800-537-8827.

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