

Therma-Tru Named “Brand Used Most” for 20th Consecutive Year

BRAND LEADER
Builder
2017



MAUMEE, OHIO – Therma-Tru has been named the “Brand Used Most” in the entry door category for the 20th year in a row. In the [2017 Builder Brand Use Study](#) conducted by Hanley Wood, Therma-Tru ranked first in brand used most, brand used most in past two years and quality rating.

Mark Ayers, vice president, marketing at Therma-Tru Corp. says, “It’s truly an honor to receive this award. It means builders trust us, and that’s important in the building industry. But going beyond manufacturing, Therma-Tru also makes it a priority to partner with builders to help them grow their business by providing sales tools and marketing support.”

To show its continued support for builders, the company recently launched a technical assistance line that provides live answers to installation, warranty and product questions. The toll free number 1-800-4BUILDR (1-800-428-4537) is a great resource focusing solely on builders.

The 2017 Brand Use Study also marks the third consecutive year that Therma-Tru has earned the top rating for quality in the entry doors category.

“Homeowner trends and innovation are shifting quickly, and knowing that you are the brand used most means that you are staying ahead of industry trends. We’re providing builders quality, stylish options that give homeowners the look they want for their entry while maximizing curb appeal,” said Derek Fielding, director of marketing insights and innovation at Therma-Tru Corp.

To continue providing quality, on-trend products, innovation is essential. Therma-Tru recently announced the investment in a new innovation center to be based in Maumee, Ohio. The new facility will go through a design and construction phase starting in the spring with completion expected in late 2017.

Having a facility like this allows dedicated engineers and product experts to research and test new products as they relate to trends so Therma-Tru can continue to lead the industry in products and innovation.

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The 2017 *Builder* Brand Use Study, presented by *Builder* Magazine, was conducted online by The Farnsworth Group and included Hanley Wood subscribers classified as “Builders, Builders-Developers, or General Contractors.” The data was collected from November 2016 through January 2017 and is based on 936 qualified responses. The study originated in 1998 and includes a nationwide survey of builders on their preferences related to a wide variety of products and brands. Full results of the survey appear at BuilderOnline.com.

Shareable Highlights

- @ThermaTru Celebrates 20th consecutive year being named the "Brand Most Used" by builders in the 2017 Builder Brand Use study. #qualitywins
- @ThermaTru named "Brand Used Most" for 20th consecutive year in 2017 Builder Brand Use study.

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 is headquartered in Maumee, Ohio and also offers low-maintenance **Fypon**[®] polyurethane and PVC products. For more information and product warranty details, visit www.thermatru.com, www.fypon.com or call 800-537-8827.

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