

Therma-Tru reinvents Classic Craft premium door series

CLASSIC CRAFT.



[MAUMEE, OHIO, January 7, 2021–] Therma-Tru announces the launch of its reimagined Classic Craft premium series of doors. As homeowners and trade professionals grow more design-savvy, the new Classic Craft series aims to deliver the on-trend entryways they seek to enhance their homes. Featuring three collections based on design styles, the Classic Craft series will include tried-and-true options and new looks within the collections – on a premium scale.

“We wanted to make it easier for homeowners and trade professionals alike to find the on-trend styles they’re seeking,” said Mark Ayers, senior vice president of marketing and product development at Therma-Tru Corp. “The restructured Classic Craft series simplifies and streamlines the shopping process.”

The reimagined product line will feature three unique, curated collections that align with the home designs homeowners are gravitating toward.

Artissa Collection

Rooted in the nostalgia of simpler times, the Artissa Collection pays homage to the handmade culture of the American Arts and Crafts movement. Highlighting the beauty of straightforward design, this selection of premium Classic Craft doors features clean lines, Shaker styling and Craftsman-inspired glass for a casual and welcoming approach to the entryway.

Founders Collection

A revival of traditional and rustic styling, the Founders Collection honors the historic significance of classically inspired design. Taking a more decorative approach to the entryway, this selection of premium Classic Craft doors includes curved and arched details, embellished panel embossments and intricate glass designs for a noteworthy entrance with enduring style.

Visionary Collection

Artfully inspired with a confident edge, the Visionary Collection pushes the envelope of design for the next generation. Focusing on a streamlined aesthetic with a modern flair, this collection of premium

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Classic Craft doors re-imagines the entry with sleek lines, forward-thinking designs and minimalist details for an entrance that exudes confidence with bold appeal. The updated Classic Craft line also includes an enhanced lifetime limited warranty, now with an industry-leading one-time transferable option.

For more information about the updated Classic Craft series, visit thermatru.com/classiccraft.

Shareable Highlights

- Therma-Tru announces the upcoming launch of its reinvented Classic Craft premium series of doors.
- The re-imagined Classic Craft series features three unique, curated collections that align with the home designs homeowners are gravitating toward.
- The updated Classic Craft series launches February 2021. Learn more at thermatru.com/classiccraft.

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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