

# Open Door

SPRING 2010



## 2010's Exciting New Products from Therma-Tru

From new door styles to complement the most popular architectural home styles to affordable decorative glass designs, our new entry and patio door products will enhance any home.

### Fiber-Classic® Mahogany Collection™

Therma-Tru® introduces the latest in great entrances with its new Fiber-Classic Mahogany Collection, bringing timeless style and a rich mahogany finish to the home. To complement the growing popularity of higher ceilings and grand entryways, the Collection is now available in an



Fiber-Classic® Mahogany Collection™ with Salinas® glass

8'0" height, along with the traditional 6'8" height. The Collection includes new styles perfect for homes with popular architectural designs including Craftsman, Arts and Crafts, Victorian and traditional. The doors offer high style and the rich look and warmth of mahogany hardwood, but at an affordable price.

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- 4** Exceeding the new 2010 ENERGY STAR standards
- 5** Replacing an entry door adds to home's value
- 6** Therma-Tru helps homeowners take advantage of energy savings

### Falling Water™ glass



Smooth-Star® with Falling Water™ glass

### Falling Water™ Glass

Designed to add character and brighten up the entry, Falling Water glass features a gentle arch design embedded within a rectangular geometric pattern, adding both a fluid touch and a sense of balance to the entry. The style can be used to complement a variety of today's most popular home styles, including

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# Make a grand entrance in your showroom

Late last year, Therma-Tru launched a new Door Gallery display program, which capitalizes on the power of visualization and an enhanced shopping experience. And to get a better sense of its effectiveness thus far, we spoke with Mike Smart, manager of Kinston Builder Supply – the first dealer to utilize the new display.

## 1. Describe your showroom. How does the Door Gallery integrate with other displays?

The Therma-Tru Door Gallery is the most featured display in our



4,000 sq./ft. showroom. We primarily have window and door displays, but the Door Gallery is by far our largest and most prominent display. When you walk into the showroom, the door gallery literally knocks you in the face!

## 2. What were you hoping to get out of this new display?

Capitalizing on the Therma-Tru name was the biggest advantage. Everyone knows we're a Therma-Tru dealer, and we wanted to let them know what doors are available to them.

## 3. A key feature of the new Door Gallery is easy set-up. How was the set-up process for you?

For the size of the display, it was actually pretty simple. I couldn't tell you any improvements to make, because everything went so smoothly. It fit together for us like a puzzle.

## 4. What do you like most about the gallery?



## DealerFocus



## About Kinston Building Supply

Located in Kinston, N.C., Kinston Builder Supply has been around for 20 years and originally sold second-hand items. About five years ago, the company switched to the contractor side of business and exclusively sells Therma-Tru doors. The company's primary customers consist of both professional contractors and DIY consumers.

For more information on the 2010 Door Gallery program, visit: [www.thermatru.com/merchandising](http://www.thermatru.com/merchandising).

One of the most useful features is being able to change the facade panels. These graphics are interchangeable, so they allow shoppers to visualize the door systems in a setting similar to their own home. Changing it up once a month is like free advertising.

## 5. Have you received any feedback on it yet?

We've received quite a bit of feedback, especially on the DIY side. They usually start by asking about the prices and are amazed by the inexpensiveness of the doors. They are also impressed with the beauty of the doors. I've got two sales coming in as a result of the display. I literally had one customer point to it and say "I want that door." So for me, it's already doing its job. ■

# 2010's Exciting New Products from Therma-Tru



Classic-Craft® Mahogany Collection™ with Low-E glass

months and helps prevent cool air from escaping in the summer months. When used in a fiberglass door, Low-E glass can help homeowners achieve superior energy efficiency.

## Full-Lite Craftsman Patio

With the addition of Craftsman style patio doors, Therma-Tru is first to market with an authentic Craftsman style in a lip-lite patio door. The product is available in Fiber-Classic® and Smooth-Star® door styles and is designed to provide a patio solution for Craftsman style homes. The patio door matches windows and interior and exterior doors to complement Therma-Tru's line-up of Craftsman style entry doors in the Classic-Craft®, Fiber-Classic and Smooth-Star lines. The doors come standard with Low-E glass to support energy efficiency.

Full-lite Craftsman style patio door

(Continued from Page 1)

Arts and Crafts bungalow architecture, among many others. Homeowners can choose from several options including full lites, ½ lites, ¾ lites and center arch lites. All add drama to the exterior of the home, while increasing the amount of natural light to the interior. At the same time, homeowners can find comfort in the glass design's privacy rating of six (10 being the most obscure). This new glass design is featured in Fiber-Classic®, Smooth-Star®, Profiles™ and Traditions entry doors.

## Low-E Glass

Therma-Tru is making Low-E glass standard on a large selection of its clear glass door products. The company's Classic-Craft® fiberglass entry doors now feature Low-E glass as a standard feature in all non-decorative glass applications. In addition, Fiber-Classic® and Smooth-Star® doors will feature

Low-E glass as an available option in most non-decorative glass sizes. The new glass offering provides homeowners with a wide selection of energy-efficient doors. Low-E glass is more energy efficient than standard clear glass. It helps keep warm air inside during the winter





Smooth-Star® with Low-E glass featuring contoured GBG (muntins)

## Contoured GBG (Muntins)

There are now more products designed to match the aesthetics of window packages—contoured muntins add a popular option to Therma-Tru's GBG (grilles between glass) offerings. Contoured muntins are available for both entry

and patio door systems and provide an alternative to the traditional flat bar GBG styles, improving the look of non-decorative glass entry and patio doors. All contoured muntins are available in white in 3/4-inch and come standard with Low-E glass to support energy efficiency. The contoured muntins are offered in full-lite and half-lite door, as well as sidelites.

## Fiberglass Fire Doors

Designed to fit any project or architectural style, new fiberglass 20-minute fire door options make Therma-Tru's selection of fiberglass fire doors the largest in the industry.

An alternative to medium-density fiberboard (MDF) and wood doors, the doors do not split, crack or rot, and are built with a proprietary concrete core for enhanced safety and security. ■



Fiber-Classic® Oak Fire Door



Smooth-Star® Fire Door



Classic-Craft® Rustic Fire Door

## Exceeding the New 2010 ENERGY STAR® Standards

Therma-Tru has homeowners covered when it comes to meeting the new criteria of the ENERGY STAR® program that became effective on January 4, 2010.

Developed to raise the bar for energy-efficient products, the new criteria is significantly harder to meet than in the past. For the door category, climate zones were removed and performance is now based on the size of the glass in the door.



To capitalize on the movement of obtaining information online, Therma-Tru has created an educational video featuring Code and Compliance Manager Steve Jaspersen, to help explain the changes.

You can watch the video at [www.thermatru.com/energystar](http://www.thermatru.com/energystar). There, you'll also find a chart that highlights which Therma-Tru products qualify for ENERGY STAR – accounting for over 94 percent of Therma-Tru products.



Therma-Tru has also developed a social media release that was issued to bloggers and the media, garnering over 86 online mentions and was showcased on a display in Times Square and also on a Clear Channel digital sign in Las Vegas. ■

## Picture Perfect™ Virtual Designer Homeowners Can “Virtually” See How a New Door Will Add Curb Appeal to Their Home

For many customers, buying a new entry door is one thing, but feeling certain of how it will look on their home is another. Now, Therma-Tru makes the visualization process easy with the Picture Perfect™ Virtual Designer, a new, user-friendly interactive tool that allows customers to “virtually” see how a new door will look on their actual home after the door is installed.

“Our new software program enables remodelers and dealers to use visualization software on their computer, making it easy to make in-home sales calls or use in showrooms with potential customers to help them imagine the impact a new door will have on their home’s curb appeal,” says Eric Rose, Replace & Remodel Business Development Manager, Therma-Tru.

The Picture Perfect Virtual Designer allows users to upload a photo of a customer’s home to demonstrate how a new front entry will look. If desired, they can also opt to access Therma-Tru’s convenient image library of homes constructed in popular architectural styles, and then select a home that most resembles the home to be remodeled.

The software is available on CD-ROM making it easy to access on the jobsite or sales call without access to the Internet. Users can register to receive the latest updates on new Therma-Tru products or software features and functionality as they become available. So far, over 600 copies have been sold.

The Picture Perfect Virtual Designer can be ordered through distribution as a merchandising aid or online at [www.thermatru.com/orderppp](http://www.thermatru.com/orderppp). ■



## Replacing an Entry Door Ranks Among the Top-Rated Remodeling Projects to Add Value to the Home

*Remodeling* magazine recently released its 22nd annual Cost vs. Value report, which is a survey conducted by the magazine to determine the return on investment for common remodeling projects. Among the findings are that three out of 20 of the top-rated projects were focused on the home's entry. This was the first time the magazine evaluated home entry door projects as part of the report, demonstrating the return on investment an exterior home face-lift can make.

“The Cost vs. Value report reinforces an important message for homeowners – improving your entry door will likely improve your home’s value,” said Jerry Oleshansky, vice president of marketing, Therma-Tru.

In addition to the study, a recent article in *Good Housekeeping* magazine included easy ways to boost curb appeal, in which it ranked getting a new front door as the #1 project.

Pair these with the Home Valuation Study – a study conducted by an independent research company that found a home with an enhanced Therma-Tru entryway added to its perceived value by as much as five times the cost of the door – and you will continually see the impact a new entryway can have on curb appeal and a home’s overall value. ■



## Open Door

Published for the customers of  
Therma-Tru Doors

[www.thermatru.com](http://www.thermatru.com)

We want your feedback.  
Send your comments, suggestions  
or success stories to:

[pr@thermatru.com](mailto:pr@thermatru.com)

Phone:  
(800) 537-8827

## Therma-Tru Makes it Easy for Homeowners to Take Advantage of Energy Savings

To help homeowners better understand the energy tax credit and more quickly recoup up to \$1,500, Therma-Tru has launched an educational microsite and YouTube video on [www.MyEnergyTax.com](http://www.MyEnergyTax.com). Through the microsite and video, Therma-Tru simplifies the tax credit, provides the tools needed to claim the credit and offers a frequently asked questions section so homeowners can easily find the answers they need.

As the nation's leading manufacturer of entry doors and the most preferred brand among builders and remodelers, Therma-Tru can help homeowners create curb appeal that lasts and minimize energy bills with the purchase of entry and patio doors that qualify for the tax incentive.

Therma-Tru is pleased to offer consumers a variety of energy-efficient products that qualify for this federal tax credit. In fact, most Therma-Tru entry and patio doors do qualify by having a U-Factor and Solar Heat Gain Coefficient (SHGC) of 0.30 or lower, which is a measure of a product's energy efficiency. To be eligible for the energy tax credit, qualified products must be purchased and installed in the taxpayer's principal residence now through 2010.

Check out the microsite and video by visiting [www.MyEnergyTax.com](http://www.MyEnergyTax.com).

This poster is part of a campaign to help homeowners better understand and take advantage of the \$1,500 tax credit.

**knock! knock!**

**\$1500 Energy Tax Credit is No Joke.**

- Upgrade Your Door.**  
Select your favorite entryway – virtually all Therma-Tru doors qualify.
- File Your Form.**  
Submit the simple tax form, 5695, when you file your taxes. You may find this form online at [MyEnergyTax.com](http://MyEnergyTax.com).
- Claim your Credit.**  
You may receive 30% of your Product Purchase (Price up to \$1,500 as a tax credit!)

And that's how easy it is to get up to \$1,500 in tax credit for purchasing a new front door!

[MyEnergyTax.com](http://MyEnergyTax.com)

**THERMA TRU**  
DOORS