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THERMA-TRU HITS THE MARK AT THE IBS SHOW

Therma-Tru was hard to miss at this year's International Builders' Show (IBS), the world's largest residential construction trade show. Also the National Association of Home Builders' annual convention, IBS was held in Orlando, Fla., from January 11-14.

Therma-Tru staged its presence with an eye-stopping 70' by 75' booth. The booth:

- Featured step-by-step displays showing how fiberglass doors are manufactured.
- Showcased a total of 22 Therma-Tru entry and patio door systems including 10 new products (listed on page 2.)
- Included a special Impact Zone section demonstrating the Therma-Tru fiberglass entry and patio doors that are specially designed to withstand hurricane-force winds, windborne debris, and other extreme weather conditions.
- Highlighted the Company's new Builder Resource Center, which offers builder various tools to help them grow their business and upgrade sales. This is also where Therma-Tru's new website, www.thermatru.com, was on display.



The layout for Therma-Tru's booth at this year's International Builders' Show in Orlando.

Hosted major events

Plus, Therma-Tru played major roles in numerous other IBS events:

- Therma-Tru, along with sister companies Moen and MasterBrand Cabinets, hosted a media breakfast in the Therma-Tru booth that was attended by 70 members of the press. Bruce Carbonari, president and CEO of Fortune Brands Home & Hardware; Richard Forbes, president and CEO of MasterBrand Cabinets; Richard (Dick) Posey, president and CEO of Moen; and Carl Hedlund, president and CEO of Therma-Tru, spoke about consumer trends and how each company is responding to them.
- Therma-Tru sponsored the first annual *El Nuevo Constructor* "Builder of the Year" breakfast.
- At the annual Spirit of Life® reception, Therma-Tru honored Maggie Hardy Magerko, president and owner of 84 Lumber.
- Many Therma-Tru spokespeople participated in several media interviews, including a live radio interview with Carl Hedlund for *On the House with the Carey Brothers*.

(Continued on Page 2)

THERMA-TRU HITS THE MARK AT IBS

(Continued from Page 1)

- At the Lowe's booth, Tom Kraeutler, co-host of the nationally syndicated radio show *The Money Pit*, spoke on Therma-Tru's behalf.
- A number of Therma-Tru's most innovative customers were honored at the ProSales Excellence Awards breakfast, including: Nesbit-Brower, PC Building Materials, National Lumber, Ward Lumber and BMC West.

"It was an incredibly busy time for all who represented Therma-Tru at IBS. Our sales and marketing teams worked tirelessly and did a fantastic job supporting our brand," says Greg Gurley, VP and General Manager of the Wholesale Distribution Business. "Several builders at the show said great things about our display and the events we sponsored."

New products on display

Therma-Tru's new fiberglass entry and patio door products were showcased in attractive, home-like settings.

- Classic-Craft® American Style Collection™ – First released in June 2005, the American Style door system won the *Women's Day* New Product Innovation Award presented at IBS.
- Classic-Craft Rustic Collection – New 8' two-panel plank design with radius or square top (in 3' and 3'6" widths), along with complementary flush-glazed 6'8" and 8' side lites in clear or Ashurst™ glass, will be available later this year.

- Smooth Star® – This popular line now offers a two-panel soft arch and four-panel design in 6'8" height. Both styles are available as 20-minute positive pressure fire doors.
- New glass designs – The Smooth Star line is available with three decorative glass designs: Saratoga, Wellesley and Aria.
- Fiber-Classic® sliding patio door system – This line is now available in 3 and 4-panel configurations
- Slim-Line™ sliding patio door system – Now available with Tru-Defense™ impact-rated glass.
- New transoms – Now available to complement the Fiber-Classic hinged and SPD® sliding patio door systems.

The Impact Zone

In the Impact Zone, builders could examine the selection of Therma-Tru Classic-Craft door systems designed to pass the Florida Building Code for installation in hurricane-prone areas. These special entry door systems are built with advanced composites to withstand 100 pounds of force per square foot, equivalent to the static pressure generated by a 250-mph wind.

Each door core features a full-length engineered composite stile for added rigidity.

Also featured was the Slim-Line™ sliding patio door system with Tru-Defense™ impact-rated glass which has a DP-50 air, water, structural and windborne debris rating. The unit can structurally withstand 171 mph winds, water penetration of 8" per hour driven by 54 mph winds and air infiltration equal to 25 mph winds on units up to 9'0" wide by 8'0" tall.

New Tools for Builders

The new Builder Resource Center showcased the benefits of Therma-Tru's products and services. Tool like custom brochures, consumer research and a reference binder are available to help build-

ers increase sales, enhance partnerships with dealers and better understand the wants of homeowners.

Sweepstakes

Show visitors could also register to win an all-expenses-paid trip for two to the national race in Daytona, Fla.. In addition, daily drawings were conducted for sets of Titleist® golf clubs and Therma-Tru entry door systems.

Winning the grand drawing trip to the Daytona 500 was Jeanette Hawkins of Graystone Homes in Culpepper, Va. Winners of the golf club sets were: Dan Smith of YBC in Huntingdon, Pa.; Hunter Curry of Lennar in Winter Haven, Fla.; Don Bodemann of Home Lumber in Littleton, Colo.; and Brian Von Kampen of David Homes in Hudsonville, Mich.

Winners of Therma-Tru door systems were: Gail Boswell of Boswell Construction in Burlington, N.C.; Ed Schmidt of Schmidt Brothers Construction in Appleton, Wis.; Micah Zuercher of Fox Ridge Homes in Nashville, Tenn.; and Kim Thonn of Kalan Homes in Lafayette, Ind. ■



Therma-Tru's new Builder Resource Center had its debut at IBS.

NEW PRODUCT LAUNCH: SMOOTH STAR DOOR STYLES

Effective Feb. 1, Smooth Star® is now available in a two-panel soft arch and four-panel design in 6'8" height. Both styles are available as 20-minute positive pressure fire doors. Contact your Therma-Tru representative for more information.



BILLBOARDS PROMOTE D.R. HORTON, THERMA-TRU

Texas motorists along major thoroughfares in Dallas and Fort Worth are viewing four billboards promoting D.R. Horton as America's builder, and Therma-Tru doors in every home.

The billboards, jointly sponsored by D.R. Horton and Therma-Tru, will be displayed for three months.

"This type of campaign was new for us. It has been all about branding, getting more people to recognize our logo, and all of the little things we do that made us the largest builder in the nation and making the public take note," explains Jody Delgado, Vice

President of Marketing for D.R. Horton's Dallas-Fort Worth West Division.

Therma-Tru provides exterior doors for the approximately 3,000 homes D.R. Horton constructs each year in the Dallas-Fort Worth West Division. D.R. Horton constructs homes in 21 states and is currently the largest home builder in the U.S.

"This is a great joint promotion effort between our two companies and we hope it leads to more future projects," says David Wehr, Therma-Tru's national builder market manager. ■

As part of a joint promotion, four billboards are on display in the Dallas/ Fort Worth area promoting Therma-Tru doors on D.R. Horton homes.



“This is a great joint promotion effort between our two companies and we hope it leads to more future projects.”

Therma-Tru doors on display in concept showroom



Smitty's Building Supply in Alexandria, Va., recently opened a 3,500-square-foot state-of-the-art concept showroom called "Window Smith" highlighting Therma-Tru entry door systems among other building products.

Located in nearby Falls Church, Va., Window Smith was developed to sell door and window replacements directly to the consumer on an installed turn-key basis. Additionally, their builder and remodeler customers are encouraged to use the new showroom as a resource to help sell Therma-Tru upgrades and replacements.

"What we tried to achieve was to display the windows, doors and everything we sell in a natural environment so visitors can visualize what the products will look like in their homes," explains Window Smith General Manager Gary Natovitz.



The new facility opened in November with a three-day grand opening for builders, remodelers and consumers throughout the Washington, D.C., market.

The Washington, D.C., area features one of the highest personal per capita incomes in the U.S., where new construction and the replacement/remodeling markets are particularly strong. ■

Smitty's Building Supply in Alexandria, Va., features Therma-Tru entry door systems in its Window Smith showroom.

Students present new door designs

Milwaukee Institute of Art and Design (MIAD) students recently presented Therma-Tru with new door designs incorporating decorative glass.

As part of a class assignment, 40 students on 12 teams learned how doors are manufactured and about Therma-Tru's target audiences. Each team then researched a specific architecture style and developed door design concepts based upon it.

"This assignment really was a win-win for both the students and Therma-Tru," said Pascal Malassigné, FIDSA, professor of industrial design, who led the project with Bill O'Dell, ISDA, and MIAD professor Robert Lynch. "Our students gained real-world experience and several samples for their portfolios while Therma-Tru gained new innovative doors designs that could potentially go to market."

Therma-Tru presented each team with a monetary reward based upon research, creative design concepts, relevance to market and consumer needs, team collaboration and members' presentation skills.



Therma-Tru will test some of the designs with consumers. If received well, the company will develop business plans for potential release into the market as new products or line extensions. Fortune Brands' sister companies Master Lock and MasterBrand Cabinets have engaged MIAD for design ideas, which led to the Therma-Tru project.

With 650 students, MIAD is Wisconsin's only college devoted exclusively to the education of artists and designers. ■

Students from the Milwaukee Institute of Art & Design (MIAD) show off their door designs as part of a recent class assignment sponsored by Therma-Tru.

Thanks for your comments...

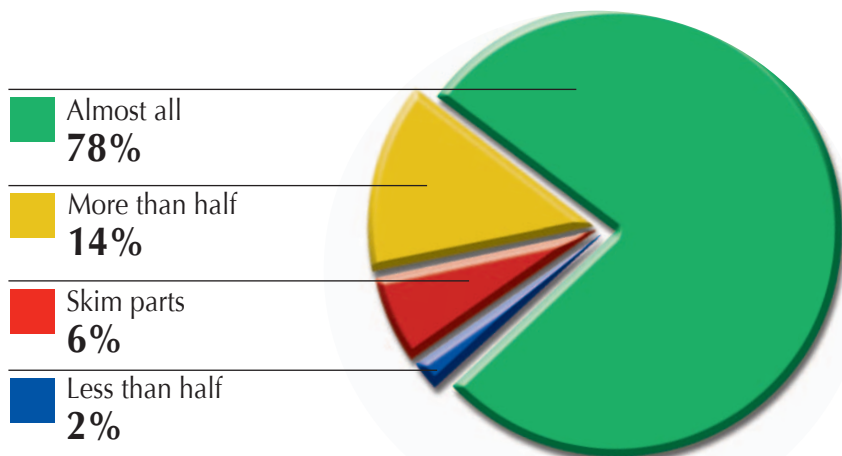
Therma-Tru thanks all of the *Open Door* readers who took time to answer last issue's survey about this publication.

The response rate was higher than expected and many included great ideas and suggestions. Almost 78% read all or almost all of an issue, with another nearly 14% reading more than half the stories, while 6% skim the contents.

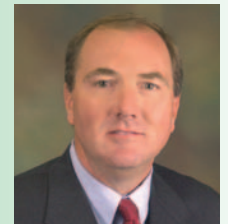
Information about Therma-Tru products was rated the most relevant category, followed by feature stories, marketing efforts, the President's message and partner profiles.

Respondent names will be entered into a drawing for \$100 in Therma-Tru wearables. ■

HOW MUCH OF *OPEN DOOR* DO YOU READ?



Dave Haddix



Jeff Glosser



Joe Herman

LEADERSHIP TEAM CHANGES

David D. Haddix is now SVP and general manager of the Residential Business Unit. During his 25 years with Therma-Tru, Dave served as chief financial officer for the past five.

Joseph M. Herman was named CFO succeeding Dave Haddix. Joe served most recently as director of finance and business development.

Jeffrey M. Glosser has assumed responsibilities for information technology and business process improvement in addition to his role as VP of global sourcing and logistics.

THERMA-TRU SETS 2006 PRIORITIES

By Carl Hedlund, President & CEO

We're off to a great start in 2006, beginning with our extremely strong presence at the International Builders' Show in Orlando in January.

At the IBS, Therma-Tru showcased 10 new entry and patio door products; introduced our new Builder Resource Center; unveiled the "Impact Zone" with our Slim-Line™ and Classic-Craft® doors for hurricane-prone areas that pass the Florida Building Code; and debuted our redesigned website, www.thermatru.com.



We also sponsored several IBS events including a media breakfast along with our sister companies Moen and MasterBrand Cabinets and the first annual El Nuevo Constructor "Hispanic Builder of the Year" breakfast.

The year ended on a high note, thanks to a very strong second half, driven by our wholesale distributors, dealers and home center businesses, with particularly strong dealer growth coming from builders and remodelers. As a result, we enjoyed a double-digit increase in annual sales, and our mix of fiberglass entry and patio doors greatly improved.

Our team did a nice job of implementing a number of key growth and operational initiatives that not only helped us in 2005 but will fuel growth in 2006 and beyond. Additionally, we made significant investments in people, strengthening our talent base in order to support our Go-to-Market and Supply Chain strategies. We were also honored to receive recognition that for the ninth consecutive year builders have identified Therma-Tru as the #1 preferred brand for entry door systems.

We have confirmed our goals and priorities for 2006, including the following:

- Continue to grow share in all targeted market segments.

- Accelerate Fiberglass material conversion in Entry and Patio door systems with innovative new products and marketing tools.
- Accelerate support of our customer base with key investments in collateral materials to help their businesses grow, i.e. Modular Dealer display program, Tru-Power sales support, etc.
- Deliver continuous improvement in service and quality.
- Further lean out our supply chain, taking out cycle time and waste.

At the same time, we will:

- Continue our pursuit of change and become a better company at everything we do and...
- Have fun and win!

Therma-Tru has a solid strategy and a team that is committed to extending our industry leadership. We are also fortunate to have the best customers in the mill-work business and together we look forward to continuing to grow together in the years ahead. Innovation, teamwork and execution will make the difference! ■

THERMA-TRU DONATES PATIO DOORS FOR DREAM HOME PROJECT

Sixteen 8' Therma-Tru Fiber-Classic® flush-glazed patio doors featuring the Multi-Point Locking system were donated and used in the *New Homes & Ideas* 15,412-square-foot Dream Home in the Wakefield community of Raleigh, N.C.

The doors were a joint donation by Therma-Tru; A&H Windows™, the door and window division of ECMD, Inc.; and The Contractor Yard of the Triangle.



New Homes & Ideas magazine has been building and then auctioning a luxury custom home annually for the last six years. The proceeds from the sales of these homes are donated to The Leukemia & Lymphoma Society's Eastern North Carolina Chapter. The 2005 home was featured in the Ral/Wake Parade of Homes and its sale will raise more than \$1 million for the charity, which serves patients battling leukemia, lymphoma, Hodgkin's disease and myeloma in 49 Eastern North Carolina counties.

"The house is absolutely beautiful and it was the second time Therma-Tru assisted in this valuable project," says Grover Truslow, Area Manager. The magazine is currently planning to construct two houses for 2006 in the Falls River area of Raleigh. ■





OpenDoor

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We want feedback from the field.
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success stories to:

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Phone:
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Remodeling experts brief sales

In order to provide Therma-Tru's sales force with direct input from remodeling industry leaders, a panel of key experts were invited to address associates at the company's National Sales Meeting in November.

Offering their insight and predictions on the remodeling market and its building



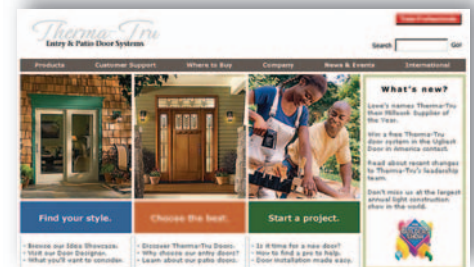
Providing input to Therma-Tru's sales team at the National Sales Meeting are, from left: Dave Klun, sales manager of the Remod Squad[®]; Rick Strachan, group publisher of Hanley Wood magazines; and Paul Winans, president of Winans Construction and president of NARI.

trends to Therma-Tru's sales team were three experts:

- Rick Strachan, group publisher of Hanley Wood magazines targeted at the construction industry,
- Paul Winans, president of Winans Construction in California and current president of the National Association of the Remodeling Industry (NARI), and
- Dave Klun, sales manager of the ReMod Squad[®], the dedicated remodeler sales team for Scherer Brothers Lumber Company's in Minnesota.

"Thank you for allowing me the opportunity to be involved at your national sales meeting. It's great to be part of the excitement and energy of new and fresh initiatives," wrote Klun afterward to Therma-Tru. "The welcoming treatment from all the good folks at Therma-Tru reflects highly of your leadership and professionalism. I hope you were able to capture something that can be implemented in your new initiatives at Therma-Tru." ■

THERMA-TRU ADDS "CURB APPEAL" TO ITS WEB SITE



As more and more consumers come knocking on Therma-Tru[®] Doors' Web site, the company redesigned it to be more customer friendly and interactive, with customized navigation for consumers, builders, remodelers, architects, distributors, dealers and media. The new version of www.thermatru.com went live in early January. ■