

Therma-Tru showcases on-trend products at 2020 NAHB International Builders' Show

[MAUMEE, OHIO, Jan. 13, 2020 –] Therma-Tru Corp. is showcasing a selection of new products at the 2020 National Association of Home Builders (NAHB) International Builders' Show (IBS), Jan. 21-23, in Las Vegas.

In an effort to meet homeowner demand, Therma-Tru products are categorized into three design trends: Curated Casual, Modern Mix and Lively Heritage.

"Today's homeowners are looking for innovative, durable products that provide on-trend style," said Mark Ayers, senior vice president, marketing and development, at Therma-Tru Corp. "We've aligned our products to three popular design trends, allowing homeowners to find the styles that reflect their creativity and complement the architectural details of their homes."

Curated Casual

The Curated Casual trend draws in homeowners who want sophisticated styling that's livable. The popular Farmhouse aesthetic is taken to the next level with a more polished design and refined styling. Simplicity replaces rustic elements, while still embracing relaxation.

Modern Mix

The Modern Mix trend appeals to homeowners who view the entry as the gateway to their home's story. This trend encompasses eclectic looks that blend unexpected details with contemporary aesthetics to create a more relaxed interpretation of modern design.

Lively Heritage

The Lively Heritage trend appeals to homeowners who crave classic looks with a breath of fresh air. Traditional design relaxes to focus on careful style mixing, bringing in rich saturated colors, bold shapes and streamlined aesthetics. Modern elements are blended with timeless looks to add drama while redefining traditional design for the 21st century.

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“Our newest products focus on providing durability and style to a home’s entryway,” said Donna Contat, director of product management at Therma-Tru Corp. “The composite door frame is an addition to our complete door system offering. Foam core Fire-rated fiberglass doors provide convenience and performance. And our new PrismaGuard paint allows homeowners to choose a long-lasting, beautiful pop of color for their door.”

Composite Door Frame

Therma-Tru’s new composite door frame featuring Tru-Guard composite technology provides a rot-free solution engineered to work together with rot-resistant Therma-Tru doors and components, including Impact-rated options.

The durable composite material is virtually maintenance free, eliminating the risk of rot and wood-ingesting insects. Reinforced mullions provide additional structural support and stability, reducing callbacks. Jamb screw plugs hide unsightly screws, allowing the jamb to be installed with screws through its thickest part for better aesthetics and long-term performance.

The new composite door frame is included in the industry’s most comprehensive lifetime limited warranty and also qualifies for a 10-year transferable full-system rider when installed as part of a Therma-Tru fiberglass door system.

Contact your Therma-Tru seller for details on product availability.

PrismaGuard Paint

Introducing PrismaGuard paint, featuring a selection of nature-inspired colors ranging from classic to bold. Add a pop of color to Therma-Tru doors, composite door frames and door surrounds, and tailor the look of the entry to make a beautiful lasting impression. The PrismaGuard finishing system includes paint and stain.

Handcrafted and professionally applied in a controlled environment, a PrismaGuard premium finish is built to last and backed by a 10-year limited finish warranty. PrismaGuard premium finish undergoes rigorous testing with specialized equipment to help ensure it delivers a consistent high-end appearance with a durable low-maintenance coating that preserves the door’s color for years to come.

Foam Core Fire Doors

Therma-Tru foam core Fire-rated Fiber-Classic and Smooth-Star fiberglass doors deliver a lighter weight solution for applications that require Fire-rated products, such as multi-family, commercial and house-to-garage, with all the benefits of fiberglass.

Tested to withstand a minimum of 20 minutes of fire exposure with temperatures that reach more than 1,400 degrees Fahrenheit, foam core Fire-rated fiberglass doors are filled with an exceptional heat- and cold-resistant material that helps keep your home warm in the winter and cool in the summer. These doors feature a polyurethane foam that reduces overall door slab weight by more than 45% when compared to a cement core Fire-rated fiberglass door slab.

Therma-Tru foam core Fire-rated fiberglass doors are backed by a residential lifetime limited warranty. For commercial and multi-resident structures, Therma-Tru foam core Fire-rated fiberglass doors are backed by a three-year limited warranty.

Fypon, a subsidiary of Therma-Tru, Master Lock and Fiberon, all part of Fortune Brands Home & Security, Inc. (FBHS), will also be represented at IBS.

Representatives will be available in booth C5236 at IBS to discuss how new and existing Therma-Tru products reflect today's current design trends.

Shareable Highlights

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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 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.

Therma-Tru is part of the Doors & Security division of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that fulfill the dreams of homeowners and help people feel more secure. FBHS's operating divisions are Plumbing, Cabinets and Doors & Security. Its trusted brands include Moen, Perrin & Rowe, Riobel, Rohl, Shaws and Victoria + Albert under the Global Plumbing Group (GPG); more than a dozen core brands under MasterBrand Cabinets; Therma-Tru entry door systems; Fiberon composite decking and railing products; and Master Lock and SentrySafe security products under The Master Lock Company. Fortune Brands holds market leadership positions in all of its divisions. Fortune Brands is part of the S&P 500 Index. For more information, please visit www.fbhs.com.