

Therma-Tru introduces Expressions 2018 new products at NAHB International Builders' Show®

EXPRESSIONS 2018 *Casual Comfort* BOLD STATEMENTS Renewed Classics



MAUMEE, OHIO – A home’s entryway is not only the focal point of a home, it’s an expression of the homeowner’s personal style.

Embracing this statement, Therma-Tru® Doors is launching its Expressions 2018 new products at the 2018 National Association of Home Builders (NAHB) International Builders’ Show, Jan. 9-11, in Orlando, Fla.

From new door styles to glass designs, all of Therma-Tru’s new products are inspired by three overarching design trends: Casual Comfort, Bold Statements and Renewed Classics.

“We conduct extensive research to uncover the design elements that homeowners want most. For 2018 we’re focusing on three core trends: Casual Comfort, Bold Statements and Renewed Classics,” said Mark Ayers, vice president of marketing at Therma-Tru Corp. “Our new products were developed to align with those trends, enabling homeowners to create an entryway that best reflects their personal style and individuality.”

Casual Comfort

This trend is ideal for the homeowner that seeks a relaxed atmosphere and authentic craftsmanship. Rooted in heritage – but updated to accommodate modern technology – it features welcoming entrances, layered textures and clean, simple designs with artisan-style factors. Casual Comfort’s comfortable, cozy nature is just the thing to balance a busy life.

Capture the inviting look and feel of simpler times with the new Classic-Craft® American Style Collection™ Shaker-style and Smooth-Star® Shaker-style doors and sidelites, available with decorative or privacy and textured glass.

Bold Statements

Unleash creative confidence with this striking modern design trend. Push boundaries with minimalistic, geometric and dramatic styles – all warm and approachable, with a touch of luxe. Get eclectic by mixing up colors,



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shapes and materials to create a bold look and feel that's arresting and share-worthy.

Transform an entryway into a bold focal point with new Geometric privacy and textured glass or Pulse® doors with flat profile lite frames.

Renewed Classics

This style trend is for the homeowner that wants to honor historic design and personalize it in a new way. Embrace the soft, refined design elements of the classics and add a modern twist that creates an easy elegance with relaxed formality. Inspiration is everywhere for how to apply a fresh, customized approach to the traditional homes that everyone will love.

Bring a soft, classically inspired entryway to life with new Pembridge™ decorative glass, available within the Fiber-Classic®, Smooth-Star, Profiles™ and Traditions product lines. Also available in Pulse doors and sidelites.

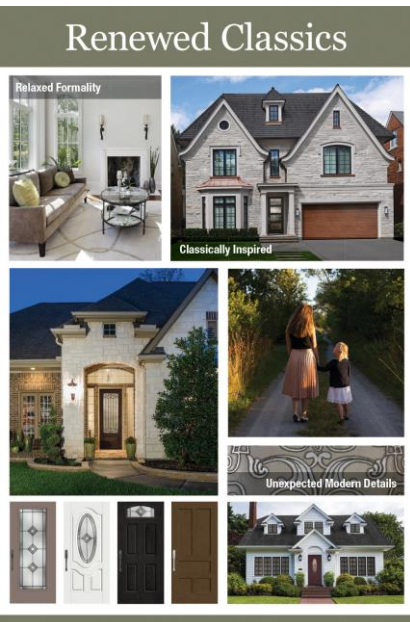
Representatives from Therma-Tru will be available in booth W4041 to discuss how the new-for-2018 products reflect today's current design trends.

Shareable Highlights

- Therma-Tru's Expressions 2018 new products empower homeowners to create an entryway that is an expression of their individuality and creativity. Learn more at thermatru.com/expressions. #ThermaTruIBS
- Therma-Tru's new products are inspired by three consumer design trends: Casual Comfort, Bold Statements and Renewed Classics. Learn more at thermatru.com/expressions. #ThermaTruIBS

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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