

Therma-Tru named #1 Brand Used Most and #1 in Quality for 2020



[MAUMEE, OHIO, Apr. 9, 2020 –] Therma-Tru has been named the “Brand Used Most” in the entry doors category, marking more than 20 consecutive years receiving this distinction. In the [2020 Builder Brand Use Study](#) conducted by Hanley Wood, Therma-Tru ranked first in “Brand Used Most” and “Brand Used Most in the Past Two Years,” and also ranked first for “Highest Quality.”

“We’re proud to have earned and kept builders’ trust for more than two decades,” said Fenton Challgren, president of Therma-Tru Corp. “Knowing they choose Therma-Tru twice as often as any other entry door brand shows our commitment to our builder partners.”

To show its continued support for builders, the company offers a model home and design center program. Builders can enhance their design centers and model home elevations with stylish and durable entry door options at a discount. The doors are designed to complement a wide variety of home architectural trends.

“Having high-quality products that meet the styles homeowners are drawn to is key,” said Mark Ayers, senior vice president of marketing and product development at Therma-Tru Corp. “We make it a priority to offer those looks along with sales tools and marketing support to help our builder partners succeed.”

The 2020 *Builder* Brand Use Study, presented by *Builder* magazine, was conducted online by The Farnsworth Group and included Hanley Wood subscribers classified as “Builders, Builders-Developers or General Contractors.” The data was collected from more than 1,000 qualified responses. The study originated in 1998 and includes a nationwide survey of builders on their preferences related to a wide variety of products and brands. Full results of the survey appear at [BuilderOnline.com](#).

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Shareable Highlights

- @ThermaTru celebrates more than 20 consecutive years being named the "Brand Used Most" in the 2020 Builder Brand Use Study. #ThermaTru #BuilderBrandLeader
- @ThermaTru once again ranked "Highest Quality" for entry doors in the 2020 Builder Brand Use Study. #ThermaTru #BuilderBrandLeader
- @ThermaTru chosen more than twice as often as any other entry door brand in the 2020 Builder Brand Use Study. #ThermaTru #BuilderBrandLeader

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 system 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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