

## Therma-Tru announces 2021 Virtual Experience coming in February



[MAUMEE, OHIO, Dec. 18, 2020–] Therma-Tru will debut the 2021 Therma-Tru Virtual Experience on Feb. 2 to deliver excitement for its brand and industry-leading innovation, including new products and trends. This inspirational, interactive learning experience will feature Therma-Tru doors in a fully immersive, virtual environment.

“This is an opportunity for us to connect safely in an environment that encourages audience engagement with our latest products,” says Paul Mihm, senior vice president of sales at Therma-Tru Corp. “We look forward to educating and energizing our trade partners.”

The virtual experience will explore Therma-Tru’s 2021 collection of innovative products and current home aesthetic trends, as well as visit the reimaged Classic Craft premium series of doors. Additional training opportunities will include the annual Unlock the Opportunities training program for in-depth new product learning as well as the Therma-Tru Certified Door System Installer Training Program.

Participants will have 24/7 access to view this content online at their convenience. Get a preview of what’s to come and register in advance for the virtual experience at [thermatru.com/2021virtualexperience](https://thermatru.com/2021virtualexperience). For media interested in prebooking interviews and guided tours through the virtual environment, contact Kevin Metz at [kevinmetz@upshotmail.com](mailto:kevinmetz@upshotmail.com).

### Shareable Highlights

- Therma-Tru will debut the 2021 Therma-Tru Virtual Experience on Feb. 2 to introduce innovative new products and trends. Get a preview and register in advance at [thermatru.com/2021virtualexperience](https://thermatru.com/2021virtualexperience).

### 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<sup>®</sup> polyurethane

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and PVC products. For more information and product warranty details, visit [www.thermatru.com](http://www.thermatru.com), [www.fypon.com](http://www.fypon.com) or call 800-537-8827.

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