

Therma-Tru named #1 Brand Used Most and #1 in Quality for 2021

Builder
BRAND LEADER 2021

[MAUMEE, OHIO, April 20, 2021 –] 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 2021 *Builder* Brand Use Study conducted by Zonda (formerly known as Hanley Wood), Therma-Tru ranked first in “Brand Used Most” and “Brand Used Most in the Past Two Years,” tied for first in “Highest Quality,” and ranked second for “Brand Familiarity.”

“We’re proud of our ongoing relationship with builders throughout the United States,” said Fenton Challgren, president of Therma-Tru Corp. “Knowing they continue to choose Therma-Tru more often than 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.

“Providing high-quality, on-trend products is our top priority,” said Mark Ayers, senior vice president of marketing and product development at Therma-Tru Corp. “In addition to the sales tools and marketing support we offer, we aim to help our builder partners succeed. Our newly added Virtual Experience allows trade professionals to learn more about Therma-Tru at their convenience.”

The 2021 *Builder* Brand Use Study, presented by *Builder* magazine, was conducted over the course of several weeks with builders from all over the United States and included 784 responses from “Builders, Builders-developers or General Contractors.” 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](https://www.builderonline.com).

Contact:

Kevin Metz

312.507.9690

kevinmetz@upshotmail.com



Shareable Highlights

- @ThermaTru continues 20-year tradition being named the "Brand Used Most" in the 2021 Builder Brand Use Study. #ThermaTru #BuilderBrandLeader
- @ThermaTru tied for first place in "Highest Quality" for entry doors in the 2021 Builder Brand Use Study. #ThermaTru #BuilderBrandLeader
- @ThermaTru is chosen more often than any other entry door brand in the 2021 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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