

## Therma-Tru Honored with Two W<sup>3</sup> Awards

*Website and app recognized nationally as outstanding digital tools*



MAUMEE, OHIO – Therma-Tru Doors was honored with gold and silver W<sup>3</sup> Awards for its new website and enhanced smartphone app.

The new [www.thermatru.com](http://www.thermatru.com) website was recognized with a Gold award for General Website Categories – Manufacturing for Websites. The DoorWays App™ received a Silver award in the Mobile Features – Best User Experience for Mobile Sites & Apps category.

“We are honored to be chosen from more than 5,000 entries as one of the outstanding websites and apps selected by W<sup>3</sup>,” says Mark Ayers, vice president of marketing at Therma-Tru Corp. “Our new digital tools are designed to help homeowners find their style, understand the options available and visualize what their new door will look like on their home.”

The new [www.thermatru.com](http://www.thermatru.com) features an updated Design Your Door tool that intuitively guides homeowners through various door styles, design choices, finishes and other customization options.

The redesigned DoorWays App™ expands its original customization options, allowing homeowners to see how their new entry door will look on their home prior to purchase.

“The creativity and quality of this season’s entries raised the bar once again. As our connected world continues to expand in new and exciting ways, our winners are a true testament to the power of web creativity across the world.” said Derek Howard, director of the Academy of Interactive and Visual Arts (AIVA), which judges the W<sup>3</sup> Awards.

The W<sup>3</sup> Awards honor creative excellence on the web and recognize the people behind award-winning sites, marketing programs, social content, mobile sites/apps and online video. In honoring the best of the web, the W<sup>3</sup> Awards is the first major web competition that gives big agencies, small firms, Fortune 500 companies and international agencies a level playing field.



Therma-Tru Photos



**Contact:**

Kelly Hancock  
419.893.9600  
khancock@hartinc.com



## Shareable Highlights

- @ThermaTru wins Gold and Silver W<sup>3</sup> Awards for new digital tools.
- The new [www.thermatru.com](http://www.thermatru.com) takes home Gold from the W<sup>3</sup> Awards.
- W<sup>3</sup> Awards honor DoorWays App™ for Mobile Features – Best User Experience for Mobile Site & App.

## 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](http://www.thermatru.com), [www.fypon.com](http://www.fypon.com) or call 800-537-8827.

Therma-Tru is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that help fulfill the dreams of homeowners and help people feel more secure. The Company's trusted brands include Therma-Tru® entry door systems, Master Lock® and Sentry® Safe security products, and MasterBrand Cabinets®, along with Moen®, Riobel®, ROHL® and Perrin and Rowe® under its Global Plumbing Group (GPG). Fortune Brands holds market leadership positions in all of its segments. Fortune Brands is part of the S&P 500 Index. For more information, please visit [www.fbhs.com](http://www.fbhs.com).