

Tools for

SUCCESS

2018 Product Merchandising Brochure

THERMA TRU
DOORS



Showroom | Trade Shows | Visualization | Literature | Advertising

See it. Feel it. Sell it.

Displays | Signage | Samples | Training | Wearables | Handouts

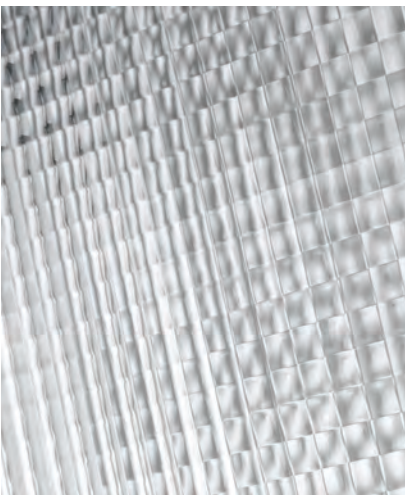


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Please visit our **Digital Vault** for a digital copy of this brochure.

Distributors: Please contact your dedicated Customer Account Representative to order the items shown in this brochure.

Dealers: If you are interested in any of the items shown in this brochure, please contact a Therma-Tru distributor in your area to place an order.

The support you need for showroom success.

A solid partnership is all about support. Let us help you design your showroom and equip your staff to sell the value of Therma-Tru® doors.

What's **NEW** in the showroom.

PrismaGuard™ Merchandising Aids

- PrismaGuard stain options throughout catalog.

Door Pull Handle for Pullout Units | Page 10

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- 7'0" Door & Sidelite Solutions Brochure
- Craftsman Doors & Sidelites Brochure
- Expressions 2018 Brochure
- Door Collection Sheets

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Company Store Items | Page 29

Therma-Tru's Website & DoorWays™ App | Pages 30-31

Display Terms: Pricing on any items listed in this brochure are subject to change without notice. Refer to your Customer Account Representative for lead times on displays. Freight is an additional cost and varies dependent on order and ship-to location. Displays must be shipped with full trucks direct to distributor.

Tools for showroom success: See it. Feel it. Sell it.

94

PERCENT OF SHOPPERS

visit a physical store location
during their shopping process.*

The showroom is still important
in a digitally-focused world!

*Therma-Tru Shopper Journey Study, 2016; n = 751

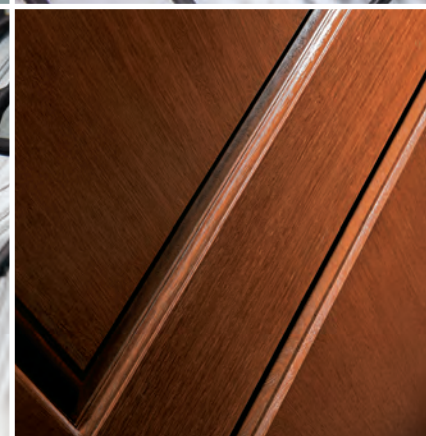
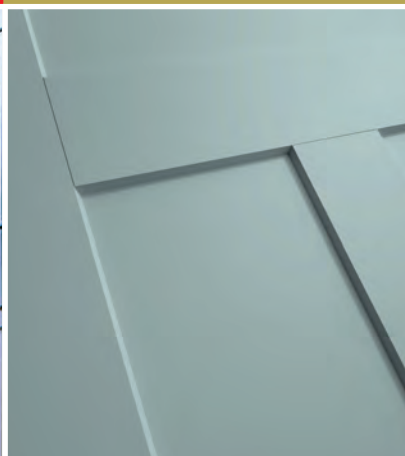
Digital tools and devices are playing an increasingly prominent role in a customer's purchase decision. Today's consumers do their research – they are equipped with extensive product information before they ever step foot in a showroom.

However, they still appreciate the opportunity to see and feel the product in person. Many customers visit only one or two showrooms before making a final decision. Some prefer to take a brochure or flyer home so they can review their options at their own pace.

Consider the showroom environment you want to create. What impression does your showroom make on your customers? What tools would best help your customers experience the Therma-Tru difference?

In this brochure, you'll find the digital and traditional tools needed to create a comprehensive showroom experience.

Let your customers see and feel the difference.



Lite Display Unit

This display is a great way to showcase the many elegant designs of Therma-Tru® glass, while demonstrating firsthand the level of privacy offered by these glass designs.



Lite Display Unit

Glass not included.

MADGLDU15

Flexible design holds seven (7) or more rectangular doorlites that can easily be changed. Display unit utilizes open space with options to configure in a Z- or U-shape to encourage shopper interaction. Header sign, graphic panel with messaging and Therma-Tru labels included.

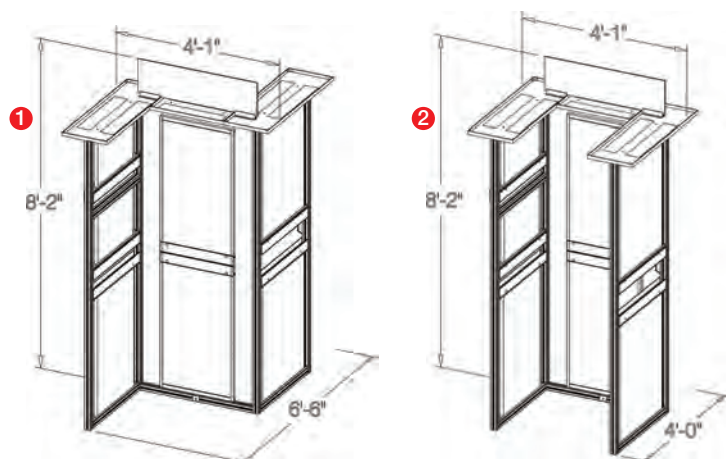
■ The two (2) outer sections are height-adjustable to accommodate certain lite sizes.

■ Choose from flexible options to fit the styles your market demands.

- ① Z-Shaped: 4'1" w x 8'2" h x 6'6" d
- ② U-Shaped: 4'1" w x 8'2" h x 4'0" d

Net Price Each*: \$2,290.00

Note: Not for fan lite, camber top, oval or arch glass shapes.



③ Classic-Craft. Center Expansion

MADGLDU16-CR

Uses adjustable hardware allowing Classic-Craft glass to be shown in the center rotating section of the unit. Includes Therma-Tru labels.

Net Price Each*: \$310.00

④ Crossbar Separator for Smaller Lites

MADGLDU16-CBS

Allows for many glass height display options, so you can display the glass sizes your market demands.

Net Price Each*: \$260.00

*Pricing subject to change without notice.

Note: Artist's renderings shown for illustration purposes only.

Recommended Glass Lites

Customize your display to show the glass designs and sizes your customers want. Choose from our recommended selection below. Or work with your distributor to display the best glass lites to suit your market.



Homeward™ Black Nickel

25"w x 35"h

Classic-Craft.
American Style
Collection™

Classic-Craft.
Mahogany Collection™

Classic-Craft.
Rustic Collection™

Classic-Craft.
Oak Collection™

Classic-Craft.
Canvas Collection™



Arborwatch® Black Nickel

25"w x 35"h

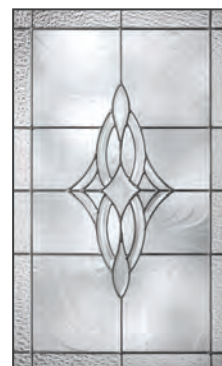
Classic-Craft.
American Style
Collection™

Classic-Craft.
Mahogany Collection™

Classic-Craft.
Rustic Collection™

Classic-Craft.
Oak Collection™

Classic-Craft.
Canvas Collection™



Wellesley™ Black Nickel

22"w x 36"h

Fiber-Classic®
Mahogany Collection™

Fiber-Classic®
Oak Collection™

Smooth-Star®



Riserva™ Wrought Iron

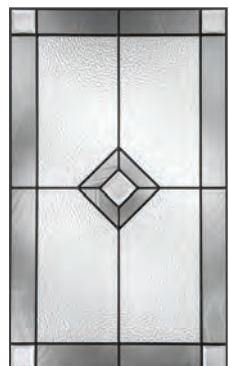
22"w x 36"h

Fiber-Classic®
Mahogany Collection™

Fiber-Classic®
Oak Collection™

Smooth-Star®

Pulse®



Pembridge™ Black Nickel

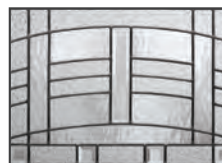
22"w x 36"h

Fiber-Classic®
Mahogany Collection™

Fiber-Classic®
Oak Collection™

Smooth-Star®

Pulse®



Maple Park. Black Nickel

21"w x 15"h

Fiber-Classic®
Mahogany Collection™

Fiber-Classic®
Oak Collection™

Smooth-Star®



Axis™ Black Nickel

21"w x 15"h

Fiber-Classic®
Mahogany Collection™

Fiber-Classic®
Oak Collection™

Smooth-Star®

Pulse®

Description	Part Number	Net Price Each*
Glass Lite Package: 25"w x 35"h Homeward glass – Black Nickel 25"w x 35"h Arborwatch glass – Black Nickel 22"w x 36"h Wellesley glass – Black Nickel 22"w x 36"h Riserva glass – Wrought Iron 22"w x 36"h Pembridge glass – Black Nickel 21"w x 15"h Maple Park glass – Black Nickel 21"w x 15"h Axis glass – Black Nickel	Updated MADGLDGS18	\$900.00

31

PERCENT OF A SHOPPER'S

time researching and buying a product is spent visiting the physical store location.**

Visiting the store is still considered important to the purchase process.

**Therma-Tru Shopper Journey Study, 2016; n = 751

Interactive Glass Display (IGD)



Same-Day. Stain Option

Finished in Mahogany Stain
MADINTERGLASSDISPLAY15

NEW PrismaGuard™ Stain Option

Finished in Barley Stain
MADINTERGLASSDISPLAY18PG

4'0" w x 8'3" h x 2'8" d

For support questions or issues, contact the IGD support team at 1-877-3TV-DOOR (388-3667) or tvdoor@thermatru.com.

- 50" commercial grade LED television.
- Finished Classic-Craft™ Mahogany Collection™ door.
- Pre-programmed tablet to view glass designs, coming options, privacy ratings, glass shapes and available door collections.
- Current glass can be shown and preferred glass designs can be shared via email (when connected to Wi-Fi).**
- Mount to a wall with included hardware or choose the optional free-standing kit to present the display (see right).
- Header and side panel graphic included.
- Therma-Tru's Service and Support Plan covers replacement parts (tablets, TVs and other hardware), that stop working under normal operating conditions, for three years from the original ship date of the display.

Net Price Each*: \$2,900.00

Free-Standing Kit

MADINTERGLASSFREESTAND

4'0" w x 8'3" h x 2'8" d

An optional kit to turn your new Interactive Glass Display into a free-standing showstopper on the showroom floor. Includes a black back panel applied by brackets to hide any cords and a set of durable display feet.

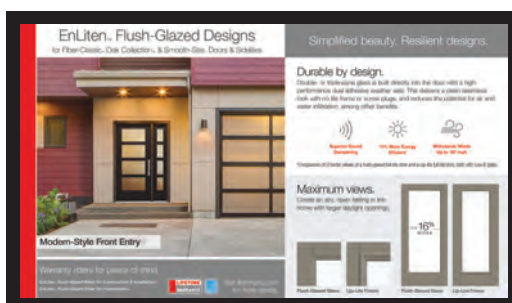
Net Price Each*: \$285.00

*Pricing subject to change without notice.

**Data charges may apply. The customer is responsible for any charges on their data plan.

Note: Artist's renderings shown for illustration purposes only.

Showroom TV with Glass Images



Updated 42" TV with USB Flash Drive

MAD42TVUSB18

Package includes 42" TV with wall mount and USB flash drive featuring vertical and horizontal images of Therma-Tru glass families and product messaging on continuous loop.

Net Price Each*: \$650.00

Updated USB Flash Drive Only

MADUSB18

USB flash drive featuring vertical and horizontal images of Therma-Tru glass families and product messaging on continuous loop.

Net Price Each*: \$15.00

Single Operating Door Display

Doors not included.

MADSNGOPDR15

4'0"w x 8'3"h x 2'8"d

Use this display structure to showcase a Therma-Tru door with your finish, trim and hardware options. Removable caster wheels can be screwed into the base to help transport the display to shows and events.

Includes:

- Display structure.
- Header sign.
- Side graphic panel.
- Levelers.
- Caster wheels.

Note: Fits doors that are 3'0" x 6'8" or smaller.

Net Price Each*: \$775.00



51

PERCENT OF SHOPPERS

look at signage and displays when visiting a showroom.***

The signage is important to the shopper to gather quick details about the product they're looking at.

***Therma-Tru Shopper Journey Study, 2016; n = 751



Door System Unit

This beautiful, fully functional door display allows customers to experience Therma-Tru doors in their best light and visualize how they will look on their home. With the demands of your market in mind, you can adjust the structure and display the styles and configurations that are right for you.



See your Therma-Tru seller to verify structure height and width options.

Graphic Panels (included)

- Therma-Tru
- Components

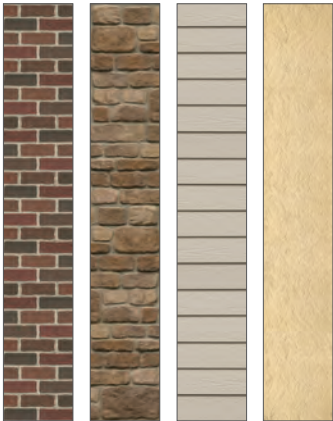
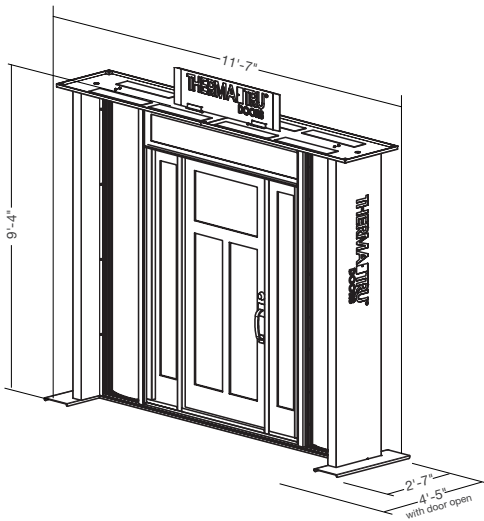
Doors not included.

MADGDSU15

11'7" w x 9'4" h x 4'5" d

- Fully operational display gives shoppers the most realistic Therma-Tru door experience.
- Adjusts from 44-1/2" to 68-1/2" to show multiple door configurations (see page 9 for options).
- Includes space to show a transom or the façade filler graphic of your choice.
- Features rotating graphic panels with messaging on one side and the exterior façade option of your choice on the other.

Net Price Each*: \$3,000.00



Façade Panels
(Unit includes 2 panels of one texture choice, may order additional panels.)

- Brick
- Stone
- Siding
- Stucco

Description	Part Number
Brick Façade: Two (2) panels.	MADGBRIG15
Stone Façade: Two (2) panels.	MADGSTOG15
Siding Façade: Two (2) panels.	MADGSIDG15
Stucco Façade: Two (2) panels.	MADGSTUG15

*Pricing subject to change without notice.
Note: Artist's renderings shown for illustration purposes only. For custom, pre-finished door displays, contact your Therma-Tru representative to place an order.

Options to Update Existing Units

Choose from the following options to upgrade your existing Door System Unit. Replacement Façade Panels also available upon request (see page 8 for options).

Adjustable Jig

MADGDSU16-AJ

Display a variety of sizes and configurations tailored to your market demand including adding sidelites or transoms.

Adjustable Width Options

Single / 1 sidelite, single / 2 sidelites, rectangular transom, elliptical transom, double.

Net Price Each*: \$475.00



Receive a rebate of \$200 when you follow the package instructions provided with the Adjustable Jig and contact Customer Service at orders@thermatru.com with the pertinent order information.



Rectangular Transom Filler

In lieu of a transom, select a façade filler to complete your unit.

Net Price Each*: \$115.00

Description	Part Number
Brick Façade	MADGBRIG15-NTFF
Stone Façade	MADGSTOG15-NTFF
Siding Façade	MADGSIDG15-NTFF
Stucco Façade	MADGSTUG15-NTFF



Elliptical Transom Fillers

When showing an elliptical transom, use the fillers of your choice to complete the unit with just the right finishing touch. Comes in two (2) pieces.

Net Price Each*: \$260.00



Description	Part Number
Brick Façade	MADGBRIG15-TFF
Stone Façade	MADGSTOG15-TFF
Siding Façade	MADGSIDG15-TFF
Stucco Façade	MADGSTUG15-TFF



Expandable Pullout Door Display Unit

The display unit can be configured to fit your space: free-standing, against or recessed into a wall, or side-by-side / back-to-back with another unit.



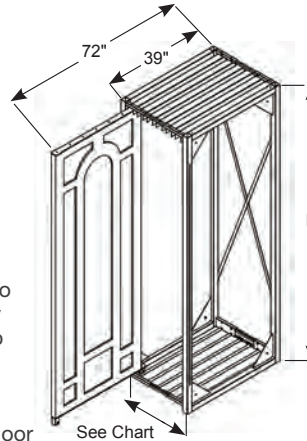
Note: Shown with additional door mounting hardware kits.

Updated 8'0" Pullout Door Display Unit Doors and signage not included.

MAD8TALLPULL18

Standard unit holds four (4) 8'0" display doors and can expand to hold up to ten (10) 8'0" display doors. Unit can also accommodate 6'8" doors by ordering a spacer frame (not included). Four (4) door pull handles included.

Net Price Each*: \$1,225.00



# of Doors	Unit Width
4	20"
5	24"
6	28"
8	36"
9	40"
10	44"

6'8" Unit: 7'4"h

8'0" Unit: 8'6-1/2"h



Note: Shown with optional graphics and side panel.

Updated 6'8" Pullout Door Display Unit Doors and signage not included.

MAD68TALLPULL18

Standard unit holds four (4) 6'8" display doors and can expand to hold up to ten (10) 6'8" display doors. Four (4) door pull handles included.

Net Price Each*: \$1,200.00

Optional Add-On Items:

Door Mounting Hardware Kit

MAD1DOORADDERPULL15

Allows one (1) additional 8'0" or 6'8" door to be installed in pullout door display.

Net Price Each*: \$130.00

Spacer Frame System 1

MADSPACERPULL15

For 6'8" door to fit 8'0" door display unit.

Net Price Each*: \$100.00

Side & Back Panels

Black panel (laminated particle board) to fit flush within metal frame, secured with provided hardware in pre-drilled display structure.

Side Panel (1 panel) 2

■ 8'0" Door Display Unit: MAD8TALLSIDEPU15

■ 6'8" Door Display Unit: MAD68TALLSIDEPU15

Back Panel (fits 10 door units only)

■ 8'0" Door Display Unit: MAD8TALLBACKPU15

■ 6'8" Door Display Unit: MAD68TALLBACKPU15

Net Price Each*: \$100.00

NEW Door Pull Handles 3

MADHANDLEPULL18

Purchase additional handles individually for existing units or when you choose to expand beyond the standard four-door configuration.

Net Price Each*: \$20.00

Select the pieces and parts you need to make it your own. For ordering information, or to obtain the display configurator tool with optional door pull hardware information, contact your Customer Account Representative.

*Pricing subject to change without notice.

Note: Artist's renderings shown for illustration purposes only.

Pivot Wing Display Unit

Doors and signage not included.

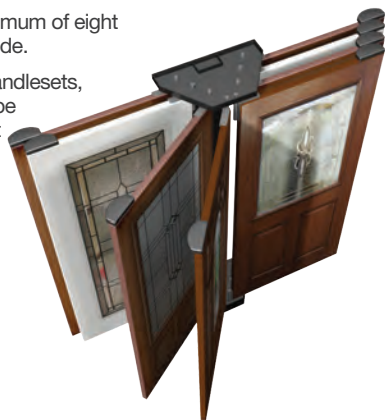
MADPWD17

90"w x 86-½"h x 14-½"d

Let customers easily browse your selection of Therma-Tru display doors while saving floor space in the showroom. The Pivot Wing Display Unit fits flush against the wall, offering a great way to organize more display doors. The doors fan open for customers to view all the options.

- Adjusts to show 6'8", 7'0" or 8'0" display doors for a total height of 102-½".
- Display unit mounts to wall with supplied hardware.
- Door bumper guard mounts to top of display doors.
- Notched to clear standard baseboards.
- Display unit holds a maximum of eight (8) doors or four (4) per side.
- If you choose to show handlesets, it is recommended they be installed only on the front two display doors to prevent damage to the other units.

Net Price Each*: \$650.00



Swing Door Unit

Showcase the beauty of Therma-Tru doors with a swing display that can easily be customized for showroom placement. Standard unit holds four (4) display doors and can be expanded to hold eight (8). Holds 6'8" and 8'0" tall doors.

Swing Door Unit

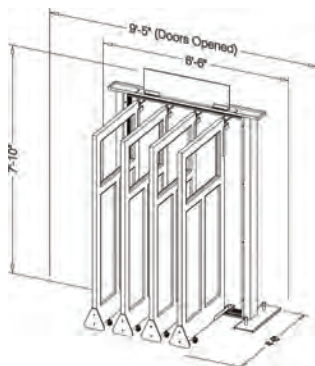
Doors not included.

MADGSWU15

6'6"w x 7'10"h x 4'6"d

Each door can swing up to 160 degrees for a wide viewing angle.

Net Price Each*: \$2,200.00



Expansion Kit

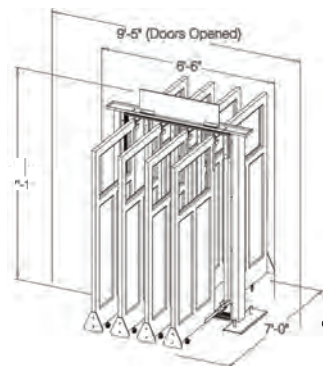
Doors not included.

MADGHKSU10

6'6"w x 7'10"h x 7'0"d

Optional hardware kit allows the unit to hold up to eight (8) display doors (four on each side or eight on one side).

Net Price Each*: \$300.00



Note: Shown with expansion kit, eight doors on one side.

Display Door Stands

Revolver Slab Display

This set includes:

- 1 One (1) header sign.
- 2 Two (2) revolver face plate graphics.
- 3 One (1) revolver stand.

Updated

MADRS95 – 6'8" door

Net Price Each*: \$40.00

Updated

MADRS897 – 8'0" door

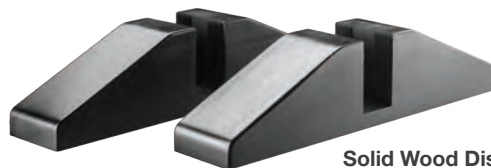
Net Price Each*: \$50.00



Display Feet (Set of 2)

3-½"w x 4-½"h x 18"d

Maximize your space with this solution to display free-standing Therma-Tru® doors in the showroom or at trade shows.



Solid Wood Display Feet
MADSWDISPFEET

Net Price Each*: \$70.00



MDF Composite Display Feet
MADCOMPDISPFEET

Net Price Each*: \$35.00

Three-Sided Display Stand

Doors not included.

MADDRSTAND

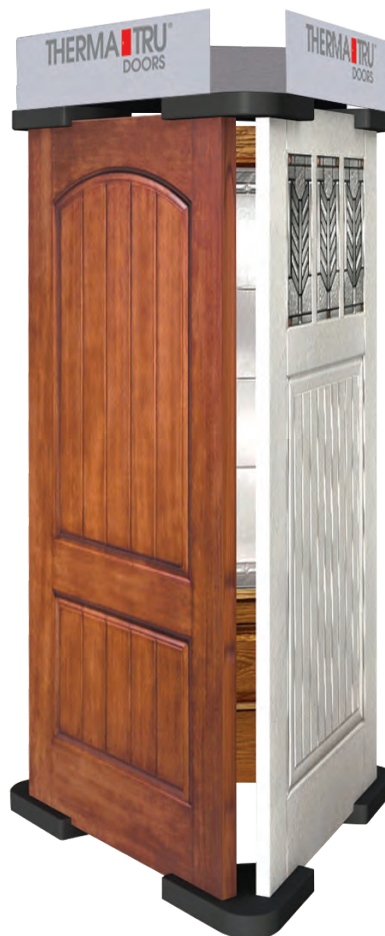
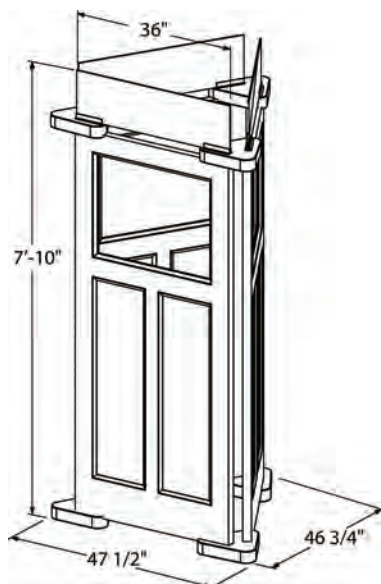
47-½"w x 7'10"h x 46-¾"d

Let customers see and experience your Therma-Tru door offering up close, with a door stand that conveniently displays multiple entry doors.

Showcase either three (3) 6'8" or 8'0" display doors using three (3) corner connectors that attach to top and bottom of doors.

Three (3) header signs included (see page 14 for options).

Net Price Each*: \$35.00



*Pricing subject to change without notice.

Note: Artist's renderings shown for illustration purposes only.

NEW Premium Triangular Display

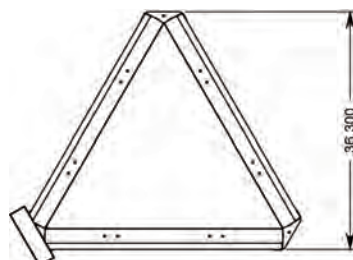
Doors not included.

- 1** Three (3) doors on each side.
D3035196-X30E
Net Price Each*: \$200.00
- 2** **Additional display option:** Replace one (1) display door with a panel of two (2) sidelites and a center graphic.
D3035196-X31E
Net Price Each*: \$96.00

47-1/2"w x 7'10"h x 46-3/4"d

The Premium Triangular Display can be customized to best represent your inventory. Showcase either three (3) display doors or two (2) doors and a panel of two (2) sidelites with center graphic installed in a durable metal structure. Display fits 6'8" or 8'0" doors.

Display unit includes a 9-1/8"w x 9-5/8"h x 2-5/8"d literature holder, perfect for an 8-1/2"w x 11"h brochure.



Door Pulls



All display doors ship with a plexicover and appropriate door pull graphic. Please reference the list below to order replacements.

Ask about custom imprint options when you order.

- Updated** Classic-Craft® American Style Collection™ – MADCCADP18
- Updated** Classic-Craft® Mahogany Collection™ – MADCCMDP18
- Updated** Classic-Craft® Rustic Collection™ – MADCCRDP18
- Updated** Classic-Craft® Oak Collection™ – MADCCODP18
- Updated** Classic-Craft® Canvas Collection™ – MADCCVDP18
- Updated** Fiber-Classic® Mahogany Collection™ – MADFCMDP18
- Updated** Fiber-Classic® Oak Collection™ – MADFCODP18
- Updated** Smooth-Star® – MADSSDP18
- Updated** Profiles™ – MADPSHDDP18
- Updated** Pulse® – MADPLSDP18
- Internal Blinds – MADIBDP17
- Updated** EnLiten™ Flush-Glazed Designs – MADFGDP18
- Impact – MADIMPDP17

Net Price Each*: \$1.50

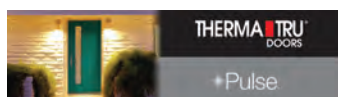
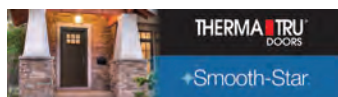
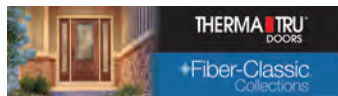
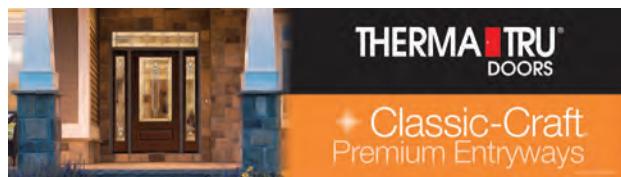
Graphic Plexicover (screws not included) – MAPLEXU
9-1/4"w x 17"h

Net Price Each*: \$5.00



NEW PrismaGuard™ door pulls are now available for custom development and can be tailored to your needs. Talk to your Therma-Tru sales representative for more information.

Header Signs



36"w x 10"h

Add these header signs to your display doors and throughout your showroom.

Classic-Craft® Premium Entryways – MADHEADCC16

Fiber-Classic® Collections – MADHEADFC16

Smooth-Star® – MADHEADSS16

Pulse® – MADHEADPLS16

Therma-Tru® Brand – MADGHDR17

Net Price Each*: \$20.00

Header Sign Clips (sold separately) – MADGATTACHMENT

Net Price (Set of 2)*: \$1.69

Display Labels for Doors



5"w x 3"h

Sets of three (3) low-tack adhesive labels call out features and benefits of display doors. Use one (1) set per door and stagger placement for the best look.

Classic-Craft® Labels (3-pack) – MADCCSTICKPK15

Systems Labels (3-pack) – MADCOMPSTICKPK15

Decorative Glass Labels (3-pack) – MADGLSSTICKPK15

Fiber-Classic® & Smooth-Star® Labels (3-pack) – MADFCSSSTICKPK15

Pulse® Labels (3-pack) – MADPLSSTICKPK15

Net Price Each*: \$4.00

Display labels for doors and clips for glass shown on example display (not included).



Display Clings for Glass

A set of three (3) clings designed to stick to glass lites call out the features and benefits of display doors, glass or components. Place one (1) per door at the bottom of a half-lite to achieve the best look.

Net Price Each*: \$10.00

Classic-Craft® Messaging Clings (3-pack)

MADCCCLING15

24"w x 6"h

Fiber-Classic® Messaging Clings (3-pack)

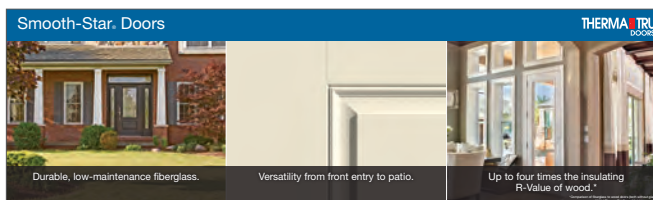
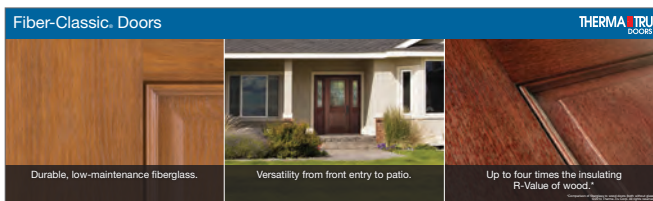
MADFCCLING15

20"w x 6"h

Smooth-Star® Messaging Clings (3-pack)

MADSSCLING15

20"w x 6"h



Consumers Digest Materials

Promote the fact that *Consumers Digest* has designated the Therma-Tru® Classic-Craft® and Fiber-Classic® lines of entry doors as Best Buy selections.

Visit thermatru.com/trade-professionals/consumersdigest to order Therma-Tru *Consumers Digest* promotional materials for your showroom free of charge.

Available:

- Label
 - Classic-Craft Only
 - Fiber-Classic Only
 - Combination (shown right)
- Flyer
- Guidelines



Therma-Tru® Display Labels



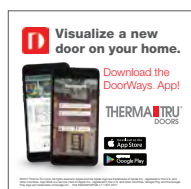
Lifetime Limited Warranty Label

MAWLBL14

3" w x 3" h

Removable display label.

Net Price Each*: \$0.45



Updated DoorWays™ App Label

MADWYAPL17

3-¾" w x 3-¾" h

Removable display label.

Net Price Each*: \$0.40



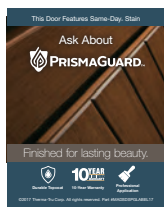
ENERGY STAR® Label

MADENERGYSTAR

3-½" w x 1" h

Removable display label.

Net Price Each*: \$0.35



NEW PrismaGuard™ Label

MADSDSPGLABEL17

4-¾" w x 3-¾" h

Removable label for display doors stained with Same-Day Stain that can now be ordered in PrismaGuard.

Net Price Each*: \$0.40



NEW EnLiten™ Flush-Glazed Designs Label

MADFGLBL18

3-½" w x 12-¼" h

Removable display label.

Net Price Each*: \$0.40

Vinyl Banners



Updated Therma-Tru. 13 oz. Vinyl Banner

MALTTB

6'0" w x 3'0" h

Banner with six (6) grommets for indoor / outdoor use.

Net Price Each*: \$50.00



Updated Therma-Tru. 13 oz. Vinyl Banner (Customizable)

MALTTCB

6'0" w x 3'0" h

Banner with six (6) grommets for indoor / outdoor use. Space provided for your four-color company logo and / or copy.

Net Price Each*: \$50.00

Showroom Window Cling



Authorized Therma-Tru. Dealer Window Cling – Double-Sided

MAFTTADD

24" w x 10" h

Net Price Each*: No Charge

NEW Pull-Up Banners

Perfect for trade shows, these portable banners are available in a variety of topics to enhance your sales pitch. Display stands are included. Choose from: National Home Valuation Study, EnLiten™ Flush-Glazed Designs, PrismaGuard™, Fiberglass vs. Wood or Architectural Home Styles Guide.

33-½"w x 78-½"h

Net Price Each*: \$75.00

Now that's a smart investment.

A stylish new Therma-Tru entry door can **increase** a home's perceived **value** by an average of **4.2%** or **\$18,750**.

For more information and inspiration visit www.thermatru.com/curbappeal.

EnLiten Flush-Glazed Designs
for Fiber-Classic Oak Collection & Smooth-Star Doors & Sidelites

Simplified beauty. Resilient designs.

Seamless construction eliminates the need for a lip frame or screw plugs.

Durable by design.
Double- or triple-pane glass is built directly into the door with a high-performance dual adhesive weather seal. This reduces the potential for air and water infiltration, among other benefits.

Superior Sound Dampening
Better dampening of outside noise compared to a Lip-Rite alternative.

17% More Energy Efficient
The Low-E glass used in flush-glazed doors is 17% more energy efficient than 1/2" Low-E glass in a Lip-Rite frame.*

Withstands Winds Up to 167 mph
Door systems with flush-glazed glass are designed and tested to withstand wind forces up to 167 mph (DPI-502™ - ASTM E1308).

THERMA-TRU DOORS | **PRISMAGUARD**

Lasting beauty. Inspired by nature.

THERMA-TRU DOORS

The advantage is clear.

THINK YOU WANT A WOOD DOOR? **THINK AGAIN.**

Wood Doors

- Demand regular upkeep.
- Can easily scratch.
- May split and crack.
- Absorb moisture, and may rot and warp.
- Refinish every 1-2 years.

Therma-Tru Fiberglass Doors

- Regular minimal maintenance.
- Resist dents and scratches.
- Won't split or crack.
- Don't absorb moisture, and won't rot or warp.
- Easily refinish every 3-5 years, or when gloss fades.

Wood or Fiberglass?
You decide.

Find Your MATCH
ARCHITECTURAL HOME STYLES GUIDE

homesjacksonthermatru.com

Browse Therma-Tru doors by home style, including options for the entire house.

Choose a **DOOR** that brings out the best of your home's **STYLE**

- 1 **National Home Valuation Study**
MADNHVSPUBANNER18
- 2 **EnLiten™ Flush-Glazed Designs**
MADFGPUBANNER18
- 3 **PrismaGuard™**
MADPGPUBANNER18
- 4 **Fiberglass vs. Wood**
MADFWPUBANNER18
- 5 **Architectural Home Styles Guide**
MADAHSPUBANNER18

*Pricing subject to change without notice.


Posters

Take advantage of wall space to showcase the beauty of Therma-Tru® products in your showroom. These vibrant images are printed on a durable styrene material that's sturdy enough to hang without a frame.


24" w x 36" h

Net Price Each*: \$25.00


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10



1 Decorative Glass Collection
MADPOSTDG16

2 Updated Classic-Craft, Premium Entryways
MADPOSTCC18

3 Updated Fiber-Classic, Collections
MADPOSTFC18

4 Updated Smooth-Star, Collections
MADPOSTSS18

5 Updated Pulse, Collections
MADPOSTPLS18

6 Door System Components
MADPOSTSYST15

7 Impact-Rated Products
MADPOSTIMPACT17

8 NEW Architectural Home Styles Guide
MADPOSTAHS18

9 A Complete Door System
MADPOSTETWT17

10 Door Construction
MADPOSTDC17

Countertop Displays



Smooth-Star Countertop
Case not included.

MADA200S07

13"w x 13-1/2"h

One side painted white and one side unfinished.

Net Price Each*: \$95.00



Classic-Craft Mahogany Countertop
Case not included.

Same-Day Stain Option

One side painted tan and one side stained Cherry.

MAD0103CM07

NEW PrismaGuard™ Stain Option

One side painted tan and one side stained Barley.

MAD0103CM18PG

13"w x 13-1/2"h

Net Price Each*: \$150.00



Classic-Craft Mahogany & Smooth-Star Countertop Case

MACTRSTB12

17"w x 15"h x 8"d

Messenger-style bag with shoulder strap and handle for ease of transporting samples.

Carrying case only.

Net Price Each*: \$40.00

18



Lever-Style Multi-Point Locking System
Case not included.

MADMPLS

8"w x 34"h x 5"d

Net Price Each*: \$190.00



NEW Grip-Style Multi-Point Locking System
Case not included.

MADGSMPLS

8"w x 34"h x 5"d

Net Price Each*: \$300.00



Updated Multi-Point Locking System Case

MADMPCS

10"w x 37"h x 10"d

Carrying case only. Fits either Lever-Style or Grip-Style Multi-Point Locking System.

Net Price Each*: \$110.00



Classic-Craft / Fiber-Classic Side-by-Side Display
Case not included.

MADCCFC15

Shows the look, feel and construction of Classic-Craft and Fiber-Classic with Mahogany door sections side by side. Can be disconnected quickly to show each door's features independently from the other. Also includes recommended hinges for easy demonstration and labels highlighting features of each collection.

Net Price Each*: \$325.00

Side-By-Side Display Carrying Case

MADCCFC15CASE

Carrying case only.

Net Price Each*: \$70.00

Door Cutaways

Door cutaways offer a great way to highlight specific high-quality construction attributes of Therma-Tru® doors, such as the sturdy lock stile and seamless flush-glazed look.



Double-Sided Flush-Glazed Door Section with Clear Glass Same-Day® Stain Option

Finished in Natural Oak Stain.

MADFCOSSFGCL16-SDL

NEW PrismaGuard™ Stain Option

Finished in Raven Stain.

MADFCOSSFGCL18PG-SDL

14"w x 14"h

Door section with stained Fiber-Classic® Oak on one side and Smooth-Star® unfinished on the other side.

Net Price Each*: \$130.00



Double-Sided Flush-Glazed Door Section with Privacy & Textured Glass

Same-Day® Stain Option

Finished in Natural Oak Stain.

MADFCOSSFGXE17

NEW PrismaGuard™ Stain Option

Finished in Raven Stain.

MADFCOSSFGXE18PG

14"w x 14"h

Door section with stained Fiber-Classic® Oak on one side and Smooth-Star® unfinished on the other side.

Net Price Each*: \$150.00



NEW Smooth-Star. Shaker Door Section

MADSSSHKR17

12"w x 12"h

Door section painted white on one side and unfinished on the other.

Net Price Each*: \$20.00



Classic-Craft. Mahogany Door Section with Lock Stile

Same-Day. Stain Option

Finished in Mahogany Stain.

MASDSMH17

NEW PrismaGuard™ Stain Option

Finished in Barley Stain.

MAPGMH18

12"w x 12"h

Net Price Each*: \$25.00



Impact Glass / Lip-Lite Frame Sample

MADIG07

6"w x 8"h

Net Price Each*: \$65.00



Smooth-Star. Solid-Panel Impact Door Sample

MADOG07

6"w x 6"h

Net Price Each*: \$40.00

Glass Samples

Glass Case

MASGC17

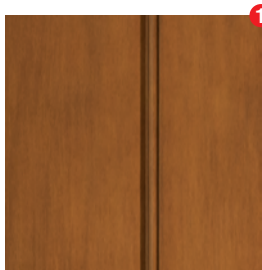
8"w x 9-1/4"h

Case has all field glass samples in 3"w x 3"h size.

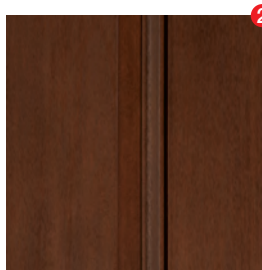
Net Price Each*: \$190.00



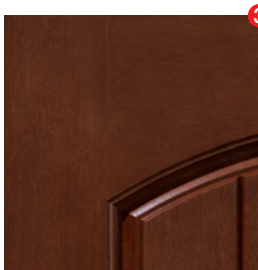
12" x 12" Door Skin Samples



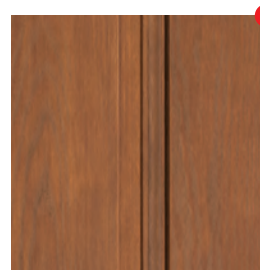
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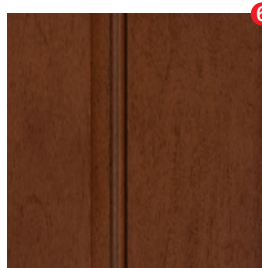
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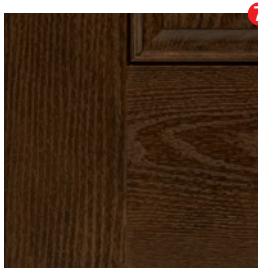
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SDS = Same-Day® Stain

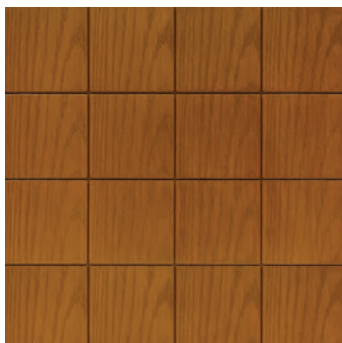
PG = PrismaGuard™ Stain

SW = Sherwin-Williams Paint

Door Collection	Stain / Paint	Part Number	Net Price Each*
1 Classic-Craft. American Style	SDS – Natural Oak	MASDSOCCA17	\$18.50
	NEW PG – Wildflower Honey	MAPGOCCA18	
2 Classic-Craft. Mahogany	SDS – Walnut	MADSOCCM17	\$18.50
	NEW PG – Barley	MAPGOCCM18	
3 Classic-Craft. Rustic	SDS – Cherry	MASDOCCR17	\$18.50
	NEW PG – Autumn Harvest	MAPGOCCR18	
4 Classic-Craft. Oak	SDS – Natural Oak	MASDOCCO17	\$18.50
	NEW PG – Driftwood	MAPGOCCO18	
5 Classic-Craft. Canvas	SW 6106 Kilim Beige	MASDSOCCV17	\$18.50
6 Fiber-Classic. Mahogany	SDS – Cherry	MASDSOFCM17	\$16.50
	NEW PG – Mulberry	MAPGOFCM18	
7 Fiber-Classic. Oak	SDS – English Walnut	MASDSOFCO17	\$16.50
	NEW PG – Raven	MAPGOFCO18	
8 Smooth-Star.	SW 7042 Shoji White	MASDSOSS17	\$16.00

Note: Also available upon request as unfinished product.

Fiberglass Skin Sheets



Fiberglass Skin Sheets

Standard package includes 14 unfinished sheets that can be cut to make 224 4" w x 4" h fiberglass skin samples.

Net Price Each*: \$150.00 per box of 14 sheets

Description	Part Number
Classic-Craft. American Style	MASPSCCAUF-224
Classic-Craft. Mahogany	MASPSCCMUF-224
Classic-Craft. Rustic	MASPSCCRUF-224
Classic-Craft. Oak	MASPSCCOUF-224
Classic-Craft. Canvas	MASPSCCVUF-224
Fiber-Classic. Mahogany	MASPSFCMUF-224
Fiber-Classic. Oak	MASPSFCOUF-224
Smooth-Star.	MASPSSSUF-224

*Pricing subject to change without notice.

D2D (Door-to-Door) Travel Bag

MADTTSTB17

12"w x 13"h x 5"d

Messenger-style bag with shoulder strap and handle. Includes:

- Decorative & Specialty Glass Collection Brochure.
- Same-Day, Stain finished 12"w x 12"h Classic-Craft. Mahogany door section.
- Finished 12"w x 12"h door skin samples in Classic-Craft. American Style, Classic-Craft. Rustic, Classic-Craft. Oak, Classic-Craft. Canvas, Fiber-Classic. Mahogany, Fiber-Classic. Oak and Smooth-Star.
- Extra compartment for other sales tools.

Net Price Each*: \$215.00

Unfinished D2D Travel Bag

MADTTUFSTB11

Same as above but with unfinished 12"w x 12"h door samples.

Net Price Each*: \$170.00



NEW PrismaGuard™ D2D Travel Bag

MADTTSTB17PG

Same as above but with 12"w x 12"h door samples finished with PrismaGuard stain.

Net Price Each*: \$215.00

Stain Samples

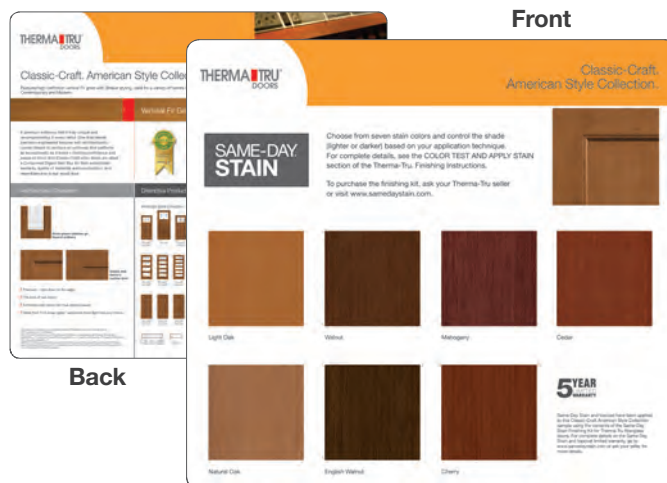


Updated Classic-Craft. Same-Day. Stain Fan Deck

MADCCFAN18

Classic-Craft printed fan deck to compare seven (7) Same-Day Stain colors among four (4) different grain options.

Net Price Each*: \$40.00



Updated Classic-Craft. Stain Hand Sample Boards

18-1/2"w x 17"h

Boards for each of the four (4) wood-grained Classic-Craft collections feature product details and medium shades of Same-Day Stain in all seven (7) colors on 4"w x 4"h fiberglass chips. Protective cover included. Kits also available with unfinished chips.

Finished

Classic-Craft. American Style – MASCCA15

Classic-Craft. Mahogany – MASCCM15

Classic-Craft. Rustic – MASCCR15

Classic-Craft. Oak – MASCCO15

Net Price Each*: \$70.00

Unfinished Kits

Each kit contains 30 boards, 14 unfinished skin sheets and adhesive.

Classic-Craft. American Style Kit – MASCCA15UF

Classic-Craft. Mahogany Kit – MASCCM15UF

Classic-Craft. Rustic Kit – MASCCR15UF

Classic-Craft. Oak Kit – MASCCO15UF

Net Price Each*: \$1,550.00



Fiber-Classic. Mahogany Stain Chart

MASFCM707

10-1/2"w x 24-1/2"h

Chart featuring medium shades of all seven (7) Same-Day Stain colors.

Net Price Each*: \$35.00

Fiber-Classic. Oak Stain Chart

MASFC707

10-1/2"w x 24-1/2"h

Chart featuring medium shades of all seven (7) Same-Day Stain colors.

Net Price Each*: \$35.00

Stain Samples *Continued*



NEW PrismaGuard™ Stain Fan Deck

MADPGSTAINFAN17

Classic-Craft, and Fiber-Classic, printed fan deck to compare nine (9) PrismaGuard stain colors within each of the six (6) grains.

Net Price Each*: \$60.00

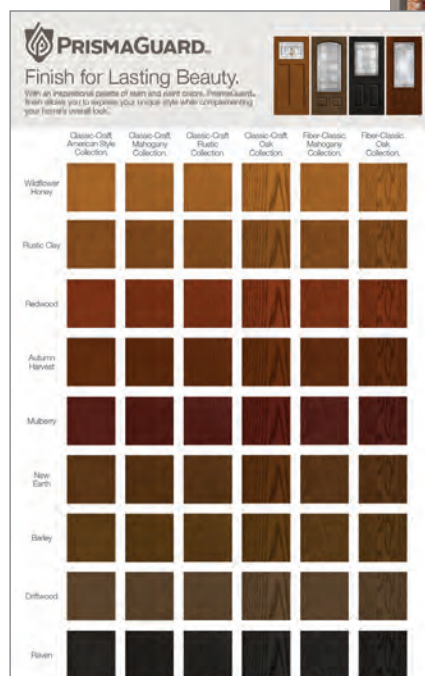
NEW PrismaGuard™ Stain 4" x 4" Samples with Case

A case specific to each grained collection:

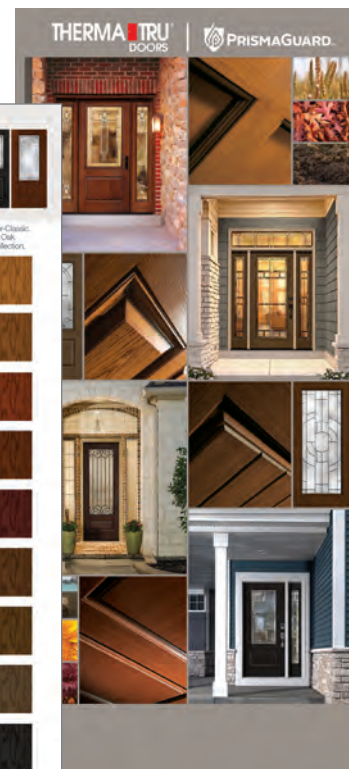
MAPGCCA4X4CASE
MAPGCCM4X4CASE
MAPGCCR4X4CASE
MAPGCCO4X4CASE
MAPGFCM4X4CASE
MAPGFCO4X4CASE

These portable cases are ideal for the in-home sales representative, allowing customers to browse stain colors on physical product samples. Each case shows nine (9) PrismaGuard stain colors by collection. Extra sleeves are included for displaying additional colors. Embossed logo on the front.

Net Price Each*: \$45.00



THERMA-TRU DOORS | **PRISMAGUARD.**
Classic-Craft, American Style Collection.



Back

Front

NEW PrismaGuard™ Stain Showroom Display Door

MADPGSHOWSTAINDOOR

Experience the premium look and feel of PrismaGuard stain. This door, with printed graphics, displays 4" w x 4" h stained samples, showing nine (9) PrismaGuard stain colors in each of the six (6) grains.

Net Price Each*: \$440.00

System Storyboard



MADSTRYBD16

9-1/2" w x 20-1/2" h x 5-1/2" d

There's a story behind every door. Show homeowners the value of a Thermo-Tru door system. The System Storyboard makes it easy to demonstrate features and benefits with product samples and visual aids.

Net Price Each*: \$200.00

Component Samples



Grilles Between Glass (GBGs) Sample Chain

MADGBGS14

Represent the grille options in coordination with pre-finished color options and door availability.

Net Price Each*: \$20.00



Simulated Divided Lites (SDLs) Sample Chain

Represent the divided lite options in coordination with stain color options and door availability.

Same-Day Stain Option

MADSDLS14

NEW PrismaGuard™ Stain Option

MADSDLSPG18

Net Price Each*: \$20.00



Security Strike Plate Comparison Sample

MADSSPC10

7"w x 4"h clear acrylic.

Net Price Each*: \$30.00



Updated Tru-Defense Door System Components Board

MADTDB17

24"w x 21"h

Handheld board includes actual components:

- Inswing composite sill.
- Dual-bulb / dual-fin bottom sweep.
- Rain deflector.
- Medium- and long-reach side weatherstrip.
- Outswing composite sill.
- Classic-Craft. lock and hinge side corner seal pads.
- Fiber-Classic. / Smooth-Star. corner seal pads.
- Rain guard.
- Handleset.

Net Price Each*: \$250.00



Updated Hinge Board

MADHSB18

11-3/4"w x 23-3/4"h

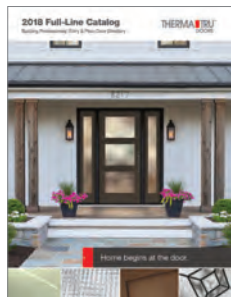
Handheld board that includes eight (8) mounted half hinges to represent hardware finish options:

- Polished chrome.
- Stainless steel.
- Brushed nickel.
- Zinc dichromate.
- Black nickel.
- Bright brass.
- Oil-rubbed bronze.
- Antique brass.

Net Price Each*: \$75.00

Literature

In our literature you can find all the details, features and benefits for all door, sidelite and transom options and accessories. And your customers can find inspiration to enhance their homes with Therma-Tru® doors.



Updated 2018 Full-Line Catalog The Building Professionals' Entry & Patio Door Directory

MAFL2018

Created specifically for trade professionals, this directory serves as a complete and easy-to-use guide with all the information needed to help specify and sell Therma-Tru products.

Net Price Each*: \$1.50

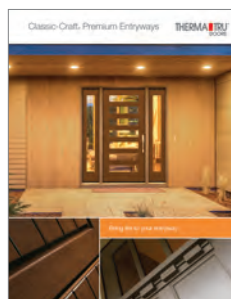


Updated Pulse® Brochure

MAFPULSEB18

Designed to inspire trade professionals to make a bold statement with a contemporary studio of door styles and glass designs that transform the entrance into modern art.

Net Price Each*: \$0.30

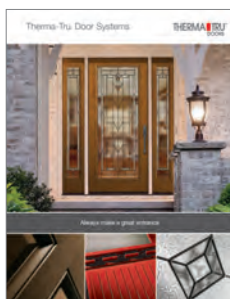


Updated Classic-Craft Premium Entryways Brochure

MAFCCB18

Let your customers experience the difference of a Classic-Craft entryway with its inspired blend of precision engineering and architectural character.

Net Price Each*: \$0.40

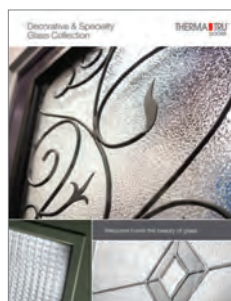


Updated Therma-Tru® Door Systems Brochure

MAFWTT18

Explains the reasons why customers should choose Therma-Tru.

Net Price Each*: \$0.50



Updated Decorative & Specialty Glass Collection Brochure

MAFGLASS18

Show your customers how Therma-Tru glass makes entryways come to life with beauty and craftsmanship you can't find anywhere else.

Net Price Each*: \$0.80



Updated New Product Flyers and 2-Minute Tru-Facts

MAFTF18

Explains the features and benefits of Therma-Tru's new-for-2018 products: Shaker-style doors and new decorative and privacy and textured glass.

Net Price Each*: \$1.00



Updated Door System Components Brochure

MAFCOMP18

Inspire confidence in a Therma-Tru door system made with genuine Therma-Tru components, engineered to work together and backed by our warranty.

Net Price Each*: \$0.50



Updated Fiberglass & Wood Door Comparison Brochure

MAFCOMPARISON18

Educate your customers on the similarities and differences of fiberglass and wood – and offer them the best of both worlds with our Classic-Craft premium entryways.

Net Price Each*: \$0.45



Curb Appeal Brochure

MAFCAB16

Get inspired and find out how a new Therma-Tru entry door can increase perceived home value.

Net Price Each*: \$0.25

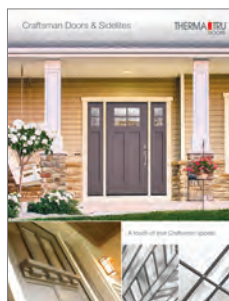


Updated Architectural Home Styles Guide

MAFAHSG18

Get inspired to choose Therma-Tru® entry doors by design with our guide to popular home styles.

Net Price Each*: \$0.55



NEW Craftsman Doors & Sidelites Brochure

MAFCDSB18

Convey Therma-Tru's assortment of Craftsman-lite doors and sidelites for a touch of the Craftsman appeal.

Net Price Each*: \$0.45



Updated 3'6" Entry Door Solutions Brochure

MAFTSEDS18

Give an overview of Therma-Tru's 3'6" wide entry door options perfect for homes with grand entrances.

Net Price Each*: \$0.30



NEW Expressions 2018 Brochure

MAFNP18

Introduce the 2018 product campaign, Expressions, which showcases new products targeted to connect with homeowners on a personal level, inspired by in-depth research.

Net Price Each*: \$1.00



Updated EnLiten™ Flush-Glazed Designs Brochure

MAFFGB18

Show the advantages of Therma-Tru's flush-glazed doors to create a clean look with a wider daylight opening.

Net Price Each*: \$0.40



NEW Door Collection Sheets

Provide an overview of each of Therma-Tru's door collections and make great additions to homeowner care and maintenance packets or to be used as showroom handouts. Can be purchased individually or as a set.

Starter Kit

MACLCTNSK17

Includes 25 sheets of each of the Therma-Tru door collections – Classic-Craft®, Fiber-Classic®, Smooth-Star® and Pulse®.

Net Price Each*: \$12.00



NEW 7'0" Door & Sidelite Solutions Brochure

MAFSFB18

Find 7'0" products to help you make the most of trends toward higher ceilings in new homes and to replace existing openings.

Net Price Each*: \$0.45

Door Collection Sheets (Individual)

CCA Sheets
MACCACLCTN17

CCM Sheets
MACCMCLCTN17

CCR Sheets
MACCRCLCTN17

CCO Sheets
MACCOCLCTN17

CCV Sheets
MACCVCLCTN17

FCM Sheets
MAFCMCLCTN17

FCO Sheets
MAFCOCLCTN17

SS Sheets
MASSCLCTN17

Pulse Sheets
MAPLSCLCTN17

Net Price Each*: \$1.25

37

PERCENT OF SHOPPERS

look at a brochure or flyer when visiting a showroom.**

Literature is something customers can pick up and take home to review at their own pace while being inspired by styles and designs shown on the page.

**Therma-Tru Shopper Journey Study, 2016; n = 751

Literature *Continued*



Updated Experience the Difference – Sales Pitchbook

MASPP18

Empower your sales team to close more effectively by knowledgeably discussing the benefits of Therma-Tru premium products. Spiral bound and fits in a pocket.

Net Price Each*: \$5.50



Therma-Tru. Folder

MAFF10

A great way to bundle Therma-Tru literature. It even has a place for your business card!

Net Price Each*: \$0.70



Same-Day Stain Finishing Instructions

MAFSI13

Net Price Each*: \$0.25

Model Home Program

View and download Therma-Tru Model Home Program information and claim form on the Customer Portal.

Installation and Training

These tools have everything you need to make the installation and maintenance of any Therma-Tru products straightforward and successful.

Bilingual Installation Instructions

MSDRIST65

Entry and Patio Doors (English and Spanish)

Net Price Each*: No Charge

Bilingual Installation Instructions

MSDRIST-VS

Entry and Patio Doors with Vented Sidelites (English and Spanish)

Net Price Each*: No Charge

Core Installation Training Folder

MADCOREINSTALL

Folder includes everything you need to learn about proper exterior door installation, including step-by-step DVD.

Net Price Each*: \$8.00

To download installation instructions, please visit thermatru.com/customer-support/how-to-center/how-to-install-your-door.

Unit Dimension Tape Measures



Book Size: MADUDTPMSRBK16

U1 Revised Size: MADUDTPMSRU1R16

NEW Hybrid Size: MADUDTPMSRHY16

Take the guesswork out of measuring openings from 2'0" single doors to 9'0" triple doors – and everything between. This tape measure features unit dimension widths and heights to help simplify the door measuring process.

Net Price Each*: \$5.50

Custom Marketing Program

Create marketing pieces tailored to your business through our Custom Marketing Program. Brochures, yard signs, door hangers, direct mail postcards and mail stuffers are available to customize with your own message – helping you differentiate your business and reach potential customers in your market.

Templates



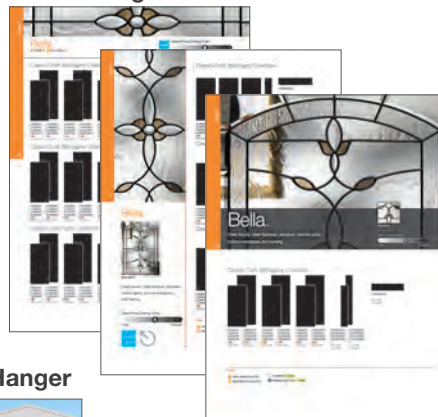
Custom Literature

Custom literature is an industry-proven tool that showcases your business and the Thermo-Tru® products you sell.

- Choose from a variety of customizable templates.
- Select products for your business.
- Create messaging designed to tell the story of your business.
- Accessorize the entry – include the Fypon® door surround product template page.
- Show what a difference a stylish new Thermo-Tru door makes and help bring out the best of the home's style with the Curb Appeal and Architectural Home Styles Guide template pages.

Feature Products By:

Glass Design



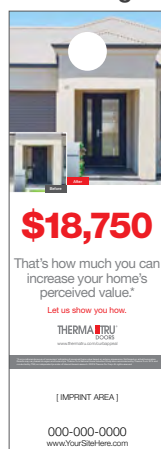
Door Selection



Yard Sign



Door Hanger



Postcard



Mail Stuffer



Yard Signs, Door Hangers, Postcards & Mail Stuffers

Target customers with your message.

- Increase visibility and referrals with a customized yard sign for your job sites.
- Communicate your brand door-to-door with door hangers.
- Customize a direct mail program with postcards and mail stuffers.

Updated Sell Sheet & Door Signage Templates

Create professional PowerPoint sell sheets and display door signage supporting your business with your company information – it's quick and easy. Simply go to thermatru.com/builder to view:



Door Signage Templates



4" x 6" Door Signage Holder

MAD4X6SIGNHLDR

Showcase your custom designed 4"w x 6"h display door signage with this sign holder. Add on one or both sides of the display door. Each sign holder comes with two (2) strips of double-sided tape.

Net Price Each*: \$3.00



Updated Technical Documents

Technical Manuals

These documents are also available for you to download at thermatru.com.

Door Styles Manual

Book: MAEDSTYLE18BOOK
U1 Revised: MAEDSTYLE18U1REV
Hybrid: MAEDSTYLE18U4
Net Price Each*: \$38.00

Architectural Details & Components

Book: MAEDCOMP18BOOK
U1 Revised: MAEDCOMP18U1REV
Hybrid: MAEDCOMP18U4
Net Price Each*: \$27.50

Site Manual

MAED18SITE
Net Price Each*: \$12.50

Shop Manual

Book: MAEDSHOP18BOOK
U1 Revised: MAEDSHOP18U1REV
Hybrid: MAEDSHOP18U4
Net Price Each*: \$32.50

Unit Rough Opening Sizing Booklet

Book: MAEDCOMPDD18BOOK
U1 Revised: MAEDCOMPDD18U1REV
Hybrid: MAEDCOMPDD18U4
Net Price Each*: \$1.50

Warranty Documents

Provide your customers with warranty documents that will help them appreciate how Therma-Tru will stand behind their purchase. These documents are available for you to download at thermatru.com or on our Digital Vault.

- Fiberglass & Steel Entry & Patio Door System Warranty
- Tru-Defense. Fiberglass Door Systems Rider
- Same-Day. Stain Warranty
- EnLiten™ Flush-Glazed Rider for Construction & Installation
- NEW EnLiten™ Flush-Glazed Rider for Homeowners
- NEW PrismaGuard™ Warranty



PERCENT OF PURCHASERS

only shopped at two store locations when they were finally ready to buy.**

What are you doing to be that customer's first or even second choice in their research?

**Traqline, 2015; n= 3,102

*Pricing subject to change without notice.

Company Store

To see all the Therma-Tru. branded wearables and leave-behinds, visit the company store at tiggear.com/thermatrugear. Large quantity quotes available upon request. Minimum order quantities may apply.

Watch for new offerings
in the full company store at

tiggear.com/thermatrugear



NEW Summit Full Zip Fleece Vest

100% polyester
microfleece vest.

Net Price Each*: \$28.60



NEW Light Softshell Jacket

100% polyester softshell
waterproof jacket with
zippered pockets and
elastic cuffs.

Net Price Each*: \$57.50



SPECIAL ORDER Pima Sport Shirt

This shirt keeps you cool and
comfortable with moisture-wicking
PimaCool technology. Colors:
Oatmeal Beige, White, Khaki,
Navy Blue, Black. Also available
in ladies coordinate.

Net Price Each*: \$32.50



T-Shirt

100% cotton
gray T-shirt.

Net Price Each*: \$5.75



Polo Shirt

Classic black polo shirt with
Therma-Tru logo embroidered
on left chest. Also available in
khaki and navy for special order.

Net Price Each*: \$20.50



NEW Captain's Chair

Folding chair with two mesh
can holders in arm rests. Comes
with a polyester drawstring
carrying bag.

Net Price Each*: \$21.50



NEW Drawstring Backpack

Drawstring bag with
additional front pocket
and mesh bottle holder.

Net Price Each*: \$8.40



Tablet Case

11-1/2" h x 7-3/4" w x 3/4" d
Sleeve with waffle-style interior,
stand bar and stylus port offers
stylish and functional protection.

Net Price Each*: \$20.00



Black 6-Pack Insulated Cooler Bag

Foam-insulated and
water-resistant PEVA lining.
Double zipper closure with
Therma-Tru logo in white.

Net Price Each*: \$4.00



Carpenter Pencil

Traditional red carpenter pencil.

Net Price Each*: \$0.38



Pro Locking Tape Measure

25' retractable metal tape (standard
and metric) with lock button, wrist
strap and metal belt clip.

Net Price Each*: \$5.00



Black Cap

100% flat cotton twill.

Net Price Each*: \$5.00



Stainless Steel Tumbler

Foam-insulated,
double-wall tumbler
with twist-on plastic lid.

Net Price Each*: \$4.95



Double Trouble Pen Highlighter

Twist-action ballpoint pen and
highlighter with removable cap.

Net Price Each*: \$0.75



Red Door Stress Reliever

Net Price Each*: \$1.55



Adhesive 3" x 3" Notepad

25 Sheets

Net Price
Each*: \$0.30



Collapsible Can Coozie

Holds and insulates
12 oz. cans.

Net Price Each*: \$0.65

NEW ThermaTru.com

The new ThermaTru.com has a variety of updated, user-friendly features including an updated Design Your Door tool that guides homeowners through various door styles, finishes and other design options including glass and hardware. We have also added an Advanced Search tool, designed to help building professionals identify door options that fit a particular need.

Design Your Door

Make it easier to shop for entry doors. Homeowners can research and design a door with their own personal touch – all from the convenience of home – then email you for an estimate.

thermatru.com/explore-doors/design-your-door

Talk to your Therma-Tru® Sales Representative about how you can even add this configurator to your own website.

Dealer – thermatru.com/dealer

Builder/Remodeler – thermatru.com/builder

Contractor – thermatru.com/contractor

Architect – thermatru.com/architect

Inspiration Gallery

Homeowners and building professionals can upload photos to Instagram or Twitter using the hashtag #ThermaTru for a chance to be featured in our online inspiration gallery.



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PERCENT OF SHOPPERS

use a digital device throughout the shopping process.*

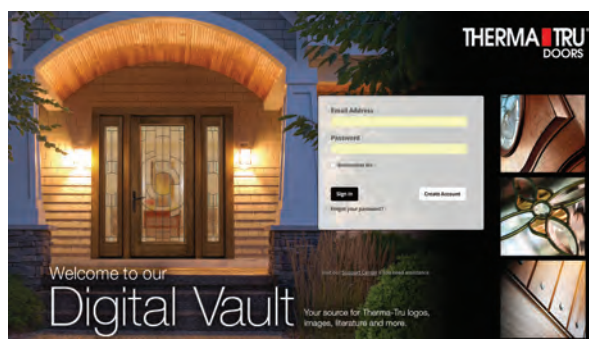
Digital plays a large role in research before the final purchase.

*Source: Therma-Tru Shopper Journey Study, 2016; n = 751

Therma-Tru's Digital Vault

Explore our Digital Vault to find advertising elements, promotional literature, images, logos and other branding assets. This is your source for the materials and tools you use most when promoting the Therma-Tru products you offer.

Create an account today at thermatru.widencollective.com/login.



Updated Architectural Home Styles Guide

The power of curb appeal captures attention. And it starts with a stylish front entry door from Therma-Tru. Get inspired to choose entry doors by design with our interactive guide to popular home styles.

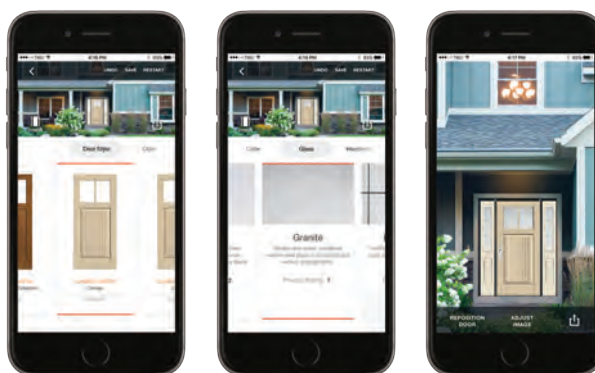
homestyles.thermatru.com

NEW DoorWays™ App

The redesigned DoorWays App helps homeowners design and visualize the perfect entryway to fit their home and personal style.

Homeowners can:

- Use the camera to try out different door and glass combinations on their homes.
- Browse multiple door collections in stainable, wood-grained and paintable, smooth finishes.
- Find door styles to match the architecture of any home including Coastal, Colonial, Craftsman, European, Modern, Southwest, Traditional or Victorian.
- Save multiple door options with a summary of the product information automatically included for easy reference.
- Locate a dealer to help bring their perfect entryway to life.



Dealer Microsite Landing Pages



Increase your local online visibility with a Therma-Tru® dealer microsite landing page. This co-branded site connects our website with yours and can help more qualified leads find you online. Ask your Therma-Tru Sales Representative for details.

EasySpec™ Drawing Tools



thermatru.com/architect

Everything architects and dealers need to specify Therma-Tru doors in one place, including 2D CAD drawings available in multiple file types and product information with 3-part specification documents.

Unlock the Opportunities

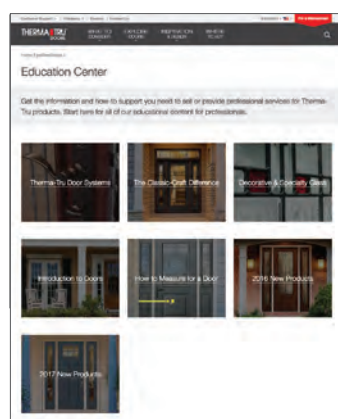
**Promotion runs
January 8
through
April 30, 2018.**

Learn about our new products and door system solutions, and enter for a chance to win prizes.



unlocktheopportunities.com

Education Center



thermatru.com/learning

Learn from the experts in fiberglass doors and test your door IQ on a variety of topics.



thermatru.com

1-800-THERMA-TRU (843-7628)

1750 Indian Wood Circle

Maumee, OH 43537



Please visit our Digital Vault for a digital copy of this brochure.

thermatru.widencollective.com/login



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