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## **Therma-Tru Debuts On-Trend Products to Enhance Curb Appeal for 2017**

MAUMEE, OHIO – Each year Therma-Tru introduces high-quality, reliable products with styles that homeowners are looking for. This year it was especially important to keep in mind that consumers don't want cookie cutter homes. Homeowners are seeking curb appeal, custom options and higher end products.

"For 2017 it was important for us to keep in mind that homeowners want customized, standout entries that make a statement. Bigger glass that allows for more open views and natural light into the home was also a key factor," says Derek Fielding, director of marketing insights and innovation at Therma-Tru Corp.

This year's Smooth-Star® Shaker-style door and sidelite product launch includes a Craftsman-lite 2-panel Shaker door with flush-glazed glass, and a 2-panel Craftsman Shaker door without glass. The Shaker-style doors and Craftsman-lite sidelites feature recessed panels for a true Shaker-style aesthetic that adds curb appeal and a fresh new look to the entry. The smooth, paintable surface allows for unlimited color options inside and out.

The new-for-2017 simulated divided lite (SDL) bars now include a 3-½" wide option that adds curb appeal from the outside and a focal point on the inside. They are ideal for Modern homes, but are versatile enough to pair with other home styles as well. These wider SDLs are available for Fiber-Classic® Oak Collection™ and Smooth-Star® flush-glazed doors and sidelites creating a simple, clean look that can pair with privacy and textured glass designs, as well as Low-E glass. With glass built directly into the door during the manufacturing process for flush-glazed doors and sidelites, homeowners can enjoy more natural light into their home.

Adding to the portfolio of multi-point locking system options, Therma-Tru will launch two new grip-style handlesets. Named Forte and Prospect, these handlesets offer an intuitive approach to the multi-point locking system with on-trend aesthetics. A simple 90-degree twist of the thumbturn (interior) or a key (exterior) is all it takes to engage the door frame at the three locking points.

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Enjoy real wood beauty on a fiberglass door with PrismaGuard™ stain, or customize your look with endless paint color options from PrismaGuard™ paint. This factory-applied finishing system for fiberglass doors produces a durable finish backed by a 10-year limited warranty. PrismaGuard™ stain seamlessly blends the realism of wood with the durability of fiberglass while PrismaGuard™ paint gives a vibrant, high-end appearance to any door surface – grained or smooth, to match any home style or design.

Therma-Tru has also recently launched more of the Craftsman doors homeowners love to complement the expanding trends in home architecture. The 3'6" x 8'0" door and glass options in the Classic-Craft® American Style and Classic-Craft® Rustic collections are perfect for today's homes with grand entryways and high ceilings.

### **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 also offers low-maintenance **Fypon®** polyurethane and PVC products. Headquartered in Maumee, Ohio, Therma-Tru is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS). 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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