



For Immediate Release

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Therma-Tru Debuts New Products, Programs and Insights for Builders at IBS 2016

MAUMEE, OHIO – New products. New programs. New insights. Therma-Tru® Doors will debut all three at the 2016 International Builders' Show in Las Vegas.

"We're focused on reaching the builder community with new products that meet market trends and tools that support them throughout the selling and installation processes," said Donna Contat, director of brand management at Therma-Tru Corp.

Exhibiting in booth C6108, Therma-Tru Doors will showcase a variety of new products for 2016, including wider and taller door styles, as well as decorative, privacy and textured glass designs aimed at capitalizing on market demand in virtually every region of the United States. Interactive tools designed to enhance the shopping experience in builder showrooms will also be on display.

"The International Builders' Show offers a great platform for us to connect with building professionals and better understand their needs while sharing our new products and showroom tools," said Chuck Clark, channel marketing manager at Therma-Tru Corp.

The International Builders' Show also marks the launch of a new, dedicated technical assistance line for building professionals for live answers to installation, warranty and product questions. The toll-free number is 1-800-4BUILDR (1-800-428-4537).

Lastly, Therma-Tru will release results of a recent home valuation study while exhibiting at IBS. This independent study has confirmed that a new Therma-Tru entry door can increase the perceived value of a home by an average of 4.2 percent, or \$18,750.*

"The home valuation study proves our doors are a smart investment," said Derek Fielding, director of marketing insights and innovation at Therma-Tru Corp. "This gives builders another piece of information to use when selling, and adds to our overall package of products, tools and support they need in order to be successful."

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**[®] urethane 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 or www.fypon.com, or call 800-537-8827.

*Based on a nationwide survey of consumers' estimates of perceived home value based on exterior appearance. Not based on actual home sales. Results may vary based on region and home style. Therma-Tru's "National Home Valuation Study" was commissioned by Therma-Tru in 2015 and conducted by TNS, an independent provider of Internet-based research.

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