

Therma-Tru launches 2018 “Unlock the Opportunities” sweepstakes

UNLOCK THE OPPORTUNITIES

MAUMEE, OHIO – Therma-Tru® Doors has launched its annual “Unlock the Opportunities” national sweepstakes for building trade professionals to learn about Expressions 2018 new products and home design trends.

The program features daily and weekly prizes for builders, remodelers, dealers, distributors and fabricators who complete online learning modules. Unlock the Opportunities helps building professionals stay up-to-date on the latest trends and Therma-Tru’s new products to better facilitate conversations with homeowners.

“A robust on-trend product offering and new product training can help building professionals lead more meaningful and productive conversations with homeowners,” said Mark Ayers, vice president of marketing at Therma-Tru Corp. “The interactive learning modules provide an opportunity to learn about Therma-Tru’s newest products and earn prizes in the process.”

The program begins by showing participants a list of available learning modules for each new product. The participant selects the new product they would like to learn about, and is presented with an interactive module tailored to the new product, followed by a 10 question quiz. Upon completion they will be eligible for prizes based on their quiz score.

Participants who answer seven or more questions correctly will be entered for a chance to win weekly and daily prizes. Each day of the promotion, three participants will win their choice of a Man Crate, Birchbox or Bean Box Coffee Sampler prize. Each week, one participant will win their choice of a 55-inch TV, Traeger Renegade Wood Pellet Grill or YETI® cooler.

All participants who earn a score of 90 percent or higher on all learning module quizzes will receive their choice of a Therma-Tru travel mug, hat or T-shirt.

Participation in the “Unlock the Opportunities” sweepstakes and the official rules are available at <http://www.unlocktheopportunities.com/>. The program runs Jan. 8 through April 30, 2018.

Contact:

Kelly Hancock
419.893.9600
khancock@hartinc.com



Shareable Highlights

- Therma-Tru's Unlock the Opportunities helps building professionals learn about new products and earn prizes. Visit unlocktheopportunities.com learn more.
- Trade Pros: Visit unlocktheopportunities.com now through April 30 to learn about Therma-Tru's new products and earn prizes.

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, 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.

NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING. Open to employees, managers or owners of entry door fabricators or door distributors, dealers, builders, remodelers or contractors, who are legal residents of the 50 United States, including D.C., or Canada (excluding Quebec), that are 18 and older (19 in AL and NE). Void where prohibited. See www.unlocktheopportunities.com for Official Rules, prizes and odds. Sweepstakes begins on January 8, 2018 at 12:00:00 am ET and ends on April 30, 2018 at 11:59:59 pm ET. Sponsor: Therma-Tru Corp., 1750 Indian Wood Circle, Maumee, OH 43537.