

Open Door

FALL 2010



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In the News...

Therma-Tru was recently named recipient of the Golden Hammer Award by *Home Channel News* as well as the "Best in Class Award" (BICA) for Fiberglass Exterior Doors by the readers of *LBM Journal* magazine. *For more information, please visit www.thermatru.com.*

Set yourself apart from the competition with Therma-Tru Certified Installation

In a continued commitment to enhance the service model of dealers and remodelers, Therma-Tru® is proud to announce its newest service – the Certified Installation Program. Launched earlier in the year, the program provides comprehensive training and direct-from-the-manufacturer skills to install entryway systems. Therma-Tru is the first and only national door manufacturer to provide a program of this kind.

Created specifically for dealers and remodeling contractors, participants complete two days of training and marketing programs lead by Therma-Tru door experts. Training also provides hands-on practice with manufacturer-recommended installation and troubleshooting techniques, and participants have the opportunity to visit Therma-Tru's premier manufacturing facility for a plant tour.

After completion of written and practical exams, participants are provided with the necessary tools to promote and market the Certified Installation Program to consumers, helping to increase their business while giving their customers added peace of mind. Dealers will also receive free qualified sales

leads in their area and become listed as a Certified Installer in Therma-Tru's online dealer locator.

Enrollment requires a minimum two years of door installation experience, and interested dealers and remodelers must offer a warranty that covers labor. To maintain certification, participants must agree to use Therma-Tru door components, solicit customer feedback and provide employees continuing education as well as fulfill reporting and legal requirements.

For more information on the program, contact your local Therma-Tru sales representative or Misty Giddings at mjgiddings@thermatru.com.



A certified installer employs best practices during installation, ensuring a job well done.



THERMA-TRU
DOORS

Therma-Tru's 2010 New Products Still Driving Sales

The launch of Therma-Tru's 2011 new products might be right around the corner, but the class of 2010 is still going strong. Proving to be both top sellers and true differentiators in the door industry, Therma-Tru's latest products only reinforce the company's commitment to provide the most complete and up-to-date product offering – to you and your customers.



Fiber-Classic Mahogany Collection with Salinas® glass

Fiber-Classic® Mahogany Collection™

Bringing timeless style and a rich mahogany finish to a variety of popular home styles, the Fiber-Classic Mahogany Collection offers the look and warmth of mahogany hardwood, but at an affordable price. Available in 6'8" and 8'0" heights, the doors complement the growing popularity of higher ceilings and grand entryways.

Maple Park™ glass

Designed to add character and brighten up the entry, Maple Park glass (formerly known as Falling Water) features a gentle arch design embedded with a rectangular



Smooth-Star with Maple Park glass



Classic-Craft Mahogany Collection™ with Low-E glass

geometric pattern, adding both a fluid touch and sense of balance to the entry. Featured in Fiber-Classic, Smooth-Star®, Profiles® and Traditions entry doors, homeowners can choose from several options including full lites, ½ lites, ¾ lites and center arch lites.

Low-E Glass

Therma-Tru's Classic-Craft® fiberglass entry doors now feature Low-E glass as a standard feature in all non-decorative glass applications, and Fiber-Classic and Smooth-Star doors feature Low-E glass as an available option in most non-decorative glass sizes. The new glass offering provides homeowners with a wide selection of energy-efficient doors.



Full-lite Craftsman style patio door

Full-Lite Craftsman Patio

With the addition of Craftsman style patio doors, Therma-Tru was first to market with an authentic Craftsman style in a lip-lite patio door. The product is available in Fiber-Classic and Smooth-Star doors styles and is designed to provide a patio solu-

tion for Craftsman style homes. The doors come standard with Low-E glass to support energy efficiency.

Contoured GBG (Muntins)

This year, Therma-Tru added more products designed to match the aesthetics of window packages including contoured muntins to its GBG (grilles between glass) offering. Contoured muntins are available for both entry and patio door systems and provide an alternative to the traditional, flat bar GBG styles, improving the look of non-decorative glass entry and patio doors.



Smooth-Star with Low-E glass featuring contoured GBG (muntins)

Fiberglass Fire Doors

Designed to fit any project or architectural style, new fiberglass 20-minute Fire door options made Therma-Tru's selection of fiberglass Fire doors the largest in the country. An alternative to medium-density fiberboard (MDF), the doors are built with a proprietary concrete core for enhanced safety and security. ■



Fiberglass Fire Doors: Fiber-Classic Oak, Smooth-Star, Classic-Craft® Rustic

Make Your Business a One-stop Shop with a Pre-finishing Department

Installing a pre-finishing department in your business is a big step. To get a better sense of the effectiveness of such an investment, we spoke with Ted Reiter, President of J.B. O'Meara – a Therma-Tru® fabricator who decided to add a pre-finishing department in 2010.

Q: What was the incentive to add a pre-finishing department to your business?

A: We had three main incentives: added profits for our company, more control on quality in comparison to our previous process of sending doors to a finishing shop, and finally, our business had drastically moved away from new



construction to the R&R market. By installing a pre-finished door in a home people are living in, you can eliminate odors associated with finishing and be much less invasive for homeowners.

Q: Describe your pre-finishing department. How did you integrate it into your business, and how difficult was the process?

A: We worked with several manufacturers for equipment that would fit our needs and then hired pre-finishing professionals who had the skills to orchestrate purchasing and machinery set-up. It was not an easy process –

however, it was what we needed to do to continue to grow the business and gain market share.

Q: What were you hoping to get out of the addition of a pre-finishing department? Would you say it has met these expectations?

A: We hoped to add profits and establish a shop known for quality workmanship. Our biggest demand currently is stained Therma-Tru doors and our crew has turned their work into an art. The quality of our shop is spreading and we can only imagine sales will continue to climb. We knew the first year would not show a profit with all the learning curves of finishing along with equipment expenses; however, we expect that to be different in 2011.

Q: Would you say that the addition of the pre-finishing department has boosted your Therma-Tru sales?

A: Yes, I would say Therma-Tru sales have increased, in part, because of our new offering.

Now that we are a one-stop shop, we literally have hundreds of doors on order waiting to be finished.

Q: What do you like most about the pre-finishing department?

A: The control of quality. If a part is damaged and is in our shop to be finished, we simply go to our assembly shop on the other side of the wall to have them machine a new part. Our pre-finish shop is a stand-alone department. That is a luxury we did not have when we shipped our products to the stain shop across town.

FabricatorFocus



About J.B. O'Meara

Founded in 1946, J. B. O'Meara is a family-owned supplier of premium building materials. Located in Burnsville, Minnesota, the company provides services to more than 300 professional lumber dealers throughout the upper Midwest. *For more information, please visit them at www.jbomeara.com.*

Q: Have you received any feedback on it yet?

A: Yes, customers love our quality. We feel the workmanship and quality of product we are shipping out is superior to our competition, and our biggest hurdle today is to bring down lead times for finished goods. We are at the point that our quality is so good, customers keep coming back. However, this can be overwhelming trying to keep up with orders. Don't get me wrong – it's a good problem to have! ■

A view of J.B. O'Meara's pre-finishing booths.



Introducing the Category's First Social Network for Remodelers

In line with the growing popularity and convenience of the Internet for many forms of professional communications, Therma-Tru® has launched an innovative new social network called Tru-Partner Network. The stand-alone site was created as a go-to online resource for professionals in the remodeling industry for access to training materials as well as key sales and marketing tools.



After registering on the site, members can obtain personalized tools and information, gain access to self-guided online training opportunities, find exclusive content to help drive business growth and benchmark best practices. By creating a profile, users can also share interests and showcase products, create blog posts or ask the community for advice and connect with others in their area.

The main goals of Tru Partner Network are to provide remodelers and business owners with relevant company, product and industry information and ultimately create a place for companies to connect with peers to foster a community of professionals.

"We are extremely excited about the possibilities that lie ahead with Tru-Partner Network, and are confident it will be a great success," said Shannon Sims, Channel Manager, Therma-Tru Doors. "As the very first remodeler social site, it truly is one of a kind in our category."

For more information, or to join the network, visit www.trupartnernetwork.com.

Picture Perfect Gets a Makeover

Therma-Tru's Picture Perfect™ Virtual Designer—home makeover software that allows users to upload a photo of a customer's home to demonstrate the look of a new front entry—has undergone a makeover of its own. The new and expanded version 1.1 incorporates several upgrades now available for download.

Key improvements include the ability to configure clear or grille sidelites and transoms with any door, or configure decorative sidelites and transoms with

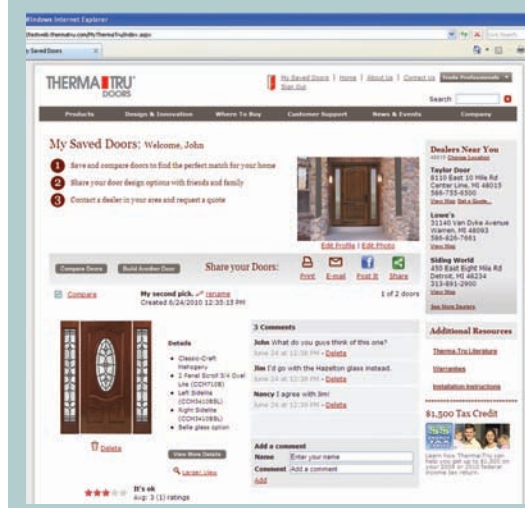


any solid panel door. In addition, Picture Perfect v1.1 now includes all new products launched as of January 2010 as well as coming swatches for decorative glass in the "View Details" screen.

Updating to Picture Perfect version 1.1 takes just minutes. While connected to the Internet, simply open your current software and click the "Check for Updates" link in the lower right-hand corner. After a new webpage pops up, follow the on-screen instructions to download the new version.

Picture Perfect v1.1 is available for the retail price of \$50 through local Therma-Tru distributors (using part #MAFPP09) and online at www.thermatru.com/orderpp.

Personalize the Shopping Experience with My Saved Doors



Therma-Tru's online My Saved Doors feature allows users to build and save their favorite door designs, share them with friends and family and even contact local dealers to request a quote; *all by simply logging on to www.thermatru.com/mysaveddoors.*

There's Still Time for Homeowners to Cash In on the Energy Tax Credit!

The Energy Tax Credit deadline is fast approaching, but it isn't too late for homeowners to take advantage of the opportunity. Any qualified door purchased and installed before December 31, 2010, is eligible to receive a tax credit up to \$1500.

To help homeowners better understand the energy tax credit and more quickly recoup up to \$1500, Therma-Tru® launched an educational microsite and YouTube video on www.MyEnergyTax.com. Through the microsite and video, Therma-Tru simplifies the tax credit, provides the tools needed to claim the credit and offers a frequently asked questions section so

homeowners can easily find the answers they need.

As the nation's leading manufacturer of entry doors

and the most preferred brand among builders and remodelers, Therma-Tru can help homeowners create curb appeal that lasts and minimize energy bills with the purchase of entry and patio doors that qualify for the tax incentive.

Therma-Tru is pleased to offer consumers a variety of energy-efficient products that qualify for this federal tax credit. In fact, most Therma-Tru entry and patio doors do qualify by having a U-Factor and Solar Heat Gain Coefficient (SHGC) of 0.30 or lower, which is a measure of a product's energy efficiency. To be eligible for the energy tax credit, qualified products must be purchased and installed in the taxpayer's principal residence now through December 31, 2010.

Check out the microsite and video by visiting MyEnergyTax.com.



Save Time and Money on the Job Site with Therma-Tru Same-Day Stain

Specifically developed for Therma-Tru fiberglass door systems, Therma-Tru's Same-Day® stain dries in a quarter of the time compared to traditional stains, allowing for increased efficiency on the job site. Available in seven colors, Same-Day stain resists fading, bleaching and yellowing to give

customers the beautiful, long-lasting finish they desire.

In fact, it even comes with

a five-year limited warranty, keeping customers satisfied for years to come. With a retail price of \$86, one Same-Day Stain Fiberglass Door Finishing Kit contains everything needed to complete a double door system or single door system with two sidelites.

For more information or to order Same-Day stain, visit www.thermatru.com/finishing.



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We want your feedback.
Send your comments, suggestions
or success stories to:

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Phone:
(800) 537-8827

Recent Activity in the Remodeling Channel

As part of Therma-Tru's commitment to serving the needs of the replace and remodel (R&R) market segment, the Company participated in two events at the Baltimore Convention Center this September.

First, the third annual Remodeler Advisory Council (RAC) meeting, where Therma-Tru associates solicited the opinions and insights from the council's 10 members of well-respected leaders in the remodeling community. "We feel this year's RAC meeting was very insightful," said Shannon Sims, R&R Channel Manager, Therma-Tru Doors. "Collaboration like this among different sectors of the business allows us to develop strategies that will better suit the needs of our customers on all levels." The council discussed topics

such as overall market conditions, new marketing tools and programs and door business needs.

Immediately following the RAC meeting, Therma-Tru exhibited at the 2010 Remodeling Show, which was attended by 5,500 building professionals. In addition to a baseball "pitch booth" to show the

durability of fiberglass doors versus steel, Therma-Tru displayed a variety of new products, hosted an installation clinic on door replacement and troubleshooting tips, and offered live demos of the Picture Perfect™ Virtual Designer, v1.1. "The interactive aspect of our booth definitely contributed to the success of our show participation," commented Danielle Catley, Senior Marketing Specialist, Therma-Tru Doors. "The pitch booth was a fun way for booth visitors to learn about and see firsthand the benefits of a Therma-Tru fiberglass door." Prizes were awarded daily for the fastest pitch. ■



Therma-Tru associates at the "pitch booth" where show attendees threw heavy rubber baseballs toward fiberglass and steel doors to demonstrate the difference in performance.