


# Custom Marketing Program



Frameless Entry & Patio Doors

**Causeway Lumber Company**  
Plymouth, MI • 313-885-1000

THERMA TRU DOORS



Greater Beauty!  
Greater Value!

Let us increase the perceived value of your home with a new energy-efficient Classic-Craft® front door by

THERMA TRU DOORS

603-673-1913



Installing another GREAT ENTRANCE

JAEGER LUMBER  
NORTHWOOD HARDWARE SUPPLY

800-896-9073  
WWW.JAEGERLUMBER.COM

THERMA TRU DOORS



Tired of high energy costs?

Let Home Design by Goodwyn decrease your heating and cooling costs by replacing your old door with an Energy Star rated Thermo-Tru fiberglass door.

THERMA TRU DOORS

Home Design  
BY GOODWYN

545-HOME (4663)

# Custom MARKETING Program

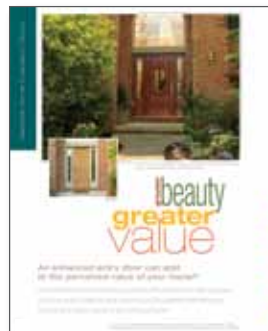
Now you can reach your customers with marketing tools designed to get you noticed. Our custom marketing program provides several different opportunities for you to create custom marketing pieces and messages, which help ensure your success and increase customer satisfaction. Marketing pieces include custom brochures, yard signs, door hangers, direct-mail postcards and mail stuffers.

## Custom Brochures

The Therma-Tru custom brochure program provides a simple way to create a brochure that showcases the Therma-Tru entry and patio products you offer to your customers. Customization tools include personalizing the cover to feature your logo, photos of one of your homes or a beauty shot of a Therma-Tru entryway. We can also provide recommended door styles that best fit the architectural styles of the homes you build or remodel. In creating copy, we provide several key marketing messages to choose from that help educate your customers on the benefits of fiberglass, how an enhanced entryway can increase the perceived value of their home and the benefits of a Therma-Tru entry door system.

### How do I start a custom brochure?

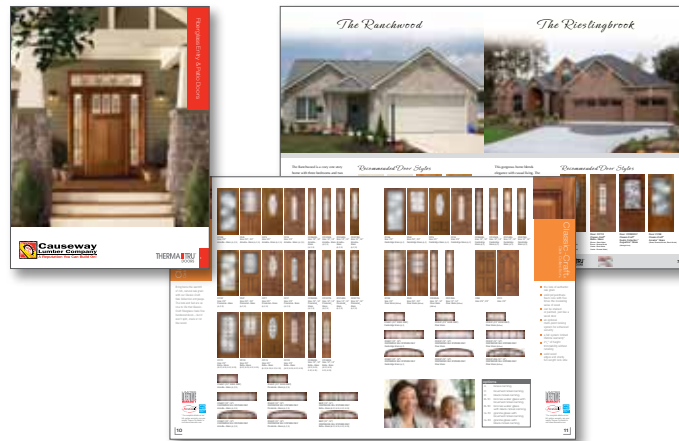
To find out more about Therma-Tru's custom brochure program and how to get started, log on to the Therma-Tru website at [www.thermatru.com/custom](http://www.thermatru.com/custom) or contact **Bev Piper** at: 419-724-4831. On the website you will find examples of completed brochures, along with a template guide that provides different layout options. If you need another variation, Therma-Tru's print vendor will work with you to design the brochure that makes you stand out from the competition. This brochure can be customized to your specifications.



National Home Valuation Study



Door Anatomy



### Build your own custom brochure online!

Go to the link below to sign up, learn more and get started on your custom brochure.

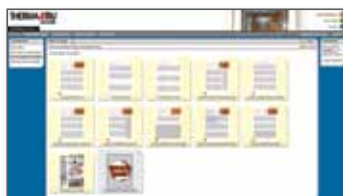
[www.buildyourbrochure.com/thermatru/login.aspx](http://www.buildyourbrochure.com/thermatru/login.aspx)



Get Started



Pick a Front Cover



Choose Inside Pages



Pick a Back Cover

# DOOR HANGERS, Yard Signs, Postcards AND Mail Stuffers

Therma-Tru's custom marketing program makes it easy to help you increase referrals and target specific customers and areas. By utilizing custom postcards, door hangers and yard signs, we can help you communicate your brand message, special offers, success stories of satisfied customers or other messages that promote your company and the Therma-Tru products you offer. Visit [www.thermatru.com/custom](http://www.thermatru.com/custom) for more information or to get started.

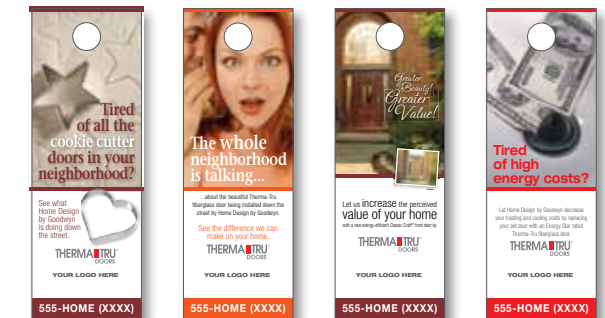
## Yard Signs

Increase visibility and referrals with a customized yard sign for your job sites. We can help you build your brand by identifying you as a qualified contractor that installs the most preferred brand of exterior doors in the industry.



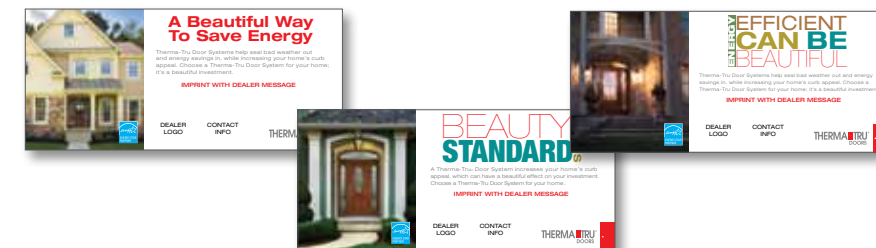
## Door Hangers

Looking for more referrals and increased business? Communicate your brand message on our door hangers. The 6" x 17" size makes an impactful statement and the hang hole is die cut for easier use.



## Postcards & Mail Stuffers

Craft the message that's most appropriate for you, using our customized direct mail program. We have marketing messages you can share with your customers that will help grow your business.



## Ensuring Your Success!

At Therma-Tru we know that truly better products aren't enough. That's why we make so many marketing and sales support tools — such as the custom marketing program — available. They're all aimed at helping you generate more traffic, sales and profitability.

To get started, contact your local dealer or a Therma-Tru salesperson. You can also call 1-800-THERMA-TRU (843-7628) and ask for the local Therma-Tru salesperson in your area.

Therma-Tru makes periodic updates to the custom marketing program to keep these tools fresh for your marketing efforts. Look for ongoing updates and additional information at [www.thermatru.com/custom](http://www.thermatru.com/custom).

**THERMA TRU**<sup>®</sup>  
DOORS

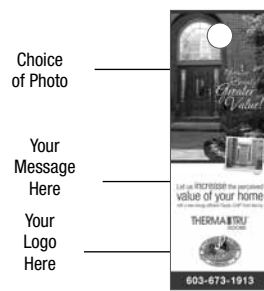
1750 indian wood circle  
maumee, ohio 43537

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

[www.thermatru.com](http://www.thermatru.com)

### Door Hanger Specifications:

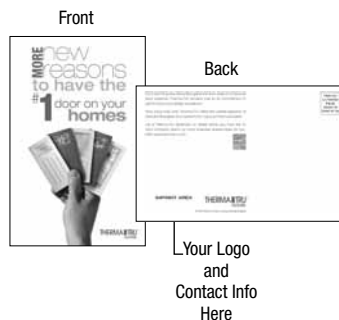
- Size: 6"w x 17"h (one sided)
- 4-color process print
- Tear-off can be incorporated (but not necessary)
- Custom designed by Therma-Tru source
- Printing costs eligible for co-op reimbursement
- Use of your logo & message
- Choose your photo



Quantity	Price	Custom Design Cost	Total Cost
50	\$165.00	\$30.00	\$195.00
100	\$190.00	\$30.00	\$220.00
500	\$375.00	\$30.00	\$405.00
1,000	\$490.00	\$30.00	\$520.00

### Postcard Specifications:

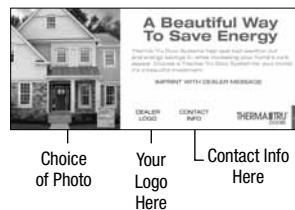
- Size: 8 1/2"w x 5 1/2"h (two sided)
- 4-color process print
- Custom designed by Therma-Tru source
- Printing costs eligible for co-op reimbursement
- Use of your logo & message



Quantity	Price	Custom Design Cost	Total Cost
250	\$130.00	\$30.00	\$160.00
500	\$190.00	\$30.00	\$220.00
750	\$205.00	\$30.00	\$235.00
1,000	\$260.00	\$30.00	\$290.00
1,500	\$340.00	\$30.00	\$370.00
2,000	\$410.00	\$30.00	\$440.00

### Mail Stuffer Specifications:

- Size: 9"w x 4"h (one sided)
- 4-color process print
- Custom designed by Therma-Tru source
- Printing costs eligible for co-op reimbursement
- Use of your logo & message



Quantity	Price	Custom Design Cost	Total Cost
100	\$90.00	\$30.00	\$120.00
250	\$130.00	\$30.00	\$160.00
500	\$190.00	\$30.00	\$220.00
1,000	\$255.00	\$30.00	\$285.00
2,500	\$435.00	\$30.00	\$465.00
5,000	\$610.00	\$30.00	\$640.00

### Order and Billing Information

Company: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 PO#: \_\_\_\_\_

Ship to address, if different from above:

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, ZIP: \_\_\_\_\_

Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_

I want to order \_\_\_\_\_ Door Hangers.     I want to order \_\_\_\_\_ Postcards.     I want to order \_\_\_\_\_ Mail Stuffers.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Contact Information

Attention: Bev Piper | Metzgers Printing & Mailing | 207 Arco Drive | Toledo, OH 43607-2906 | 419-724-4831 | Fax 419-861-3299 | www.metzgers.com

NOTE: You can expect to receive a PDF (graphic layout sent via e-mail) for your approval after 4 working days and all needed information has been received. Once PDF gets a final approval, the printing and shipping process will take 8 working days. If the design process is started and the customer decides **not** to print the door hanger, the design costs will be billed.

## Communicate your brand and message on impactful yard signs

### Specifications:

- Sizes:
  - 16" x 12" • 16" x 16"
  - 16" x 23" • 23" x 23"
- Single or double sided
- 4 color process print
- Custom Designed by Therma-Tru source



### Information to print on yard signs

Company Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### Order information

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

### Ship to address, if different from above:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

PO#: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Kit Letter	Signs Per Kit		W in. Size	H in. Size	Cost Each Per Sign	Cost Each Per Stake	1 Kit Cost*
A	24	Single Sided	16	12	\$5.93	\$0.95	\$165.12
B	24	Double Sided	16	12	\$8.30	\$0.95	\$222.00
C	18	Single Sided	16	16	\$8.44	\$0.95	\$169.02
D	18	Double Sided	16	16	\$14.67	\$0.95	\$281.16
E	12	Single Sided	16	23	\$12.22	\$0.95	\$158.04
F	12	Double Sided	16	23	\$23.72	\$0.95	\$296.04
G	8	Single Sided	23	23	\$15.61	\$0.95	\$132.48
H	8	Double Sided	23	23	\$30.31	\$0.95	\$250.08

\*Kit Price does not include \$65 set-up and \$19.00 S/H per kit

Order	
Kit Letter	Kit Quantity

NOTE: Customer service will contact you to obtain credit card payment information prior to starting a job. You can expect to receive a PDF (graphic layout sent via email) for your **approval** after 2 working days and all needed information has been received. Once PDF gets a final approval, the **printing and shipping** process will take 8 working days. If the design process is started and the customer decides **not** to print the yard signage, the design time will be billed.

### Contact Information

Attention: Shari Segovia | SFC Graphics | 110 E. Woodruff Ave. | Toledo, OH 43604  
419-255-1283 x5119 | Fax 419-255-5558 | www.sfcgraphics.com

Signature: \_\_\_\_\_ Date: \_\_\_\_\_