

## Therma-Tru introduces Elevate 2019 new products at NAHB International Builders' Show

### ELEVATE2019

Humble Roots | CONFIDENT FOCUS | TIMELESS TWIST

[MAUMEE, OHIO, Jan. 7, 2019 –] Therma-Tru Corp. is launching its Elevate 2019 new products at the 2019 National Association of Home Builders (NAHB) International Builders' Show (IBS), Feb. 19-21, in Las Vegas.

In an effort to meet homeowner demand, all of Therma-Tru's new products are inspired by three design trends: Humble Roots, Confident Focus and Timeless Twist.

"Today's homeowners want stylish, innovative products for their homes. For 2019, we've evolved our product offering based on in-depth trend research," said Mark Ayers, vice president of marketing at Therma-Tru Corp. "Aligning our new products to these popular design trends allows homeowners to easily reflect their creativity and elevate the style of their homes."

#### *Humble Roots*

Homeowners can find refuge from today's busy world with the relaxed, cozy vibe of Humble Roots. Grounded in easy living, this trend embodies comfort through a reconnection with the environment. Natural textures, dimensional patterns and fresh, uplifting hues add an inviting touch.

The authentic home gets a 21<sup>st</sup> century update with Therma-Tru's new style options for Classic-Craft American Style Collection Shaker-style premium entryways and Smooth-Star doors featuring EnLiten flush-glazed designs.

#### *Confident Focus*

This trend embodies unexpected details and experimental design in exciting new ways. The essence of Confident Focus lies in its uniqueness – an eclectic blend of mixed materials, bold elements and soft touches to create a strikingly distinct, yet livable space.

Embrace unexpected colors and materials with Satin Etch glass in select Classic-Craft American Style Collection premium entryway styles, and



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Fiber-Classic and Smooth-Star doors featuring EnLiten flush-glazed designs.

### *Timeless Twist*

Timeless Twist breathes new life into long-standing traditions with refreshingly youthful energy. It's a trend that strikes the perfect balance between old and new, yesterday's charms revived by today's pep. Classic motifs go light and airy, and color palettes go bright and lively, bringing an understated sense of sophistication to the home.

Reinvent classically inspired design with our Fiber-Classic and Smooth-Star doors featuring EnLiten flush-glazed designs, and new Classic-Craft premium entryways featuring Satin Etch glass.

As a Professional Builder Show Village sponsor, Therma-Tru will host an installation clinic for IBS attendees. Therma-Tru product will also be featured in the Show Village. Therma-Tru is also a Supporting Sponsor for the KB Home ProjeKt, a concept home that showcases sustainable, healthy living.

Fypon, a subsidiary of Therma-Tru, Master Lock and Fiberon, all part of Fortune Brands Home & Security, Inc., will also be represented in Therma-Tru's booth at IBS.

"We're proud to welcome Fypon, Master Lock and Fiberon into our booth to showcase their new products and demonstrate how they can be utilized along with Therma-Tru doors to create a beautiful look for any home," said Ayers.

Representatives will be available in booth C5236 at IBS to discuss how new and existing Therma-Tru products reflect today's current design trends.

### Shareable Highlights

- Therma-Tru's Elevate 2019 new products reflect this year's top style trends, from casual and cozy to clean and confident. Learn more at [thermatru.com/elevate](https://thermatru.com/elevate). #ThermaTruIBS
- Therma-Tru's new products are inspired by three design trends: Humble Roots, Confident Focus and Timeless Twist. Learn more at [thermatru.com/elevate](https://thermatru.com/elevate). #ThermaTruIBS

- Visit Therma-Tru at IBS in Las Vegas, booth C5236, to learn more about Elevate 2019 trends and products. #ThermaTruIBS

### **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**<sup>®</sup> polyurethane and PVC products. 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.

Therma-Tru is part of the Doors & Security division of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that fulfill the dreams of homeowners and help people feel more secure. FBHS's operating divisions are Plumbing, Cabinets and Doors & Security. Its trusted brands include Moen, Perrin & Rowe, Riobel, Rohl, Shaws and Victoria + Albert under the Global Plumbing Group (GPG); more than a dozen core brands under MasterBrand Cabinets; Therma-Tru entry door systems; Fiberon composite decking and railing products; and Master Lock and SentrySafe security products under The Master Lock Company. Fortune Brands holds market leadership positions in all of its divisions. Fortune Brands is part of the S&P 500 Index. For more information, please visit [www.fbhs.com](http://www.fbhs.com).