

## Therma-Tru launches 2021 Unlock the Opportunities sweepstakes

[MAUMEE, OHIO, January 7, 2021–] Therma-Tru has launched its annual Unlock the Opportunities national sweepstakes for building trade professionals to learn about Therma-Tru's 2021 new products and current 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.

"Our interactive learning modules demonstrate an overview of our on-trend product offering, providing participants with the information they need to successfully communicate the benefits of Therma-Tru products to homeowners," said Paul Mihm, senior vice president of sales.

The program begins by showing participants a list of available learning modules for different product categories. The participant selects the new category they would like to learn about and is presented with an interactive module tailored to the category, followed by a short quiz.

Participants who score 80% or higher on the module quizzes will be entered for a chance to win daily and weekly prizes. Each day of the promotion, three participants will receive a \$25 eGift Card. Each week, one participant will win their choice of a Traeger Pro Series 22 Pellet Smoker Grill in bronze, a YETI Tundra 125 Cooler or an LG 70" Class UN7070 Series LED 4K UHD Smart webOS TV. Daily and weekly winners can choose to have Therma-Tru donate to charity instead of selecting a prize.

Participants must first log in to the Therma-Tru Virtual Experience to access Unlock the Opportunities, which can be found under the Quick Access Menu at the front desk, or in the Unlock the Opportunities room on the right.

More information about the Unlock the Opportunities sweepstakes and the official rules are available at [thermatru.com/2021virtualexperience](https://thermatru.com/2021virtualexperience). The program runs February 2 through April 30, 2021.

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## Shareable Highlights

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- 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.
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### 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](https://www.thermatru.com), [www.fypon.com](https://www.fypon.com) or call 800-537-8827.

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