

Therma-Tru named “Brand Used Most” for more than 20 consecutive years

Builder
BRAND LEADER 2018

MAUMEE, OHIO – Therma-Tru has been named the “Brand Used Most” in the entry doors category, marking more than 20 consecutive years receiving this distinction. In the [2018 Builder Brand Use Study](#) conducted by Hanley Wood, Therma-Tru ranked first in “Brand Used Most” and “Brand Used Most in the Past Two Years”.

Mark Ayers, vice president of marketing at Therma-Tru Corp. says, “We are honored to receive these awards, year after year. We work hard to earn the trust of our builder partners, and being named Brand Used Most shows that we have earned – and kept – that trust for more than two decades. Therma-Tru also makes it a priority to provide the sales tools and marketing support needed for our builder partners to succeed and grow their business.”

To show its continued support for builders, the company offers a technical assistance line that provides live answers to installation, warranty and product questions. The toll-free number 1-800-4BUILDR (1-800-428-4537) is a great resource focusing solely on builders.

“Winning these awards signifies to us that we are continuing to provide builders with the on-trend products that homeowners are asking for. We aim to stay ahead of industry trends in an effort to offer the looks homeowners want most, while maximizing curb appeal,” said Derek Fielding, director of marketing insights and innovation at Therma-Tru Corp.

To continue providing quality, on-trend products, Therma-Tru opened a new Innovation Center in early 2018. Based in Maumee, Ohio, the 30,000 square foot facility is near Therma-Tru headquarters and houses the teams focused on creating innovative product solutions. Associates began moving in to the Innovation Center in late February, and a grand opening celebration is planned for summer 2018.

The 2018 *Builder* Brand Use Study, presented by *Builder* Magazine, was conducted online by The Farnsworth Group and included Hanley Wood subscribers classified as “Builders, Builders-Developers, or General



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Contractors.” The data was collected from 956 qualified responses. The study originated in 1998 and includes a nationwide survey of builders on their preferences related to a wide variety of products and brands. Full results of the survey appear at BuilderOnline.com.

Shareable Highlights

- @ThermaTru Celebrates more than 20 consecutive years being named the "Brand Used Most" by Builders in the 2018 Builder Brand Use Study. #ThermaTru #BuilderBrandLeader
- @ThermaTru named "Brand Used Most" for more than 20 consecutive years in 2018 Builder Brand Use Study. #ThermaTru #BuilderBrandLeader

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.