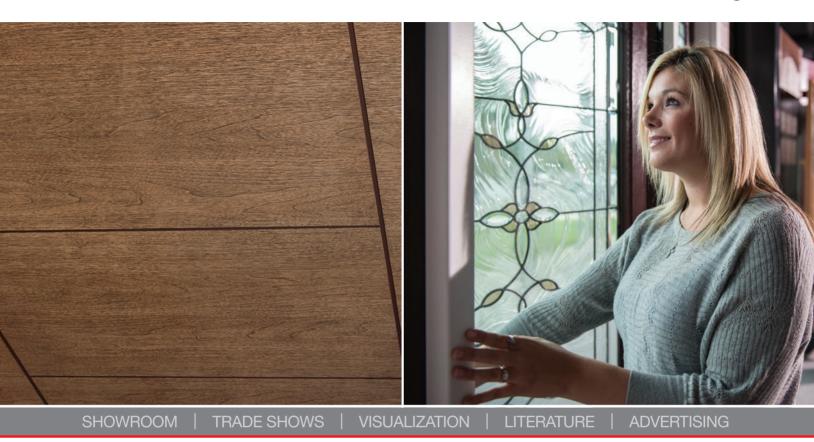
# 2021 Product Merchandising Brochure



Where Home Begins...



# Tools for Success.

DISPLAYS | SIGNAGE | SAMPLES | TRAINING | WEARABLES | HANDOUTS

# What's NEW in the showroom.

Double Operating Door Display
Classic Craft。Walnut Grain  Door Section13
Classic Craft。Mahogany Grain Common Arch Door Section13
Fiber-Classic。 Mahogany Collection Shaker-Style Door Section13
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Lead times may vary. See inside for lead time information.

Please visit **thermatru.com/dealer** for a digital copy of this brochure.

**Distributors:** Please contact your dedicated Customer Account Representative to order the items shown in this brochure.

**Dealers:** If you are interested in any of the items shown in this brochure, please contact a Therma-Tru distributor in your area to place an order.

### Tools for showroom success: See it. Feel it. Sell it.

Digital tools and devices are playing an increasingly prominent role in a customer's purchase decision. Today's consumers do their research – they are equipped with extensive product information before they ever step foot in a showroom.

In this brochure, Therma-Tru will guide you through selecting the most impactful showroom tools for your business.



Display Terms: Pricing on any items listed in this brochure are subject to change without notice. Freight is an additional cost and varies dependent on order and ship-to location. Displays must be shipped with full trucks direct to distributor.

### Create your showroom experience.

A solid partnership is all about support. Let us help you customize your Therma-Tru<sub>®</sub> showroom experience to best suit the needs of your business. Depending on the size of your showroom, choose at least one merchandising aid from each of our key categories – Glass Design, Door Selections, Door System Components and Finish Options – to help easily guide your customers through the process of selecting a new Therma-Tru door system.

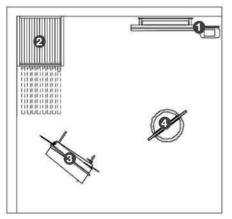
Most of your customers may be making their first entry door purchase. These questions are a good place to start when helping them choose from our portfolio of door system products:

- What is the size and configuration of the doorway?
- Where is the door located on the home? (front entry, side entry, house-to-garage, patio, etc.)
- What is the architectural style of the home?
- Does the homeowner want to stain or paint the door?
- How much light or privacy is desired?
- Do any application-specific building codes apply?

#### Sample Showroom Layouts

View the brochure for our complete selection of merchandising aids, literature and tools to create a custom showroom experience.

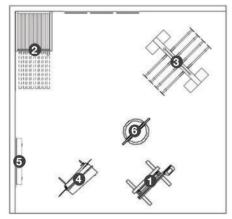
#### Small Showroom - 10' x 10'



### Glass Design – Interactive Glass Display 2.0

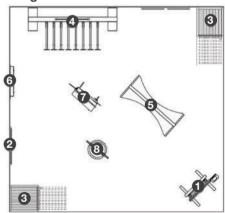
- 2 Door Selections Pullout Door Display
- 3 Door System Components Full System Display
- Finish Options PrismaGuard, Stain & Paint Display

#### Medium Showroom - 20' x 20'



- Glass Design –
   Interactive Glass Display 2.0
- 2 Door Selections Pullout Door Display
- 3 Door Selections Swing Door Unit
- 4 Door System Components Full System Display
- 5 Door System Components Door Surround Corner Display
- 6 Finish Options PrismaGuard Stain & Paint Display

#### Large Showroom - 30' x 30'



- Glass Design –
   Interactive Glass Display 2.0
- ② Glass Design Showroom TV Glass Images
- 3 Door Selections Pullout Door Display
- 4 Door Selections Swing Door Unit
- Door Selections NEW Double Operating Door Display
- 6 Door System Components Door Surround Corner Display
- Door System Components Full System Display
- 8 Finish Options PrismaGuard Stain & Paint Display

# Glass Design

Complement any Therma-Tru<sub>0</sub> door with a variety of glass shapes and designs. Display the beauty and durability of Therma-Tru decorative and specialty glass in your showroom.

### Interactive Glass Display 2.0



Commercial-grade 50" LED television mounted in a Classic Craft. Mahogany Grain 1/2-lite 2-panel door finished in PrismaGuard, Barley stain. Includes:

- Commercial-grade tablet.
- I HDMI cord.
- Header and side panel graphics.
- Wall mount hardware.

The durable commercial-grade tablet features a simple interface and attaches directly to the articulating arm - no enclosure required. Swipe the tablet to explore glass designs, caming options, privacy ratings, glass shapes, architectural home styles and available door collections.

Integrated settings menu allows customization of:

- Glass design assortment shown.
- Image transition timing, infinity mode timeout and screen positioning.
- Email functionality (on / off toggle).\*\*

4'0"w x 8'3"h x 2'8"d

MADNGINTERGLASSDISPLAY19

Net Price Each\*: \$3,050.00



Turn your new Interactive Glass Display into a free-standing showstopper on the showroom floor. Includes a black back panel applied by brackets to hide any cords and a set of durable display feet.

4'0"w x 8'3"h x 2'8"d

**MADINTERGLASSFREESTAND** 

Net Price Each\*: \$345.00

#### **Retrofit Kit for the Interactive Glass Display**

Upgrade an existing Interactive Glass Display with the new commercial-grade tablet.

#### Includes:

- Commercial-grade tablet.
- HDMI cord.
- Wire provisions.

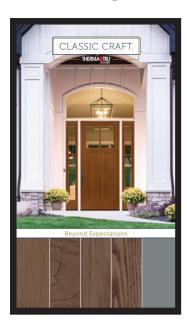
MADNGRETROFITKIT19

Net Price Each\*: \$475.00



<sup>\*</sup>Pricing subject to change without notice.
\*\*Data charges may apply. The customer is responsible for any charges on their data plan. Note: Artist's renderings shown for illustration purposes only.

### Glass Images for Your Showroom TV



#### **Updated USB Flash Drive Only**

USB flash drive featuring vertical and horizontal images of Therma-Tru. glass families and product messaging on continuous loop.

MADUSB21

Net Price Each\*: \$15.00



### Cutaways



#### **Updated Smooth-Star. Flush-Glazed Door Section with Clear Glass**

Unfinished Smooth-Star door section with clear glass and SDLs.

13"w x 13"h

MADSSFGCL21-SDL

Net Price Each\*: \$175.00



#### Updated Fiber-Classic. Oak Collection™ Flush-Glazed Door **Section with Privacy & Textured Glass**

Finished in Raven stain.

Stained Fiber-Classic Oak door section with Satin Etch glass.

14"w x 14"h

MADFCOFGXE21

Net Price Each\*: \$175.00

# Glass Samples



Case contains six 8" x 10" display boards featuring 6" x 6" samples of our privacy and textured glass assortment. One 8" x 6" IG is also

9"w x 9-5%"h x 10"d

MAPTGSC21

included.

Net Price Each\*: \$290.00

#### **NEW Retrofit Kit for the Privacy & Textured Glass Sample Case**

This kit includes labels to cover the existing Privacy & Textured Glass display boards, updated to reflect the changes to the Classic Craft line. Kit also includes an 8" x 10" Reeded display board.

MAPTGSCRETRO21





Impact-Rated Glass / Lip-Lite Frame Sample

6"w x 8"h

MADIG07

Net Price Each\*: \$70.00

## **Door Selections**

Find choices in design, texture and material with many configurations available to find the ideal door system. Make a statement by showcasing full-size Therma-Tru, doors in your showroom.

# Single Operating Door Display

#### Doors not included.

Use this display structure to showcase a Therma-Tru door with your finish, trim and hardware options. Removable caster wheels can be screwed into the base to help transport the display to shows and events.

#### Includes:

- Display structure.
- Header sign.
- Side panel graphic.
- Levelers.
- Caster wheels.

Note: Fits doors that are 3'0" x 6'8" or smaller.

4'0"w x 8'3"h x 2'8"d

MADSNGOPDR15

Net Price Each\*: \$985.00

### **NEW** Replacement Side Wing Graphic for the Single Operating Door Display

This replacement dual-sided wing graphic for the Single Operating Door Display includes all Therma-Tru door collections on one side, updated to reflect the changes to the Classic Craft line. The reverse side of the graphic includes messaging about the benefits of choosing Therma-Tru and fiberglass doors.

10"w x 3'5"h x 3/4"d

MADSNGOPDRSIGN21

Net Price Each\*: \$55.00



Additional identical items will be on a four-week lead time.





Back-to-Back Operating Door Display

Showcase two Therma-Tru doors back-to-back with this space-saving display. Perfect for displaying a Classic Craft. door on one side and a Fiber-Classic. door on the other side, the unit fits two 3'0" x 6'8" doors with your choice of finish, trim and hardware.

#### Includes:

- Display structure.
- Header sign.
- Side panel graphics.
- Levelers.

Note: Fits doors that are 3'0" x 6'8" or smaller.

4'0"w x 8'4"h x 3'0"d

MADB2BU20

Net Price Each\*: \$1,525.00

#### **NEW Replacement Side Panel Graphic for the Back-to-Back Operating Door Display**

This replacement one-sided side panel graphic for the Back-to-Back Operating Door Display has been updated to reflect the changes to the Classic Craft line.

 $9-\frac{1}{2}$ "w x 6'11"h x  $\frac{3}{4}$ "d

MADB2BUSIGN21

Net Price Each\*: \$150.00

### **NEW** Double Operating Door Display

#### Doors not included.

Use this display structure to showcase a Therma-Tru double door unit, and complete it with your finish, trim and hardware options. The display structure is built to house a double door pre-hung unit consisting of two 3'0" x 6'8" doors.

#### Includes:

- Display structure.
- Header sign.
- Side panel graphic.
- Levelers.

6'8-1/4"w x 7'4-1/2"h x 3'2-1/4"d

MADDBLDR21

Net Price Each\*: \$1,830.00



#### **NEW Common Arch Mounting Hardware**

Hardware pack includes mounting brackets that can accommodate a common arch system to be built into the Double Operating Door Display.

MADDBLDRARCH21

Net Price Each\*: \$155.00

### Expandable Pullout Door Display Unit

The display unit can be configured to fit your space: free-standing, against or recessed into a wall, or side-by-side / back-to-back with another unit.

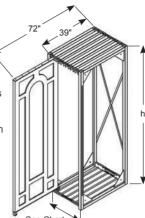


#### 8'0" Pullout Door **Display Unit** Doors and signage not included.

Standard unit holds four 8'0" display doors and can expand to hold up to 10 8'0" display doors. Unit can also accommodate 6'8" doors by ordering a spacer frame (not included). Four door pull handles included.

MAD8TALLPULL18

Net Price Each\*: \$1,675.00



# of Doors	Unit Width
4	20"
5	24"
6	28"
8	36"
9	40"
10	44"

6'8" Unit: 7'4"h 8'0" Unit: 8'6-1/2"h



### Optional Add-On Items

#### **Door Mounting Hardware Kit**

Allows one additional 8'0" or 6'8" door to be installed in pullout door display.

MAD1DOORADDERPULL15 Net Price Each\*: \$150.00

#### Spacer Frame System 1

For 6'8" door to fit 8'0" door display unit.

MADSPACERPULL15 Net Price Each\*: \$125.00

#### Side & Back Panels

Black panel (laminated particle board) to fit flush within metal frame, secured with provided hardware in pre-drilled display structure.

#### Side Panel (1 panel) 2

- 8'0" Door Display Unit: MAD8TALLSIDEPULL15
- 6'8" Door Display Unit:



MAD68TALLSIDEPULL15

Back Panel (fits 10 door units only)

- 8'0" Door Display Unit: MAD8TALLBACKPULL15
- 6'8" Door Display Unit: MAD68TALLBACKPULL15

Net Price Each\*: \$125.00

#### **Door Pull Handles**

Purchase additional handles individually for existing units or when you choose to expand beyond the standard four-door configuration.

MADHANDLEPULL18

Net Price Each\*: \$22.50

Select the pieces and parts you need to make it your own. For ordering information, or to obtain the display configurator tool, contact your Customer Account Representative.





Standard unit holds four 6'8" display doors and can expand to hold up to 10 6'8" display doors. Four door pull handles included.

MAD68TALLPULL18

Net Price Each\*: \$1,625.00

### Pivot Wing Display Unit

#### Doors and signage not included.

Let customers easily browse your selection of Therma-Trus display doors while saving floor space in the showroom. The Pivot Wing Display Unit fits flush against the wall, offering a great way to organize more display doors. The doors fan open for customers to view all the options.

- Adjusts to show 6'8", 7'0" or 8'0" display doors for a total height of 102-1/2".
- Display unit mounts to wall with supplied hardware.
- Door bumper guard mounts to top of display doors.
- Notched to clear standard baseboards.
- Display unit holds a maximum of eight doors or four per side.
- If you choose to show handlesets, it is recommended they be installed only on the front two display doors to prevent damage to the other units.

90"w x 86-½"h x 14-½"d MADPWD17

Net Price Each\*: \$825.00





### Swing Door Unit

Showcase the beauty of Therma-Tru doors with a swing display that can easily be customized for showroom placement. Standard unit holds four display doors and can be expanded to hold eight. Holds 6'8" and 8'0" doors.

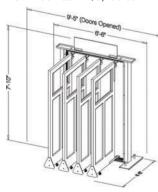
### Swing Door Unit Doors not included.

Each door can swing up to 160 degrees for a wide viewing angle.

6'6"w x 7'10"h x 4'6"d

MADGSWU15

Net Price Each\*: \$3,400.00



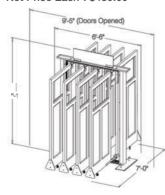
### Expansion Kit Doors not included.

Optional hardware kit allows the unit to hold up to eight display doors (four on each side or eight on one side).

6'6"w x 7'10"h x 7'0"d

MADGHKSU10

Net Price Each\*: \$450.00





**NEW Replacement Graphic for the Swing Door Unit** 

This replacement one-sided graphic panel for the Swing Door Unit has been updated to reflect the changes to the Classic Craft line.

1'3-¾"w x 6'10"h x 1/2"d

Net Price Each\*: \$110.00

MADGSWUSIGN21

Net Price Each\*: \$75.00

Net Price Each\*: \$40.00

### Display Door Stands

### Revolver Slab Display Doors not included.

This set includes:

1 One header sign.

- One neader sign
- 2 Two revolver face plate graphics.
- 3 One revolver stand.

MADRS95 - 6'8" door Net Price Each\*: \$50.00

MADRS897 – 8'0" door Net Price Each\*: \$60.00





#### Display Feet (Set of 2)

Maximize your space with this solution to display free-standing Therma-Tru doors in the showroom or at trade shows.



MDF Composite Display Feet
3-½"w x 4-½"h x 18"d

MADCOMPDISPFEET

### Three-Sided Display Stand

#### Doors not included.

Let customers see and experience your Therma-Tru door offering up close, with a door stand that conveniently displays multiple entry doors.

Showcase either three 6'8" or 8'0" display doors using three corner connectors that attach to top and bottom of doors.

Three header signs included (see page 23 for options).

47-1/2"w x 7'10"h x 46-3/4"d

MADDRSTAND

Net Price Each\*: \$75.00



<sup>\*</sup>Pricing subject to change without notice.

# 12" x 12" Door Skin Samples



PG = PrismaGuard. Stain or Paint

Door Collection	Stain / Paint	Part Number	Net Price Each*	
1 Classic Craft. Fir Grain	PG – Wildflower Honey	MAPGOCCA18	\$20.00	
2 NEW Classic Craft, Walnut Grain	PG – Acorn	MAPGOCCW21	\$20.00	
Classic Craft₀ Mahogany Grain	PG – Autumn Harvest	MAPGOCCR18	\$20.00	
4 Classic Craft. Oak Grain	PG – Driftwood	MAPGOCCO18	\$20.00	
<b>5</b> Updated Classic Craft, Canvas	PG – Granite	MASDSOCCV21	\$20.00	
6 Fiber-Classic Mahogany	PG – Mulberry	MAPGOFCM18	\$18.00	
7 Fiber-Classic₀ Oak	PG - Raven	MAPGOFCO18	\$18.00	
3 Updated Smooth-Star.	PG – Alpine	MASDSOSS21	\$18.00	

Note: Also available upon request as unfinished product.

Updated D2D (Door-to-Door) Travel Bag Messenger-style bag with shoulder strap and handle. Includes: Decorative & Specialty Glass Collection Brochure. PrismaGuard finished 12" x 12" Classic Craft Mahogany Grain door section. Finished 12" x 12" door skin samples in Classic Craft Fir Grain, Classic Craft Walnut Grain, Classic Craft Oak Grain, Classic Craft Canvas, Fiber-Classic Mahogany, Fiber-Classic Oak and Smooth-Star. Extra compartment for other sales tools. 12"w x 13"h x 5"d MADTTSTB21 Net Price Each\*: \$255.00 **Unfinished D2D Travel Bag** 

\*Pricing subject to change without notice.

MADTTUFSTB21

Net Price Each\*: \$185.00

Same as above but with unfinished 12" x 12" door samples.

### Fiberglass Skin Sheets



Description	Part Number		
Classic Craft. Fir Grain	MASPSCCAUF-224		
NEW Classic Craft. Walnut Grain	MASPSCCWUF-224		
Classic Craft₅ Mahogany Grain	MASPSCCRUF-224		
Classic Craft₅ Oak Grain	MASPSCCOUF-224		
Classic Craft₀ Canvas	MASPSCCVUF-224		
Fiber-Classic. Mahogany	MASPSFCMUF-224		
Fiber-Classic. Oak	MASPSFCOUF-224		
Smooth-Star。	MASPSSSUF-224		

Package includes 14 unfinished sheets that can be cut to make 224 4" x 4" fiberglass skin samples.

Net Price Each\*: \$155.00 per box of 14 sheets

### Door Cutaways



#### Classic Craft, Fir Grain **Shaker-Style Door Section**

Door section finished in Wildflower Honey stain on one side and unfinished on the other.

12"w x 12"h MADCCSHKR18

Net Price Each\*: \$70.00



#### Smooth-Star. Shaker-Style **Door Section**

Door section painted white on one side and unfinished on the other.

12"w x 12"h

MADSSSHKR17

Net Price Each\*: \$70.00



Classic Craft, Mahogany **Grain Door Section** with Lock Stile

Finished in Barley stain.

12"w x 12"h

MAPGMH18

Net Price Each\*: \$70.00



**NEW Classic Craft** Walnut **Grain Door Section** 

Door section finished in Acorn stain on one side and New Earth stain on the other.

12"w x 12"h

MADCCW21

Net Price Each\*: \$105.00



**NEW Classic Craft**<sub>o</sub> Mahogany Grain Common Arch Door Section

Door section finished in New Earth stain on one side and

MADCCCMNARCH21 Net Price Each\*: \$265.00

painted Granite on the other. 13-1/8"w x 17-7/8"h



**NEW Fiber-Classic**<sub>®</sub> Mahogany Collection<sub>™</sub> Shaker-Style Door Section

Door section finished in Autumn Harvest stain on one side and Barley stain on the other.

12"w x 12"h

MADFCMSHKR21

Net Price Each\*: \$105.00



Fiber-Classic, Mahogany Collection<sub>™</sub> Door Section

Finished in Autumn Harvest stain.

12"w x 12"h MADFCM20

Net Price Each\*: \$70.00



Smooth-Star. Solid-Panel **Impact-Rated Door Sample** 

6"w x 6"h MADOG07

Net Price Each\*: \$45.00

# Door System Components

Have confidence in a door system made with genuine Therma-Tru<sub>®</sub> components to meet the needs of many applications. Help your customers understand the quality and durability of a complete Therma-Tru door system.



This replacement graphic for the Full System Display has been updated to reflect the changes to the Classic Craft line.

MADFULLSYSIGN21

Net Price Each\*: \$245.00

The Full System Display provides a comprehensive overview of the features and benefits of a complete Therma-Tru door system.

#### Includes:

- Display door on stand.
- Side wing graphics.
- System components, such as:
- Multi-point locking system.
- Composite door frame.
- Composite adjustable sill.

60"w x 94"h x 30"d

MADFULLSYST20

Net Price Each\*: \$2,275.00

### Composite Door Frame Sample Kit



Discover Therma-Tru's assortment of composite door frame components in an easy-to-carry display case. The Composite Door Frame Sample Kit includes a screw plug kit, storm door adapter, mull casing, mullions, jambs, trim, screen track cap and transom sills.

24"w x 12"h x 6"d

MADCDFKIT19

Net Price Each\*: \$300.00

### Door Surround Samples

#### Door Surround Corner Display Door not included.

Designed to demonstrate how a Therma-Tru door surround looks when paired with a Therma-Tru door. Display easily attaches around the top of a 3'0" display door slab with peel-and-stick adhesive (included) and two screws (not included). Display features a 6" Traditional Crosshead with 5" Fluted Pilaster on one side, and a 6" Craftsman Step Crosshead with 6" Smooth Flat Trim on the other side.

MADTTDSCORNER19

Net Price Each\*: \$240.00



#### **Door Surround Sample Boards**

The two-sided Door Surround Sample Boards were designed to display the breadth of options available to enhance a home's curb appeal. Each board features a sample size door surround. The convenient handle allows you to hang the board on your showroom wall or easily transport to customers during the sales process.

36"w x 36"h

Craftsman MADTTDSCRFBRD19 Modern MADTTDSMDNBRD19 Traditional MADTTDSTRBRD19 Woodgrain MADTTDSWGRBRD19

Net Price Each\*: \$190.00



Craftsman MADTTDSCRFBRD19



Traditional MADTTDSTRBRD19



Modern MADTTDSMDNBRD19



Woodgrain MADTTDSWGRBRD19

### Component Samples



#### System Storyboard

There's a story behind every door. Show homeowners the value of a Therma-Tru<sub>0</sub> door system. The System Storyboard makes it easy to demonstrate features and benefits with product samples and visual aids.

9-1/2"w x 20-1/2"h x 5-1/2"d

MADSTRYBD16

Net Price Each\*: \$240.00

#### **Coastal System Storyboard**

The Coastal System Storyboard allows you to show homeowners the value and benefits of a Therma-Tru door system, featuring components that meet building codes in coastal regions.

9-1/2"w x 20-1/2"h x 5-1/2"d

MADCSTLSTRYBD19

Net Price Each\*: \$270.00

### Component Samples



#### Tru-Defense, Door System Components Board

Handheld board includes actual components:

- Inswing composite sill.
- Dual-bulb / dual-fin bottom sweep.
- Rain deflector.
- Medium- and long-reach side weatherstrip.
- Outswing composite sill.
- Classic Craft, lock and hinge side corner seal pads.
- Fiber-Classic. / Smooth-Star. corner seal pads.
- Rain guard.
- Handleset.

24"w x 21"h

MADTDB17

Net Price Each\*: \$340.00



### Security Strike Plate Comparison Sample

7"w x 4"h clear acrylic. MADSSPC10

Net Price Each\*: \$35.00



#### Updated Grilles Between Glass (GBGs) Sample Chain

Represent the grille options in coordination with pre-finished color options and door availability.

MADGBGS21

Net Price Each\*: \$30.00



# Updated Simulated Divided Lites (SDLs) Sample Chain

Represent the divided lite options in coordination with stain color options and door availability.

MADSDLSPG21

Net Price Each\*: \$30.00



#### **Hinge Board**

Handheld board that includes seven mounted half hinges to represent hardware finish options: Polished Chrome, Stainless Steel, Brushed Nickel, Zinc Dichromate, Black Nickel, Bright Brass and Oil-Rubbed Bronze.

11-¾"w x 23-¾"h

MADHSB20

Net Price Each\*: \$75.00

### Countertop Displays



#### Smooth-Star. Countertop Case not included.

Countertop display showcases composite door frame featuring Tru-Guard™ composite technology. One side painted white and one side unfinished.

13"w x 13-1/2"h MADA200S20

Net Price Each\*: \$155.00



#### Classic Craft. Mahogany Grain Countertop

Case not included.

Countertop display showcases composite door frame featuring Tru-Guard composite technology. One side painted tan and one side stained Barley.

13"w x 13-1/2"h MAD0103CM20

Net Price Each\*: \$170.00



#### Classic Craft. Mahogany Grain & Smooth-Star. Countertop Case

Messenger-style bag with shoulder strap and handle for ease of transporting samples.

Carrying case only.

17"w x 15"h x 8"d

MACTRSTB12

Net Price Each\*: \$50.00





**Grip-Style** Multi-Point **Locking System** 

Case not included.

**MADGSMPLS** 

Net Price Each\*: \$350.00



Carrying case only. Fits either Lever-Style or Grip-Style Multi-Point Locking System.

10"w x 37"h x 10"d

**MADMPCS** 

Net Price Each\*: \$125.00

# Finish Options

Complete the desired look with stain or paint. Explore popular finish colors from PrismaGuard, finish and Same-Day, Stain. These displays give your customers the opportunity to see and feel the difference of premium Therma-True finishes.

### PrismaGuard<sub>®</sub> Stain Samples

#### **Updated PrismaGuard** Stain Fan Deck

Classic Craft, and Fiber-Classic, printed fan deck to compare nine PrismaGuard stain colors within each of the six grains.

MADPGSTAINFAN21

Net Price Each\*: \$70.00



#### **Updated PrismaGuard Stain** 4" x 4" Samples with Case

These portable cases are ideal for the in-home sales representative, allowing customers to browse stain colors on physical product samples. Each case shows 10 PrismaGuard stain colors by collection. Extra sleeves are included for displaying additional colors. Embossed logo on the front.

Classic Craft stain case:

MAPGCCST4X4CASE

Net Price Each\*: \$110.00

Fiber-Classic stain case: MAPGFCST4X4CASE

Net Price Each\*: \$70.00



#### Updated PrismaGuard Paint 4" x 4" Samples with Case

Same as above, but with eight PrismaGuard paint colors on both Classic Craft. Canvas and Smooth-Star. skin chips.

MAPGPT4X4CASE

Net Price Each\*: \$70.00



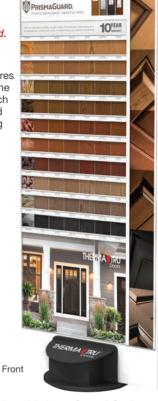
#### **Updated PrismaGuard Stain Showroom Display**

Revolver slab display not included.

Experience the premium look and feel of PrismaGuard stain. This display with printed graphics features 4" x 4" stained samples showing the 10 PrismaGuard stain colors in each of the six grains. The display board includes flexible channels, allowing you to update or change the stain samples shown, as needed.

MADPGSHOWSTAINDISP21

Net Price Each\*: \$620.00



#### **Updated PrismaGuard Stain** & Paint Showroom Display Revolver slab display not included.

Same as above, but with the addition of eight PrismaGuard paint colors shown (reverse side) on Classic Craft Canvas.

MADPGSHOWSTPTDISP21

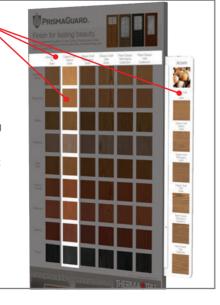
Net Price Each\*: \$620.00

#### **NEW Retrofit Kit for PrismaGuard Showroom Display Door** Highlighted in image shown on previous display.

Retrofit kit includes labels updated to reflect changes to the Classic Craft line, including new Classic Craft Walnut: a new Acorn stain side wing graphic; and new Classic Craft Walnut 4x4 chips in each of the 10 stains.

MADPGDOORRETRO21

Net Price Each\*: \$150.00



#### **NEW Retrofit Kit for PrismaGuard Showroom Displays**

Back

Retrofit kit includes graphics updated to reflect changes to the Classic Craft line, including new Classic Craft Walnut; additional channel and screws allowing you to add new Acorn stain chips to an existing display; new Acorn stain graphics and 4x4 chips in all six grains; new Classic Craft Walnut 4x4 chips in all 10 stains; and a replacement graphic for the bottom of the display.

MADPGSHOWRETRO21

Net Price Each\*: \$150.00

### Same-Day<sub>®</sub> Stain Samples



#### Updated Classic Craft Same-Day Stain Fan Deck

Classic Craft printed fan deck to compare seven Same-Day Stain colors among four different grain options.

MADCCFAN21

Net Price Each\*: \$45.00



#### Fiber-Classic Mahogany Stain Chart

Chart featuring medium shades of all seven Same-Day Stain colors.

10-1/2"w x 24-1/2"h

MASFCM707

Net Price Each\*: \$37.50

#### Fiber-Classic Oak Stain Chart

Chart featuring medium shades of all seven Same-Day Stain colors.

10-1/2"w x 24-1/2"h

MASFC707

Net Price Each\*: \$37.50

### Literature

In our literature you can find all the details, features and benefits for all door, sidelite and transom options and accessories. And your customers can find inspiration to enhance their homes with Therma-Tru doors.



#### Updated 2021 Full-Line Catalog The Building Professionals' Entry & Patio Door Directory

Created specifically for trade professionals, this directory serves as a complete and easy-to-use guide with all the information needed to help specify and sell Therma-Tru products.

MAFI 2021

Net Price Each\*: \$1.75



### **Updated** Decorative & Specialty Glass Collection Brochure

Show your customers how Therma-Tru glass makes entryways come to life with beauty and craftsmanship you can't find anywhere else.

MAFGLASS21

Net Price Each\*: \$1.50



#### Updated Classic Craft Premium Entryways Brochure

Let your customers experience the difference of a Classic Craft entryway with its inspired blend of precision engineering and architectural character.

MAFCCB21

Net Price Each\*: \$1.10



### Updated EnLiten<sub>™</sub> Flush-Glazed Designs Brochure

Show the advantages of Therma-Tru's flush-glazed doors to create a clean look with a wider daylight opening.

MAFFGB21

Net Price Each\*: \$0.40



#### **Updated Pulse** Brochure

Designed to inspire trade professionals to make a bold statement with a contemporary studio of door styles and glass designs that transform the entrance into modern art.

MAFPULSEB21

Net Price Each\*: \$0.25



#### **NEW 2021 New Product Guide**

Explore all of Therma-Tru's new-for-2021 products organized by trend.

MAFNP21

Net Price Each\*: \$0.85

### Literature

#### Continued



### **Updated** Door System Components Brochure

Inspire confidence in a Therma-Tru.door system made with genuine Therma-Tru components, engineered to work together and backed by our warranty.

MAFCOMP21

Net Price Each\*: \$0.85



### **Updated** Therma-Tru Difference Brochure

Explains the reasons why customers should choose Therma-Tru.

MAFWTT21

Net Price Each\*: \$0.70



### **Updated** New Product Flyers and 2-Minute Tru-Facts

New product flyers explain the features and benefits of each of Therma-Tru's new-for-2021 products, including Walnut-grained flush doors for Classic Craft. Visionary Collection, Mahogany-grained common arch doors for Classic Craft. Founders Collection, and more.

MAFTF21

Net Price Each\*: \$1.75



#### **Updated PrismaGuard. Brochure**

Help your customers discover the beauty of PrismaGuard premium finish. PrismaGuard offers the low-maintenance, high-quality finish homeowners want. Features color-accurate paint and stain swatches.

MAFPGB21

Net Price Each\*: \$2.25



#### **PrismaGuard Paint Color Card**

With an inspirational palette of colors, PrismaGuard paint allows homeowners to express their unique style. Features color-accurate swatches.

MADPGPTCRD20

Net Price Each\*: \$2.15



#### **Curb Appeal Brochure**

Get inspired and find out how a new Therma-Tru entry door can increase perceived home value.

MAFCAB20

Net Price Each\*: \$0.40



### **Updated** Architectural Home Styles Guide

Get inspired to choose Therma-Tru entry doors by design with our guide to popular home styles.

MAFASHG21

Net Price Each\*: \$0.65



### **Updated** Fiberglass & Wood Door Comparison Brochure

Educate your customers on the similarities and differences of fiberglass and wood – and offer them the best of both worlds with our Classic Craft, premium entryways.

MAFCOMPARISON21

Net Price Each\*: \$0.55



### **Updated** Craftsman Doors & Sidelites Brochure

Convey Therma-Tru's assortment of Craftsman-lite doors and sidelites for a touch of Craftsman appeal.

MAFCDSB21

Net Price Each\*: \$0.60



## **Updated** 3'6" Entry Door Solutions Brochure

Give an overview of Therma-Tru's 3'6" wide entry door options perfect for homes with grand entrances.

MAFTSEDS21

Net Price Each\*: \$0.40



### Updated 7'0" Door & Sidelite Solutions Brochure

Find 7'0" products to help you make the most of trends toward higher ceilings in new homes and to replace existing openings.

MAFSFB21

Net Price Each\*: \$0.75



#### **NEW Tru-Defense Flyer**

Outlines the benefits and updates to the Tru-Defense Warranty Rider.

MAFTRUDEF21

Net Price Each\*: \$0.35



### Same-Day. Stain Finishing Instructions

MAFSI13

Net Price Each\*: \$0.30



#### Therma-Tru. Door Surrounds Brochure

Show your customers how to create a cohesive look in the entry with stylish, low-maintenance Therma-Tru door surrounds.

MAFTTDSB19

Net Price Each\*: \$0.60



#### Therma-Tru Folder

A great way to bundle Therma-Tru literature. It even has a place for your business card!

MAFF10

Net Price Each\*: \$0.70



#### Updated Experience the Difference – Sales Pitchbook

Empower your sales team to close more effectively by knowledgeably discussing the benefits of Therma-Tru premium products. Spiral bound and fits in a pocket.

MASPP21

Net Price Each\*: \$5.50

#### **Model Home Program**

View and download Therma-Tru Model Home Program information and claim form on the Customer Portal.

## **Training**

In our literature you can find all the details, features and benefits for all door, sidelite and transom options and accessories. And your customers can find inspiration to enhance their homes with Therma-Tru doors.

### Installation and Training

These tools have everything you need to make the installation and maintenance of any Therma-Tru products straightforward and successful.

#### **Bilingual Installation Instructions**

Entry and Patio Doors (English and Spanish)

MSDRIST65

Net Price Each\*: No Charge

Entry and Patio Doors with Vented Sidelites (English and Spanish)

MSDRIST-VS

Net Price Each\*: No Charge

To download installation instructions, please visit thermatru.com/install.

### Unit Dimension Tape Measures



	0 4490* Prench Doors 51	52	53	54	55
Door & 12" Sidelite . sor & 14" Colette	210" Goor & 12" Sidelite > 210" Double Door	214" Door A.V Teo 10" Scientes	43'0" Door & 14" Exhelite	2"6" Door &* Two 10" Sidelites	40'8" Door & 10" Sidelile

Take the guesswork out of measuring openings from 2'0" single doors to 9'0" triple doors – and everything in between. This tape measure features unit dimension widths and heights to help simplify the door measuring process.

Book Size: MADUDTPMSRBK16 U1 Revised Size: MADUDTPMSRU1R16 Hybrid Size: MADUDTPMSRHY16

Net Price Each\*: \$5.50

# Display Signage

Dress up your Therma-Tru, displays with headers for each door collection and removable, informational display labels.

### Door Pulls





All display doors ship with a plexicover and appropriate door pull. Reference the list below to order replacements.

Ask about custom imprint options when you order.

Updated Classic Craft, Fir Grain - MADCCFDP21

NEW Classic Craft, Walnut Grain - MADCCWDP21

Updated Classic Craft. Mahogany Grain - MADCCMDP21

Updated Classic Craft. Oak Grain - MADCCODP21

Updated Classic Craft<sub>®</sub> Canvas – MADCCVDP21

Updated Fiber-Classic₀ Mahogany Collection™ - MADFCMDP21

Updated Fiber-Classic. Oak Collection. - MADFCODP21

Updated Smooth-Star. - MADSSDP21

Updated Profiles<sub>™</sub> - MADPSHDDP21

**Updated** Traditions – MADTSDP21

Updated Pulse. - MADPLSDP21

Updated Internal Blinds - MADIBDP21

Updated EnLiten™ Flush-Glazed Designs – MADFGDP21

Updated Impact-Rated - MADIMPDP21

Net Price Each\*: \$1.50

Graphic Plexicover (screws not included) - MAPLEXU

9-1/4"w x 17"h

Net Price Each\*: \$6.00







**Updated** PrismaGuard. door pulls are available for custom development and can be tailored to your needs. Talk to your Therma-Tru sales representative for more information.

### Header Signs























#### 36"w x 10"h

Updated Classic Craft Premium Entryways – MADHEADCC21
NEW Classic Craft. Artíssa Collection. – MADHEADART21
NEW Classic Craft. Founders Collection. – MADHEADFND21
NEW Classic Craft. Visionary Collection. – MADHEADVIS21
Updated Fiber-Classic Collections – MADHEADFC21
Updated Smooth-Star – MADHEADSS21

Pulse – MADHEADPLS19 Therma-Tru Brand – MADGHDR17

Net Price Each\*: \$20.00

Header Sign Clips (sold separately) – MADGATTACHMENT

Net Price (Set of 2)\*: \$2.00



### Therma-Tru<sub>®</sub> Display Labels (Removable)



#### **Ask About Composite Door Frame Label**

3-3/4"w x 4-3/4"h MADWOODCDFLBL20 Net Price Each\*: \$0.45



#### PrismaGuard, Label

Label for display doors stained with Same-Day. Stain that can now be ordered in PrismaGuard.

3-34"w x 4-34"h

MADSDSPGLABEL17

Net Price Each\*: \$0.40



#### **ENERGY STAR. Label**

3-1/2"w x 1"h

**MADENERGYSTAR** 

Net Price Each\*: \$0.40



#### **Composite Door Frame** Label

3-1/2"w x 12-1/4"h

MADCDFLBL20

Net Price Each\*: \$0.45



#### **Lifetime Limited Warranty Label**

4"w x 2-1/2"h

MAWLBL20



Net Price Each\*: \$0.45



Updated EnLiten<sub>™</sub> Flush-

**Glazed Designs Label** 

Net Price Each\*: \$0.45

**NEW Classic Craft** 

Net Price Each\*: \$0.45

**Lifetime Limited** 

Warranty Label

4"w x 2-1/2"h

MACCWLBL21

3-1/2"w x 12-1/4"h

MADFGLBL21

#### **NEW Full System QR** Code Label

Explore an immersive, comprehensive digital display of a complete Therma-Tru door system.

3-34"w x 3-34"h

MADSYSTQRLBL21

Net Price Each\*: \$0.45







#### **NEW Classic Craft Stile Cards**

Plexiglass cards featuring the three new Classic Craft Collections: Artíssa, Visionary and Founders. Cards feature inspirational, on-trend imagery and keywords.

4"w x 9-1/2"h

Artíssa Collection - MADARTSTILECRD21 Founders Collection - MADFNDSTILECRD21 Visionary Collection - MADVISSTILECRD21

Net Price Each\*: \$7.00

\*Pricing subject to change without notice.



#### Classic Craft, Fir Grain Configurations Label

Removable display label.

4"w x 5"h

MADCCALBL19

Net Price Each\*: \$0.40



#### **NEW Classic Craft Mahogany Grain Buff Skin Label**

Label for Classic Craft Mahogany doors that now feature a buff-colored skin.

4"w x 4"h

MADCCMLBL20

Net Price Each\*: \$1.10



#### **NEW Classic Craft QR** Code Label

Directs users to an interactive diagram showcasing the benefits of Classic Craft premium entryways.

3-34"w x 3-34"h

MADCCQRLBL21

Net Price Each\*: \$0.45



#### **NEW PrismaGuard QR Code Label**

Learn more about the multi-step processes used to create PrismaGuard stain and paint.

3-34"w x 3-34"h

MADPGQRLBL21

Net Price Each\*: \$0.45

### Side Wing Graphics



#### **NEW Classic Craft Side Wing Signage**

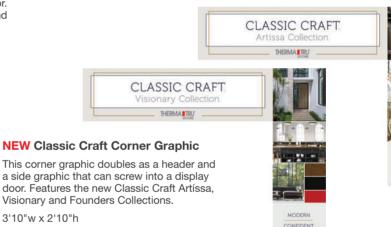
This side wing graphic can screw into a display door. Features the new Classic Craft Artíssa, Visionary and Founders Collections.

10"w x 2'10"h

Artíssa Collection - MADARTWING21 Founders Collection - MADFNDWING21 Visionary Collection – MADVISWING21

Net Price Each\*: \$35.00





This corner graphic doubles as a header and a side graphic that can screw into a display door. Features the new Classic Craft Artíssa, Visionary and Founders Collections.

3'10"w x 2'10"h

Artíssa Collection - MADARTCORNER21 Founders Collection - MADFNDCORNER21 Visionary Collection - MADVISCORNER21

Net Price Each\*: \$70.00

### Showroom Window Cling



#### **Authorized Therma-Tru Dealer Window** Cling - Double-Sided

24"w x 10"h MAFTTADD

Net Price Each\*: No Charge

### Vinyl Banners



#### **Updated Therma-Tru 13 oz. Vinyl Banner**

Banner with six grommets for indoor / outdoor use.

6'0"w x 3'0"h

**MALTTB** 

Net Price Each\*: \$55.00

Banner with six grommets for indoor / outdoor use. Space provided for your four-color company logo and / or copy.

CASUAL

RELAXED

SIMPLE

6'0"w x 3'0"h

**MALTTCB** 

Net Price Each\*: \$55.00

### **Posters**

Take advantage of wall space to showcase the beauty of Therma-Tru<sub>\*</sub> products in your showroom. These vibrant images are printed on a durable styrene material that's sturdy enough to hang without a frame.

24"w x 36"h

Net Price Each\*: \$30.00



**Updated Classic Craft Premium Entryways**MADPOSTCC21



Wood grains to suit any style.

Estanding the look of real wood to the outside with besulty and elegance.

THERMA\_TITU

Updated Fiber-Classic。 Collections MADPOSTFC21



Updated Smooth-Star。 MADPOSTSS21



Updated Pulse.
MADPOSTPLS21



Updated Impact-Rated Products
MADPOSTIMPACT21



Updated Architectural Home Styles Guide MADPOSTAHS21



A Complete Door System MADPOSTETWT20



Updated Door Construction MADPOSTDC21

### Consumers Digest Materials

Promote the fact that *Consumers Digest* has designated the Therma-Tru Classic Craft and Fiber-Classic lines of entry doors as Best Buy selections.

Visit thermatru.com/consumersdigest to order Therma-Tru *Consumers Digest* promotional materials for your showroom free of charge.



Available:

- Label
  - Classic Craft Only (shown)
  - Fiber-Classic Only
- Guidelines

## Pull-Up Banners

Perfect for trade shows, these portable banners are available in a variety of topics to enhance your sales pitch. Display stands are included.

33-1/2"w x 78-1/2"h

Net Price Each\*: \$85.00















- 1 NEW Classic Craft Collections MADCCPUBANNER21
- **2 PrismaGuard. Stain**MADPGPUBANNER19
- ❸ PrismaGuard。 Stain & Paint MADPGPTPUBANNER20
- Updated Architectural Home Styles Guide MADAHSPUBANNER21
- **⑤ Updated EnLiten**<sub>™</sub> Flush-Glazed Designs MADFGPUBANNER21
- 6 Fiberglass vs. Wood MADFWPUBANNER18
- National Home Valuation Study MADNHVSPUBANNER18

# **Custom Marketing Program**

Custom literature is an industry-proven tool that differentiates your business from the competition. Showcase the Therma-Truporducts you sell by creating tailored marketing pieces through our Custom Marketing Program. Choose from a variety of customizable templates, including brochures and catalogs, to help reach potential customers in your market.

#### **Catalog Templates**





#### **Featured Products Catalog Templates**





#### 6-Page Brochure Templates



#### **8-Page Brochure Templates**



#### PrismaGuard<sub>®</sub> Brochure



# Sell Sheet & Door Signage Templates

Create professional PowerPoint sell sheets and display door signage supporting your business with your company information – it's quick and easy. Visit thermatru.com/builder for details.

- Instructions
- PowerPoint Tools
- Templates

#### **Examples**









#### **Door Signage Templates**





#### **Door Signage Holder**

Showcase your custom designed 4"w x 6"h display door signage with this sign holder. Add on one or both sides of the display door. Each sign holder comes with two strips of double-sided tape.

MAD4X6SIGNHLDR

Net Price Each\*: \$3.00



### **Technical Documents**

#### **Technical Manuals**

These documents are also available for you to download at thermatru.com.

#### **Updated Door Styles Manual**

Book: MAEDSTYLE21BOOK U1 Revised: MAEDSTYLE21U1REV Hybrid: MAEDSTYLE21U4 Net Price Each\*: \$50.50

#### **Updated Architectural Details & Components**

Book: MAEDCOMP21BOOK U1 Revised: MAEDCOMP21U1REV Hybrid: MAEDCOMP21U4 Net Price Each\*: \$50.00

#### **Updated Site Manual**

MAED21SITE

Net Price Each\*: \$21.50

#### **Updated Shop Manual**

Book: MAEDSHOP21BOOK U1 Revised: MAEDSHOP21U1REV Hybrid: MAEDSHOP21U4 Net Price Each\*: \$50.00

#### **Updated Unit Rough Opening Sizing Booklet**

Book: MAEDCOMPDD21BOOK U1 Revised: MAEDCOMPDD21U1REV Hybrid: MAEDCOMPDD21U4

Net Price Each\*: \$1.50

#### **Warranty Documents**

Provide your customers with warranty documents that will help them appreciate how Therma-Tru will stand behind their purchase. These documents are available for you to download at thermatru.com or on our Digital Vault.

- Fiberglass & Steel Entry & Patio Door System Warranty
- Tru-Defense, Fiberglass Door Systems Rider
- Same-Day. Stain Warranty
- **I** EnLiten<sub>™</sub> Flush-Glazed Rider for Construction & Installation
- **EnLiten**<sub>™</sub> Flush-Glazed Rider for Homeowners
- PrismaGuard. Warranty



# Company Store

To see all the Therma-Tru. branded wearables and leave-behinds, visit the company store at store.thermatru.com. Large quantity quotes available upon request. Minimum order quantities may apply.

View pricing details and watch for new offerings in the full company store at

store.thermatru.com



#### Captain's Chair

Folding chair with two mesh can holders in arm rests. Comes with a polyester drawstring carrying bag.



T-Shirt

100% cotton gray T-shirt.



#### **Polo Shirt**

Classic black polo shirt with Therma-Tru logo embroidered on left chest.



#### Women's Stretch 1/2-Zip Pullover

White pullover with Therma-Tru logo embroidered on left chest. Thumbholes to keep hands warm. Hidden front pouch pocket.



#### **Tablet Case**

Sleeve with waffle-style interior, stand bar and stylus port offers stylish and functional protection.

11-½"h x 7-¾"w x 3/4"d



### Black 6-Pack Insulated Cooler Bag

Foam-insulated and water-resistant PEVA lining. Double zipper closure with Therma-Tru logo in white.



#### **Embroidered Cap**

100% flat cotton twill.



**Drawstring Backpack** 

Drawstring bag with side mesh pockets.



#### Stainless Steel Tumbler

Vacuum-insulated, dual wall tumbler with plastic top. Sweat-free design. Durable matte powder-coated finish.



#### **Beverage Coozie**

Holds and insulates 12 oz. cans.



#### **Double Trouble Pen Highlighter**

Twist-action ballpoint pen and highlighter with removable cap.



#### **Carpenter Pencil**

Traditional red carpenter pencil.



Adhesive 3" x 3" Notepad

25 Sheets

# Digital Tools

Access digital tools and resources to help you with sales, marketing and other aspects of your business.

### ThermaTru.com

#### **Design Your Door**

Make it easier to shop for entry doors. Homeowners can research and design a door with their own personal touch – all from the convenience of home – then email you for an estimate.

#### thermatru.com/design-your-door

Talk to your Therma-Tru. Sales Representative about how you can add this visualizer to your website.

#### **Trade Professionals Online**

Find everything from selling tools and training materials to technical information.

Dealer - thermatru.com/dealer

Builder/Remodeler - thermatru.com/builder

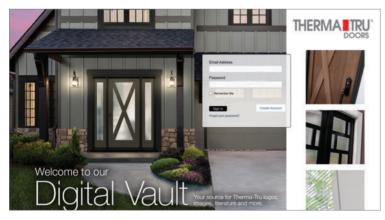
Contractor - thermatru.com/contractor

Architect - thermatru.com/architect

#### **Inspiration Gallery**

Homeowners and building professionals can upload photos to Instagram or Twitter using the hashtag #ThermaTru for a chance to be featured in our online Inspiration Gallery.

# Therma-Tru's Digital Vault



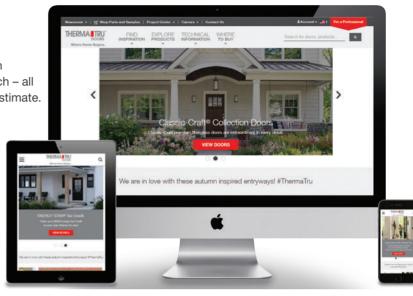
Explore our Digital Vault to find advertising elements, promotional literature, images, logos and other branding assets. This is your source for the materials and tools you use most when promoting the Therma-Tru products you offer.

Create an account today at thermatru.widencollective.com/login.

#### **Ad Planner**

Utilize our Ad Planner to access Therma-Tru ads that you can use to promote your business in digital and print publications. You will also find on-hold messaging scripts, truck graphics and more.

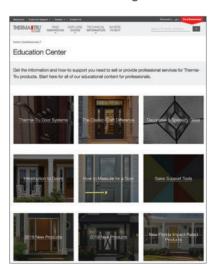
thermatru.com/adplanner



### **Education Center**

Learn from the experts in fiberglass doors and test your door IQ on a variety of topics.

#### thermatru.com/learning





### Local Landing Pages

Increase your local online visibility with a Therma-Tru. local landing page. This co-branded site connects our website with yours and can help more qualified leads find you online. Ask your Therma-Tru Sales Representative for details.



### EasySpec™ Drawing Tools

Everything architects and dealers need to specify Therma-Tru doors in one place, including 2D CAD drawings available in multiple file types and product information with 3-part specification documents.

thermatru.com/architect



### Become a Certified Installer

Build your knowledge, skills and confidence with the Therma-Tru Certified Door System Installer Training Program.

thermatru.com/installer



thermatru.com 1-800-THERMA-TRU (843-7628) 1750 Indian Wood Circle Maumee, OH 43537









Visit thermatru.com/dealer for a digital copy of this brochure.

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