

## Therma-Tru Launches New Website and Smartphone App for Entry Door Selection



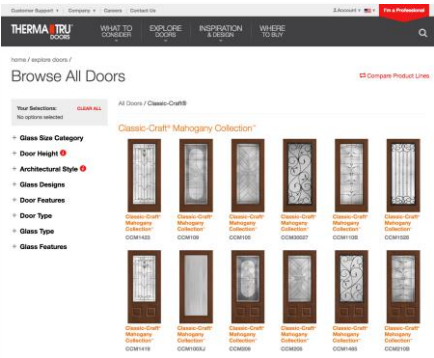
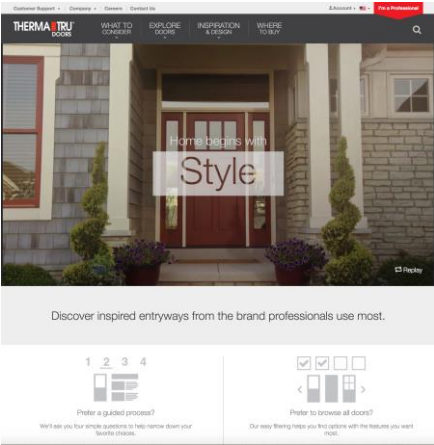
MAUMEE, OHIO – Therma-Tru Corp. has launched two new digital resources to simplify the entry door selection process – a new website and an enhanced smartphone app to help homeowners and building professionals identify, visualize and select the perfect entryway for any home.

“A new entryway adds curb appeal and enhances the overall look of your home. When seeking a new front door, many homeowners struggle to select a door that matches their personal style yet complements the existing features of their home. Therma-Tru is providing a solution,” said Mark Ayers, vice president of marketing at Therma-Tru Corp. “Our new digital tools are designed to help homeowners find their style, understand the options available and visualize what their new door will look like on their home.”

The redesigned DoorWays™ App expands on customization options allowing homeowners to see what their new entry door will look like on their home prior to purchase. Using a photo of the homeowner’s house, the app guides the user through an exploration of customization options for door styles, glass designs, handlesets, stain and paint options and more.

For more in-depth discovery, the new [www.thermatru.com](http://www.thermatru.com) features an updated Design Your Door tool that intuitively guides homeowners through the various door styles, design choices, finishes and other customization options. After building the perfect door, the homeowner receives a summary detailing the specifications of the desired door, which can be shared with a building / remodeling contractor or dealer to simplify the ordering process.

“Homeowners are looking for new ways to explore designs, be inspired and research the products they use in their home,” said Sarah Brainard, digital marketing manager at Therma-Tru Corp. “The new DoorWays App and [www.thermatru.com](http://www.thermatru.com) are designed to help homeowners explore the door designs that match their personal style.”



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In addition, the website also features a thorough Advanced Search tool designed to help building professionals quickly identify door options that fit a particular need. A search can be refined by various criteria, such as size, finish, glass configuration and more, to pinpoint the options that match that need.

To explore these resources, visit [www.thermatru.com](http://www.thermatru.com) and download the DoorWays App on the [App Store](#)® or get it on the [Google Play](#)™ store.

### Shareable Highlights

- New digital tools from @ThermaTru help homeowners visualize a new door on their home & simplify the shopping process
- Redesigned DoorWays App from @ThermaTru helps you select a new door and see it on your home prior to purchase
- The new [www.thermatru.com](http://www.thermatru.com) offers Design Your Door to help simplify the entry door selection process

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

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