

Tru-Performance

THE THERMA-TRU DOORS RESEARCH SERIES

Reducing Callbacks

Callbacks -- all builders dread them, every builder gets them. Resulting in lost productivity, increased materials cost and loss of referrals, their impact on the bottom line is much more than most builders imagine.

In an informal survey by *Builder Magazine*, typical soft costs topped about \$500 per home, with annual hard cost averaging one to two percent of sales. That can represent a significant dent in profit, whether you build 50 homes per year or 500.

Is there a solution? In *Builder Magazine*, consultant Emma Shinn of the Lee Evans Group, noted that "the key to reducing callback costs is to limit the variables that cause mistakes in the first place."

Through its own field research, Therma-Tru® Doors identified the most common reasons for callbacks on entryway installations. At the company's Advanced Technology Center in Edgerton, Ohio, scientists and designers developed an entire system of components engineered to fit together and work better to eliminate common callback problems. In fact, the components work so well together that Therma-Tru offers warranties for the entire door system, up to the lifetime of the system.

The most common entryway callback complaints include:

1. Water/Air Leakage – Installation mistakes often lead to water and air infiltration. Failure to caulk between the sill and sub-floor can lead to leakage, as can not shimming behind lock area, failure to install corner seal pads and a sill adjusted too low.

More importantly, use of components not designed to go together can cause serious problems. Parts don't fit properly and can allow water and air leakage, and in extreme cases even light leakage. The Therma-Tru entryway system components, which include door, sill, jamb, weather stripping and hardware, work together to eliminate leakage and infiltration.

2. Dented Doors Through Construction – Fiberglass doors are able to withstand a considerably higher force without denting than steel. On the jobsite, this means that Therma-Tru doors can handle the ingress of interior building materials without damage to the door or the need for dunnage doors.

3. Door Does Not Operate Properly – Most often, ill-fitting doors are due to the door not being hung according to instructions, including not replacing temporary shipping screws with the longer permanent screws.

To make installation easier, Therma-Tru has developed detailed written installation and trouble-shooting instructions, posted for easy access on their web site. In addition, the company offers Therma-Tru College on CD and on-site training.

See Callbacks, over

Fiberglass Outwears, Outperforms Steel & Wood

Stronger, more durable, longer lasting. Fiberglass continually outperforms steel in rigorous testing, from water penetration, air infiltration and mechanical performance to finish integrity, thermal transmittance and security.

Dent resistance is one of the key issues that drives builders to choose fiberglass doors over traditional materials like wood and steel. The strong performance of Therma-Tru's fiberglass doors in dentability tests means drastically reduced callbacks during construction – a huge benefit in time and cost saving to builders and remodelers.

In impact resistance tests, Therma-Tru's Smooth-Star fiberglass door was over 10 times more resistant to dents than a steel door. In addition, fiberglass does not rust like steel -- fiberglass performs more than 10 times better than steel, even in coastal environments.

THERMA TRU
DOORS

The Most Preferred Brand in the Business™

Callbacks, Cont.

4. & 5. Rotted Sill Caps and Corroded Hardware – Water penetration and absorption in wood sills can result in rotted sill caps, discoloration and corroded adjustment hardware. Therma-Tru's composite cap and substrate and stainless steel hardware will not rot or corrode.

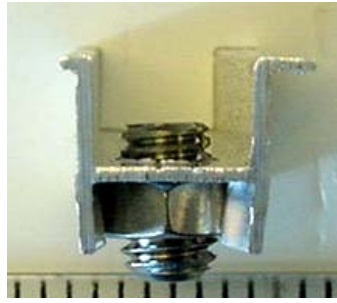
Shown below are two competitors' wood cap sills with zinc-plated steel hardware. The discoloration of the wood and rusted hardware occurred after accelerated weathering in the humidity chamber at the Advanced Technology Center.



Therma-Tru offers the High Performance Adjustable sill with standard composite cap and substrate as well as stainless steel hardware. All these rot-resistant components are shown below.



Composite Cap and Substrate



Stainless Steel Hardware

Builders Speak Out

"We've been using Therma-Tru doors for years, and it's increased our customer satisfaction by an immeasurable amount," said Judd Betts of J. Betts Builders. "The fiberglass doors have limited our callbacks and truly withstand the test of time."

"Our experience with the Therma-Tru fiberglass door has been excellent," said Scott Clark, corporate purchasing director, Holiday Builders. "We switched from steel about three years ago due to damage during construction and the potential to rust over a period of time. So far, we have built in excess of 8,000 homes using Therma-Tru's Smooth-Star fiberglass line and couldn't be more pleased."

"We've been using Therma-Tru doors for over 12 years in all of our upscale homes," said Gabe FRESHOUR of Today Homes. "The doors set us apart from other builders that use less expensive and lesser quality doors. We want to put our best foot forward, and that means Therma-Tru."

For more information on the unique features of Therma-Tru's entryway and patio door systems, please visit

Therma-Tru Sets Industry Standard for Beauty and Style with Innovative AccuGrain™ Technology

Therma-Tru Doors is revealing the secret to the beauty behind its family of Classic-Craft® fiberglass entry doors – AccuGrain™ technology – which delivers lasting beauty and realistic wood graining unmatched in the industry. This superior, patented graining process, combined with high-performance construction, sets Therma-Tru's Classic-Craft family of products far above industry imitations.

Twenty years ago, Therma-Tru pioneered the fiberglass door industry. Today the company's proprietary AccuGrain technology sets new standards for realistic, natural looking wood texture, pattern and appearance. This unique graining technology is unparalleled in the industry and produces high-performance fiberglass doors with the warmth and beauty of real wood.

Therma-Tru's AccuGrain technology is featured in their family of premium Classic-Craft products, in a variety of authentic wood patterns. The newest addition is the Classic-Craft American Style Collection™, which reflects the historical design elements of Arts & Crafts, Prairie and Mission-style architecture.

For more information about Tru-Performance: The Therma-Tru Doors Research Series, please contact Mary Nesper at 419.891.7428 or mnesper@thermatru.com