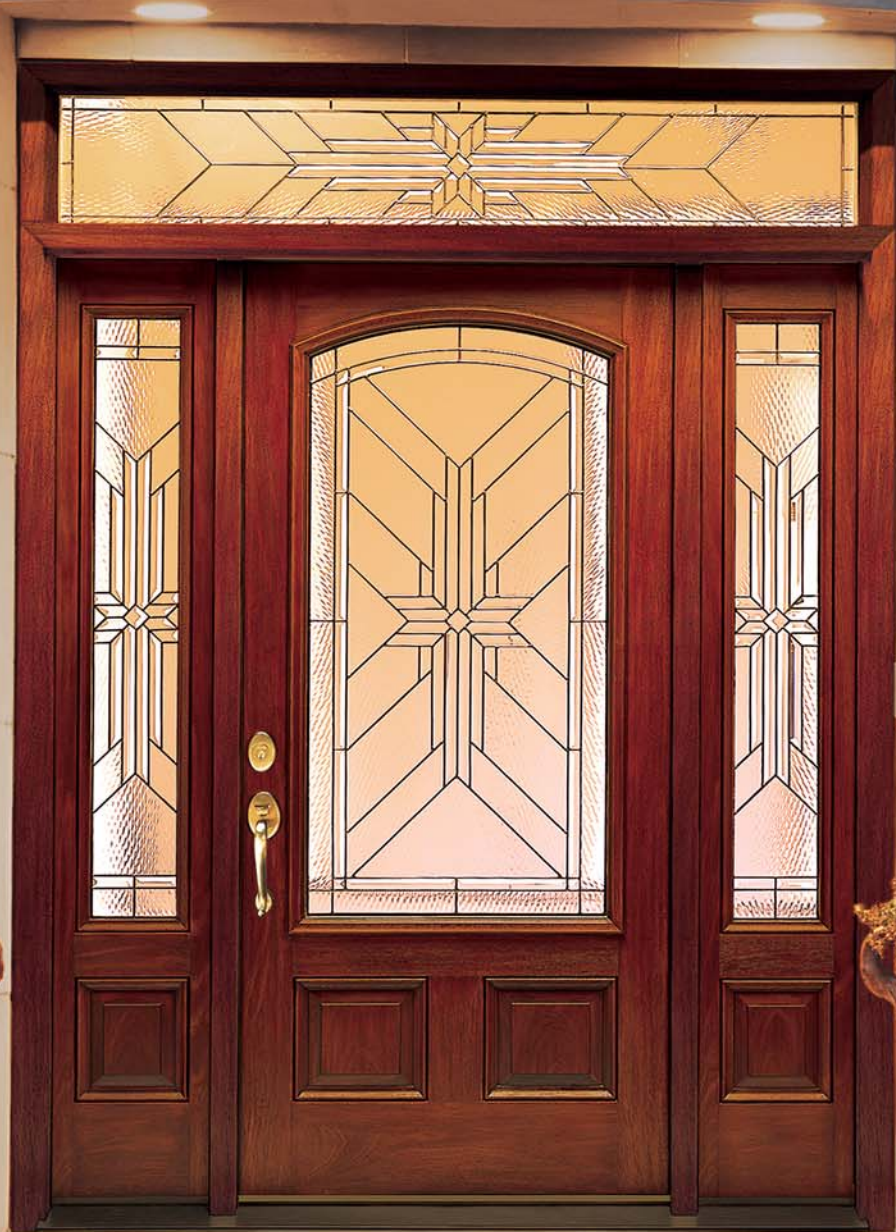


PREMIER ISSUE

Make an
ENTRANCE

Volume 1, Number 1



Curb
Appeal

Light Enhances
Your Mood!

add **Value**
to your **Home**

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Make an Entrance 2005



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Editor's Note

Curb appeal.

As you'll read about inside, it's real estate lingo for how your home looks to prospective buyers.

But the fact is, it's just as important if you intend to stay put for another 20 years. Because curb appeal describes the first impression your home makes on anyone who pays you a visit, from your closest friends to your long lost relatives.

And while everything from an impeccable lawn to a spanking fresh paint job contributes to curb appeal, perhaps the most important is your front entryway. "Make an Entrance" is dedicated to helping you make it look fresh, beautiful and interesting – and as welcoming as you possibly can.



Starlite® Glass



Crystalline™ Glass



Bevelline® Glass



Keystone™ Glass



Privacy & Security

You don't have to sacrifice privacy, security or energy efficiency to gain the benefits of natural light. The latest-generation doorlites are protected by tempered glass that provides security and makes cleaning and maintenance easier.

Glass options, such as clear rain glass, glue chip, baroque, granite and seeded glass patterns, provide privacy while letting the light flow in.

Transoms—glass panels above the door.

Caming—thin strips of metal used to support glass pieces. Available in a wide variety of finishes, such as brass, brushed and black nickel.

Sidelites—narrow glass panels on one or both sides of the door.

Doorlites—decorative or clear glass panels installed in the door itself.





Curb Appeal

“Curb appeal” is a term often used when a house goes up for sale. In fact, says Charlotte Seidel, a Vice President with Coldwell Banker Residential Real Estate, roughly 60 percent of the calls her office gets are from prospective buyers inquiring about a house they saw while simply driving down the street.

That’s why Seidel has all her new clients go stand across the street from their house. “Then, we stand at the front door for a minute or two, since a buyer will typically wait there with the real

estate agent until being let into the house. That’s when I stress that the door and entryway should be clean, fresh and have a great appearance, since buyers will spend a significant amount of time there, and because it is the first thing they see when they come up to the house.”

If your entryway needs some sprucing up, consider a low-maintenance, high-performance fiberglass door system. The wide variety of styles can complement most any type of architecture.

With Therma-Tru’s online Door Designer, you can mix and match doors, decorative glass, coming finishes, sidelites and transoms and preview the door before you order it. It’s free at www.thermatru.com

Light Enhances Your Mood!



As the song says, sunshine on your shoulders makes you happy.

In fact, studies show that natural light can regulate your body's natural rhythms, improve sleep, boost the immune system and ward off depression.

But light doesn't just make you feel good. It looks good, too, making rooms seem larger and more open.

"There's no substitute for natural light" says Hal

Gardner, Vice President of marketing for Therma-Tru Doors, the world's largest manufacturer of residential fiberglass doors and entry systems. "We're seeing demand for lites skyrocketing."

Even older homes, built with the idea of keeping the outdoors *out*, can become lighter and brighter just by replacing a solid door with one infused with doorlites. A transom or sidelites can make an even bigger difference.



Choosing a door?

Try Fabulous Fiberglass

The front door is often the first part of a house to show its age. Wood doors that have cracked, split or splintered, or steel doors with dents and rust, don't always function properly. They may let in drafts, or worse, intruders. If the cost of repairs is high, a replacement door may be a better bet.

Or maybe you've recently modernized your home's exterior, with new windows or siding, and want a door that's in tune with the new look. No matter what style home you own, there's a Thermo-Tru fiberglass door to enhance its appearance and create a lasting impression.

No matter what style of home you own, there's a Thermo-Tru fiberglass door to enhance its appearance and create a lasting impression.

Shopping for a new door? Details make the difference

SOME HINTS FROM THERMA-TRU DOORS ON WHAT TO EXPECT TO ENSURE TROUBLE-FREE SERVICE AND GOOD LOOKS.



Materials. Wood doors are traditional favorites, but prone to rotting, cracking, splitting and warping. For better performance, Therma-Tru recommends fiberglass. If you prefer a painted door, you can opt for fiberglass or steel. Keep in mind that fiberglass won't ding or dent the way steel can.

Insulation. A quality door pays for itself, by helping to lower your utility bills. Look for one with a solid polyurethane foam core – it has five times the insulating quality of wood. Generous weatherstripping is also a plus.

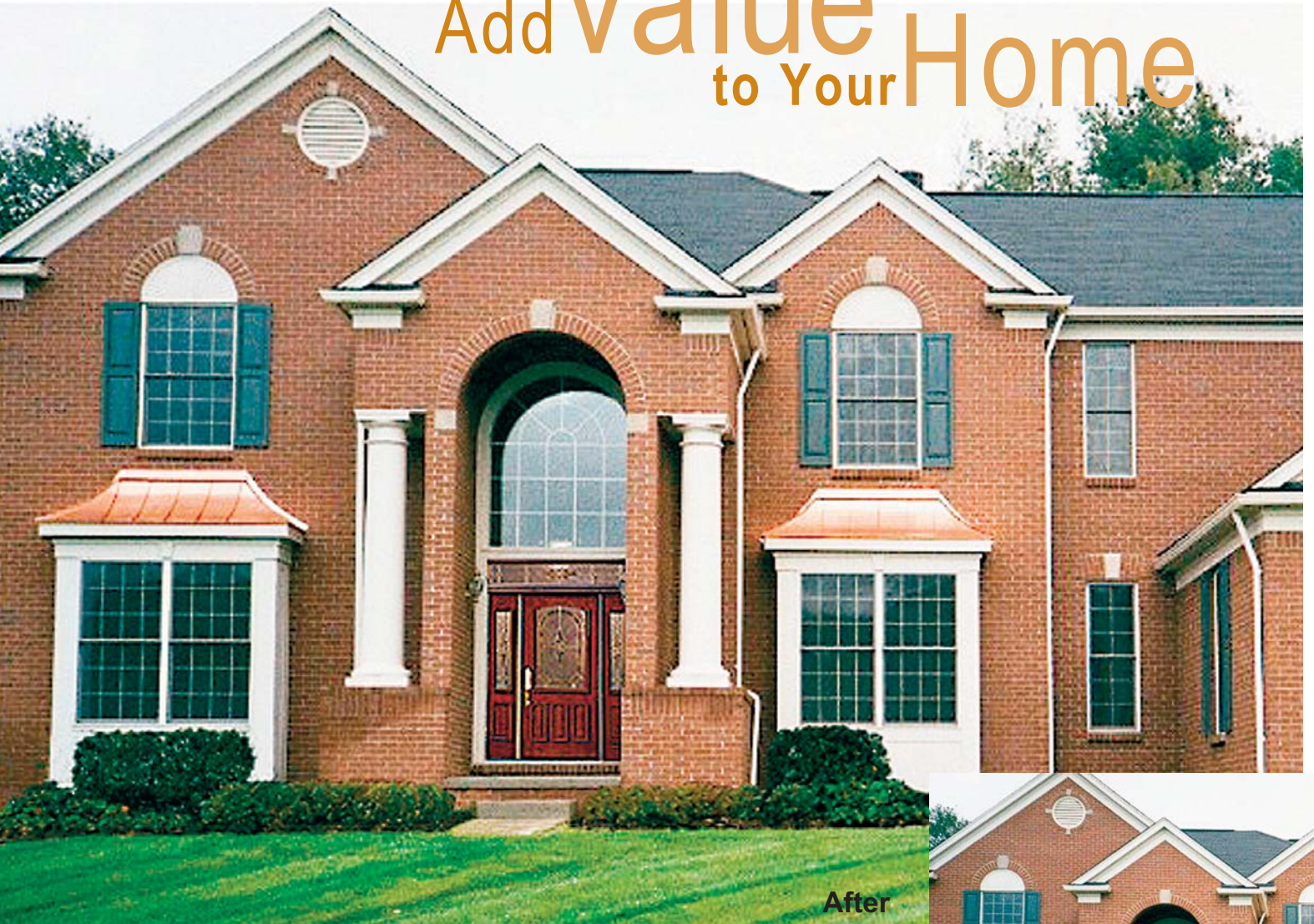


Hardware. Matching finishes for hinges, locks, handlesets, sills and casing create a coordinated look that enhances your home's architectural style.

Security features. Look for features that improve security, like an adjustable security strike plate or a multi-point locking system. The security strike plate wraps around the front of the door jamb so a potential intruder can't drive a crowbar between the jamb and the strike plate to force open the lock. A multi-point locking system secures the door in three places, providing the best security possible from a forced break-in. Tempered glass protects doorlites and sidelites from break-ins, so you won't have to sacrifice security for good looks.



Add value to Your Home



Increases in Value

	Unenhanced Value	Enhanced Value	Difference	Percent Difference
Test Home 1	\$427,540	\$441,190	\$13,650	+3.2%
Test Home 2	\$284,730	\$303,630	\$18,900	+6.6%
Test Home 3	\$403,470	\$428,310	\$24,840	+6.2%

Nationwide research commissioned by Therma-Tru proves what real estate agents have long observed: A more attractive front entrance can considerably increase the perceived market value of a home. In fact, the increase in a home's perceived value can be as much as five times the cost of the entry system. Few other upgrades

can deliver a similar return.

In a recent survey conducted by NFO WorldGroup, a leading consumer research organization, 2400 buyers looked at images of homes and estimated how much they cost. The only variable was the front entryway: the first group looked at homes with standard doors, the second group

saw the same homes, upgraded with Therma-Tru Classic-Craft® fiberglass entry systems, which included decorative glass, sidelites and a transom. As you can see from the chart above, the home's perceived value increased by as much as 6% of its cost – or four to five times the cost of the upgrade!

Finishing Touches

GREAT DESIGN DOESN'T STOP AT THE DOOR. CONSIDER THESE FINISHING TOUCHES TO ADD EVEN MORE CURB APPEAL, BRING OUT THE FULL BEAUTY OF YOUR ENTRYWAY AND CREATE A UNIQUE AND PERSONAL LOOK FOR YOUR HOME.

Accessories

The mailbox, knocker or doorbell, entry light and house numbers are all opportunities to add a touch of elegance without spending a lot of money. Coordinate them with your front-door hardware and with your home's architectural style. Bronze and copper are also popular right now. Ceramics—especially for house numbers—don't rust or oxidize and add an artisan touch. Don't sacrifice function for style. For example, choose a mailbox that's durable, roomy and weatherproof. Make sure house numbers are readable from the street, even in the dark.



Millwork

Crossheads, pediments and pilasters can make your entryway look larger and more inviting. Decorative millwork used to be costly, hard to install and a nightmare to maintain. Today, rot-free urethane millwork is affordable, simple to install and virtually maintenance free.



Landscaping and lighting

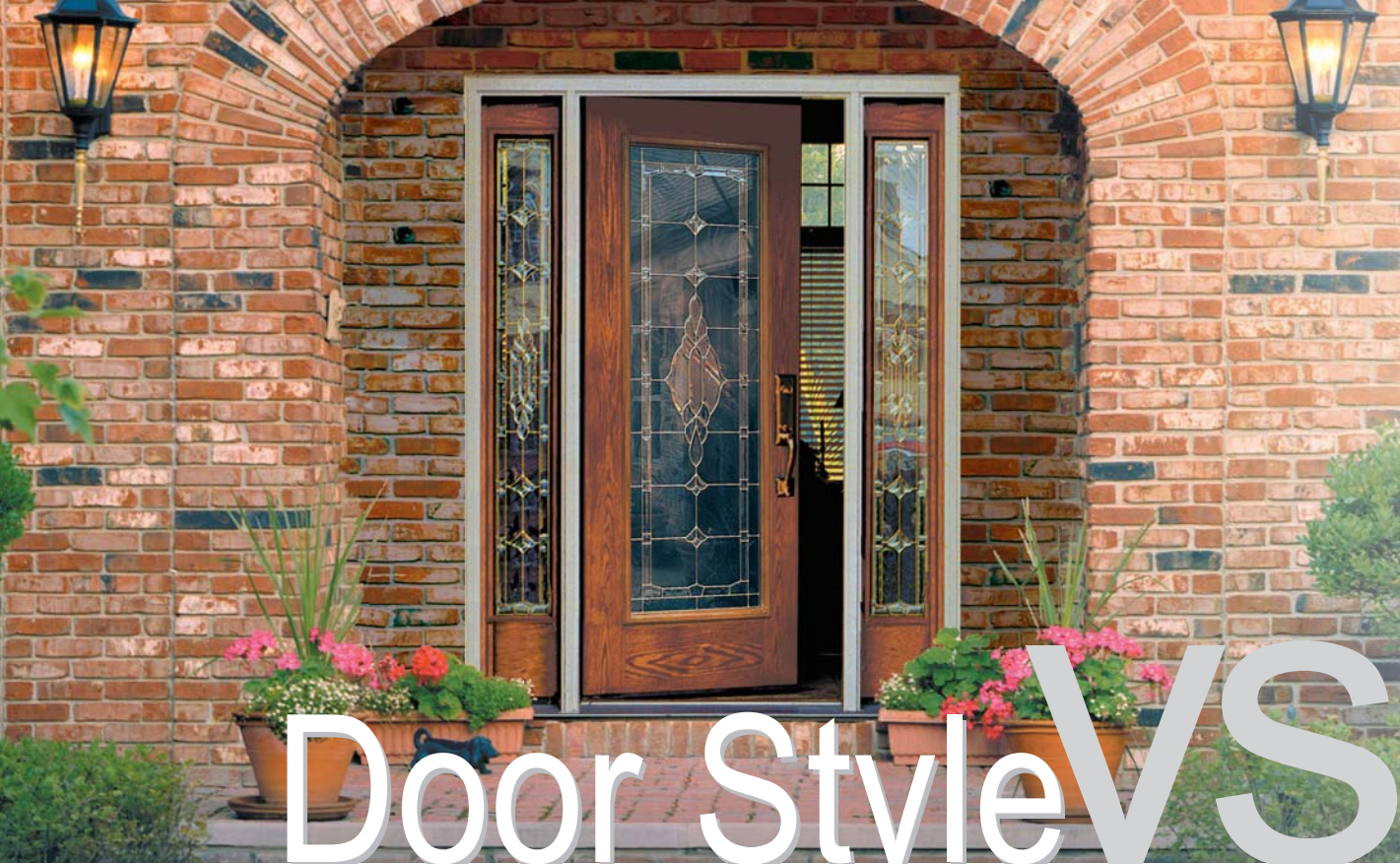
Consider not only foundation plantings, but container plantings and flower pots on the front porch to add color and interest. Low-voltage landscape lighting is affordable and energy efficient. It allows you to create dramatic night scenes, and enhances safety and security.



Front porch

Ranging from a small alcove to full-length or even wrap-around design, porches are coming back in a big way. They help create a transition between public and private space. Even a small front porch—with columns, railing and perhaps a bench—adds lots of curb appeal.





Door Style VS Home Style

Start at the front door to define your home's new look



Eclectic

Your options are wide open with homes that blend two or more styles. Many designs use strong, simple elements to create a sleek, cool appearance with a modern edge.

Getting the look: Start with the home's existing design and pick a door that complements it. A wood-grain door from Therma-Tru's Classic-Craft® line adds a touch of class, and can be complemented by beautiful glass designs, such as Arcadia® with black-nickel hardware.

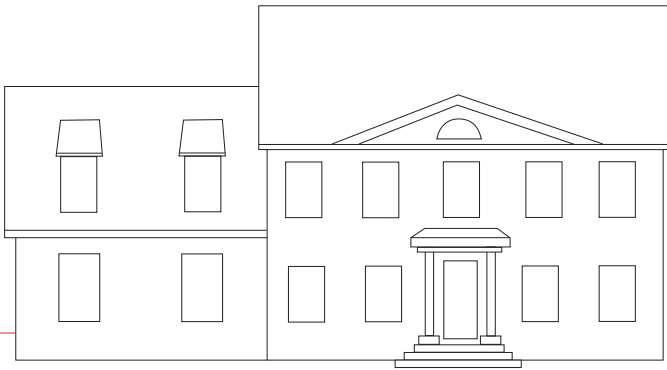


Spanish Inspired

Inspired by the Spanish architecture in the American Southwest, this is a more casual look, and is a good way to give a contemporary look to homes in the South and Southwest.

Getting the look: Therma-Tru's Rustic Collection™, which captures the look and feel of the American Southwest and European country architecture, works well. Use embossed panels to blend with the solid feel of the house.

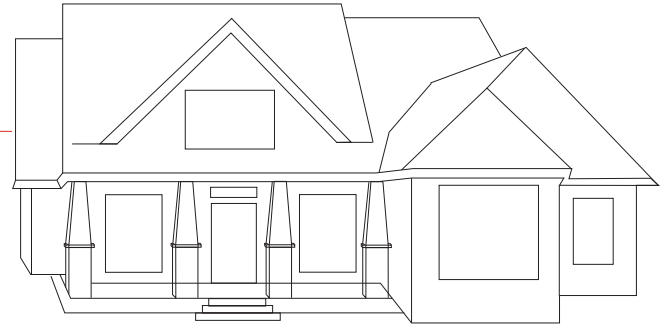




Colonial

Traditional Colonial style takes its cue from classic Georgian architecture of colonial days, and even uses elements going back to ancient Greek and Roman architecture, such as fluted columns and triangular pediments above the entryway.

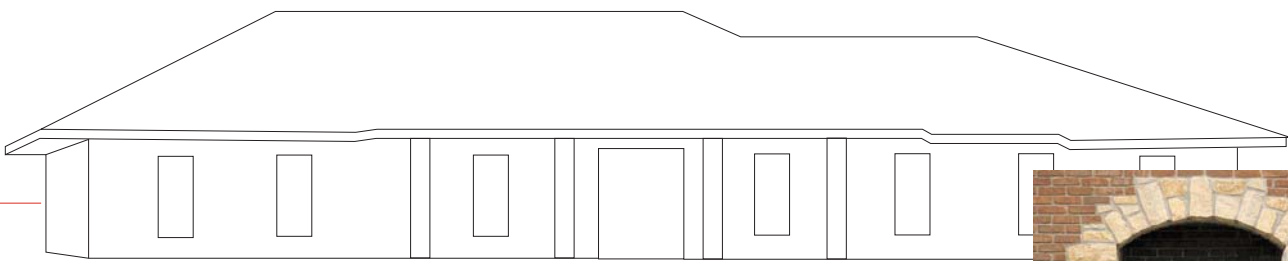
Getting the look: A door with understated features, such as a classic six-panel design, works well here. Decorative or clear-glass doorlites, sidelites and transoms help create a classic look. Therma-Tru's Smooth-Star® line is paintable, so you can use color as a design accent. Finally, bright brass hardware enhances the formal appearance.



Bungalow

The Bungalow style, featuring woodwork with strong, simple lines and rich finishes, is enjoying a huge resurgence. Homeowners are well aware of the intrinsic style and historical significance of Arts and Crafts design. The exterior and interior should reflect the craftsmanship simplicity and artistry that made these houses popular a century ago.

Getting the look: Try wood grain doors, stained to a medium or dark hue. Leaded glass doorlites – with matching sidelites and transoms – add to the hand-crafted look. Black-nickel casing and hardware offer a finishing touch. One way to go is the American Style Collection™ door from Therma-Tru with Villager™ or Homeward™ decorative glass.



Ranch

Ranch style, which includes Shotgun, National, and Split-level Ranch architecture, features strong horizontal design elements, wide-open interior spaces that flow from one area to another with few walls, and use of natural materials like stone and oak.

Getting the look: In keeping with this simple and natural style, a stainable mahogany-grain finish and black-nickel hardware work well. Therma-Tru's Ashurst™ glass adds a unique design element.



Knock on What?

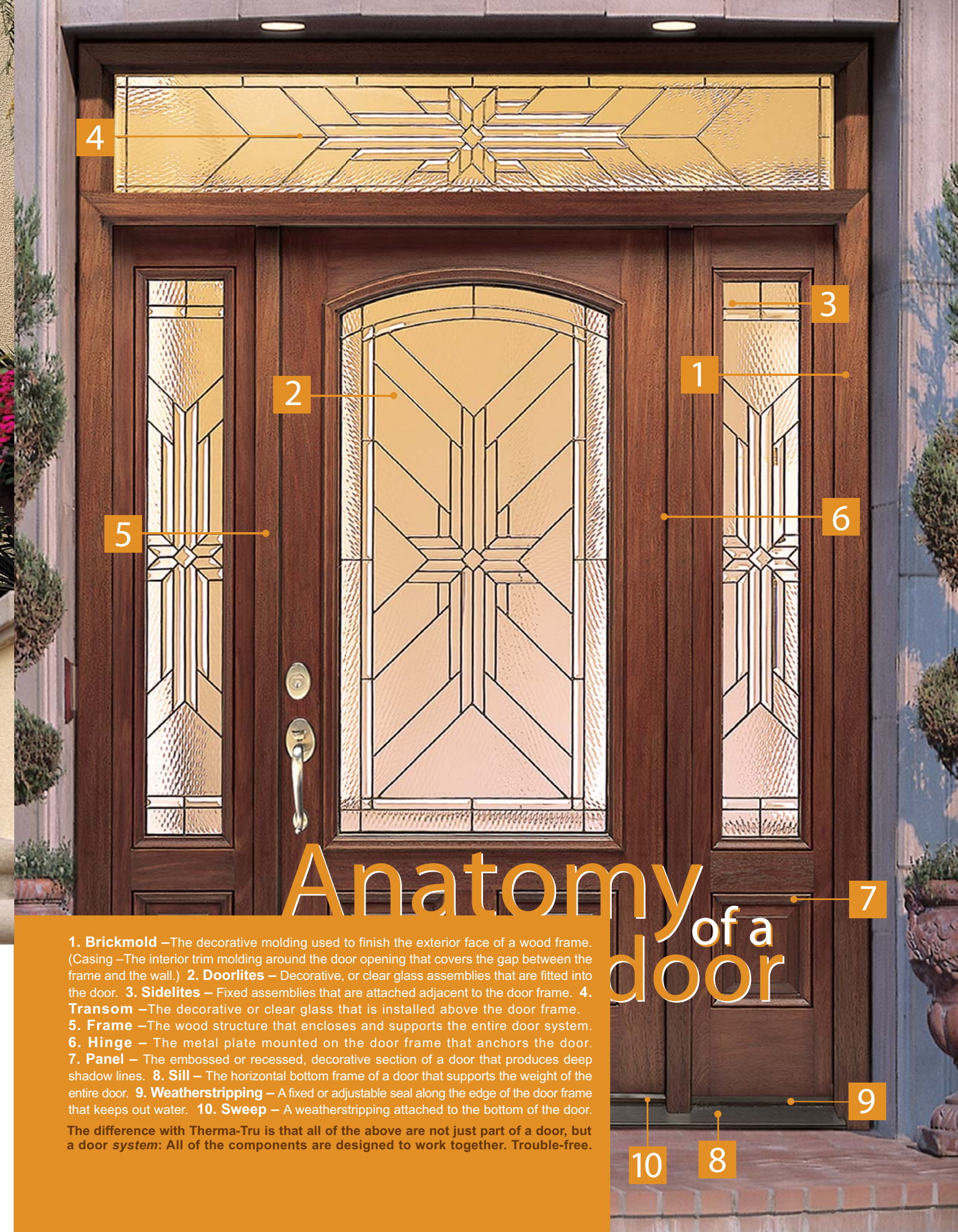


Wood always offered a warm, rich style, but with definite drawbacks: splitting, cracking, poor insulation and high maintenance. But now, new fabricating techniques are creating the look of real wood down to the finest detail, but with far more durability and energy efficiency.

“We introduced our first fiberglass door to the residential market in 1983,” says Carl Hedlund, CEO

of Therma-Tru Doors in Maumee, Ohio. “Since then, we’ve made quantum leaps in our ability to deliver the looks that homeowners want.”

For instance, the AccuGrain™ Technology used in manufacturing Therma-Tru’s Classic-Craft® series results in a deep-grained surface that stains just like wood. Precision molding reproduces details such as stiles and rails, and solid wood edges finish the look.

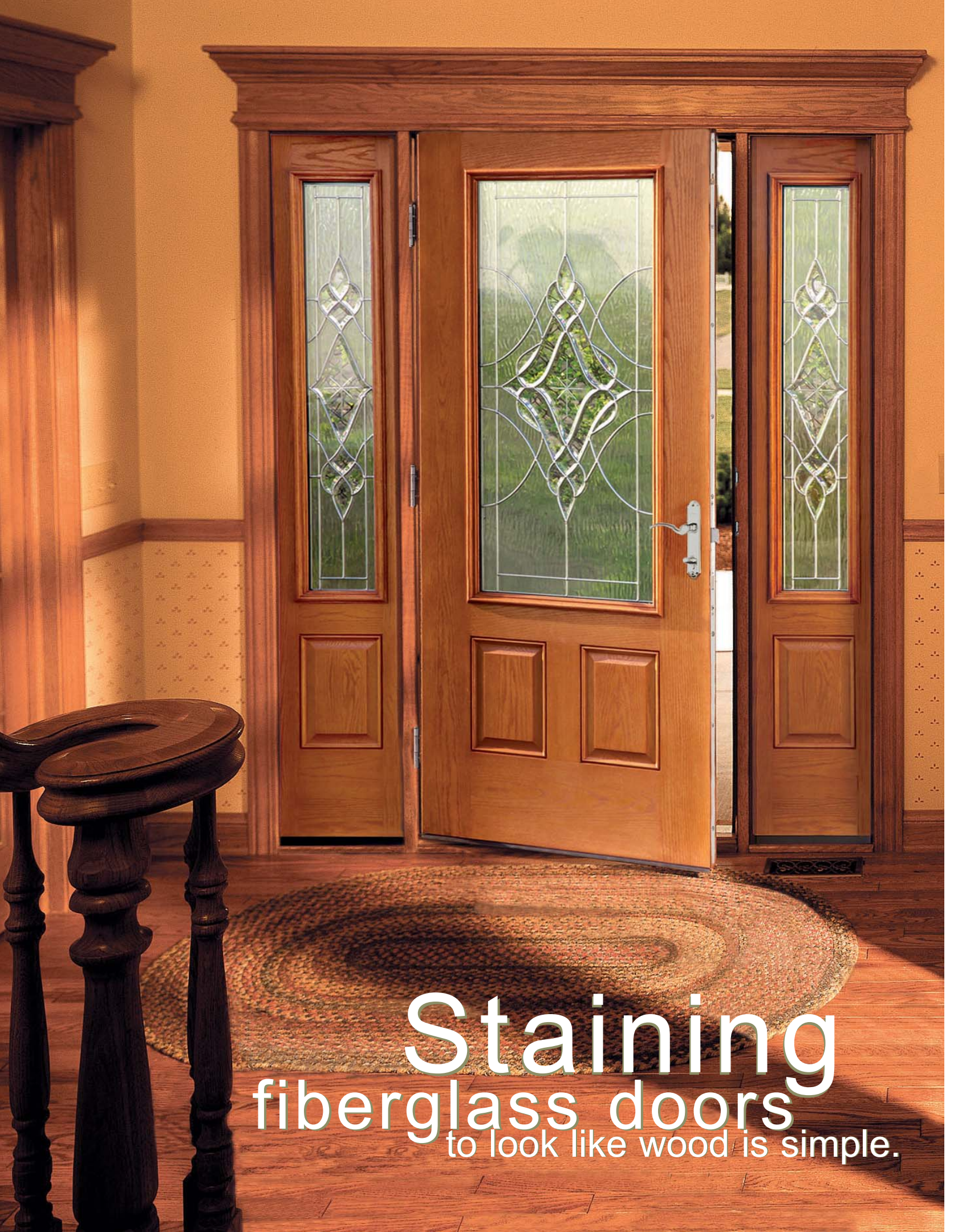


Anatomy of a door

- 1. Brickmold** –The decorative molding used to finish the exterior face of a wood frame. (Casing –The interior trim molding around the door opening that covers the gap between the frame and the wall.)
- 2. Doorlites** – Decorative, or clear glass assemblies that are fitted into the door.
- 3. Sidelites** – Fixed assemblies that are attached adjacent to the door frame.
- 4. Transom** –The decorative or clear glass that is installed above the door frame.
- 5. Frame** –The wood structure that encloses and supports the entire door system.
- 6. Hinge** – The metal plate mounted on the door frame that anchors the door.
- 7. Panel** – The embossed or recessed, decorative section of a door that produces deep shadow lines.
- 8. Sill** – The horizontal bottom frame of a door that supports the weight of the entire door.
- 9. Weatherstripping** – A fixed or adjustable seal along the edge of the door frame that keeps out water.
- 10. Sweep** – A weatherstripping attached to the bottom of the door.

The difference with Therma-Tru is that all of the above are not just part of a door, but a door system: All of the components are designed to work together. Trouble-free.

10 8



Staining
fiberglass doors
to look like wood is simple.

THERMA-TRU'S PATENTED EASY-TO-USE STAIN KITS CONTAIN ALL THE MATERIALS NEEDED. THEY COME IN EIGHT POPULAR STAIN COLORS: MAHAGONY, NATURAL OAK, LIGHT OAK, CHERRY, WALNUT, ENGLISH WALNUT, CEDAR AND ANTIQUE WHITE.

The Staining process requires only three basic steps:

1

Prep

Using a clean, dry rag, clean the entire surface with the mineral spirits provided in the kit or with an all-purpose cleaner. Rinse thoroughly and allow the door to dry completely. Then use masking tape to cover any glass, and remove or mask hinges, lock hardware and weatherstripping. Do not use turpentine and do not sand the door.



2

Stain

Stir the stain well. Dip the staining cloth in the stain and rub the stain on the door in a circular motion. (The exception to this is any Classic-Craft® American Style™ door, which requires the stain to be rubbed in the direction of the grain.) Apply the stain to the interior panels. Brush out each panel or section before moving on to the next panel or section.



3

Seal

Allow the stain to dry for 48 hours. Then apply a very thin coat of protective topcoat/sealer. Wet only the tip of the brush and brush in the direction of the grain. Cover all door surfaces, working in the same order in which you applied the stain. The surfaces should look wet, but not milky. Wait three to five hours for the first coat to dry. Then apply a second, very thin, even coat.



It is important to note that fiberglass stains are not interchangeable with wood stains. They're specially formulated to bond to the fiberglass surface. In fact, Therma-Tru offers the *only* patented stain finishing-system designed specifically for fiberglass doors. Complete Staining instructions can be found in the Therma-Tru Finishing Instructions available on-line at www.thermatru.com



Picture coming home to a
truly better entryway:

Classic-Craft® American Style Collection™.

THERMA TRU®
DOORS

The Most Preferred Brand in the Business™