

8217



Therma-Tru & Fypon
Digital Tools and Resources

Rundown

- Overview
- Therma-Tru
- Fypon
- Digital Vault



THERMA-TRU

THERMA-TRU[®]
DOORS

FYRON

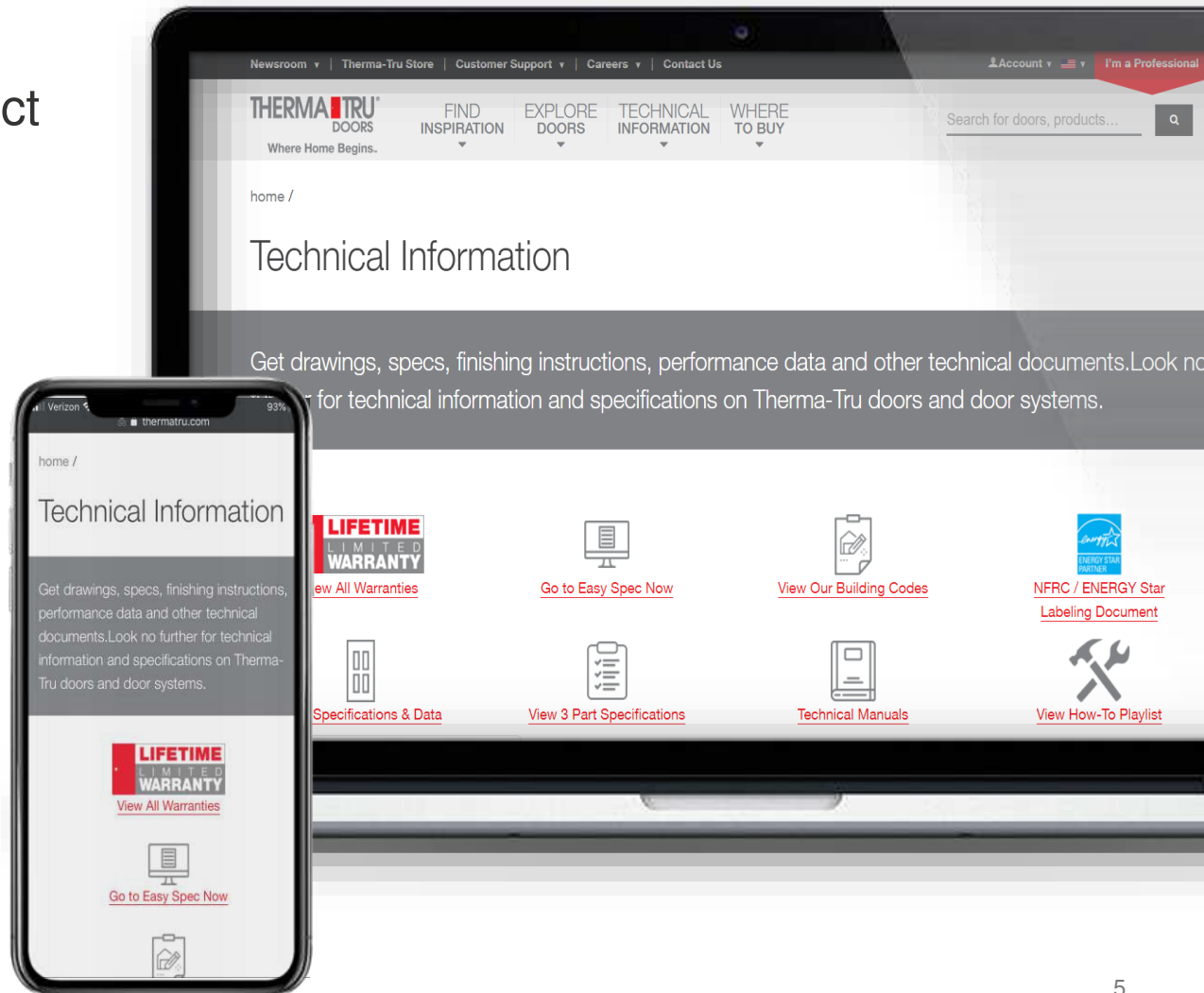
Therma-Tru Website Tools

- Geographic specific
- Social media enablement for continued engagement
- Easy to navigate to area of interest



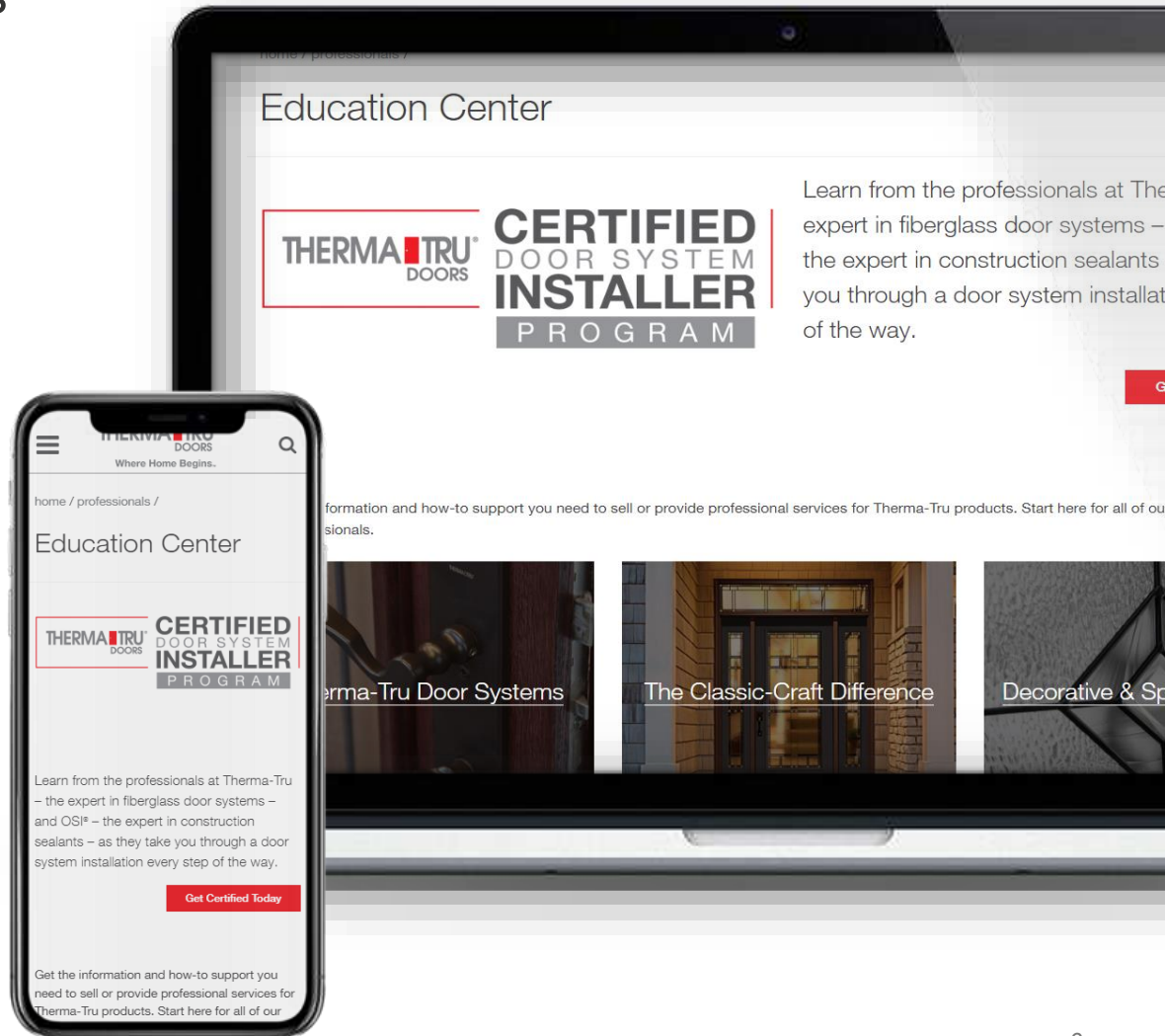
Therma-Tru Website Tools

- Technical Information
- Singular area of all technical and related information for product assistance.
- Help contractors, architects...etc
- Replicant of content found in the PROFESSIONALS section



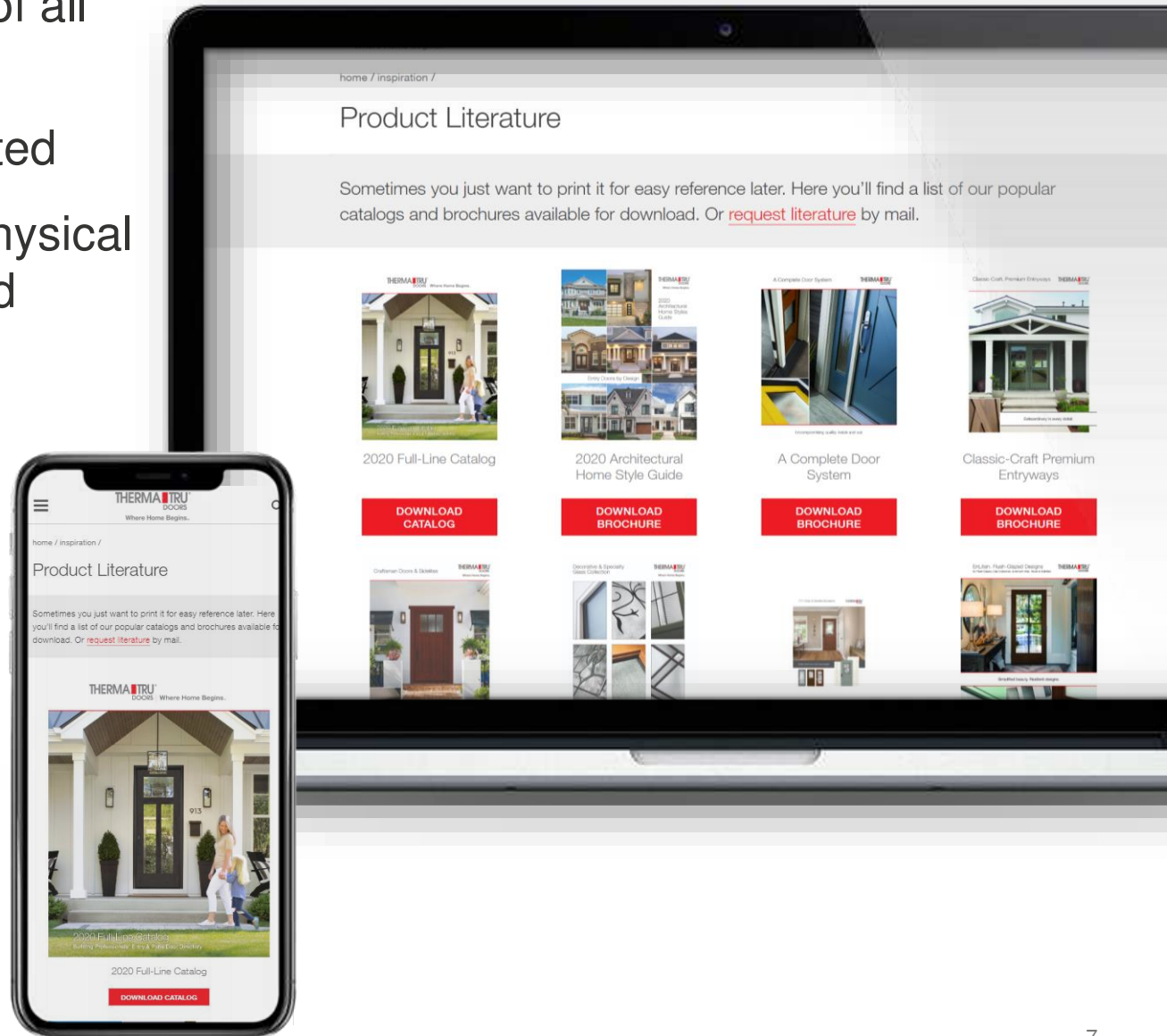
Therma-Tru Website Tools

- Education Center
- Hub of learning materials to stay up to date on all facets of our product.
- Ability to take quizzes to keep yourself fresh!
- Brand differentiating content throughout



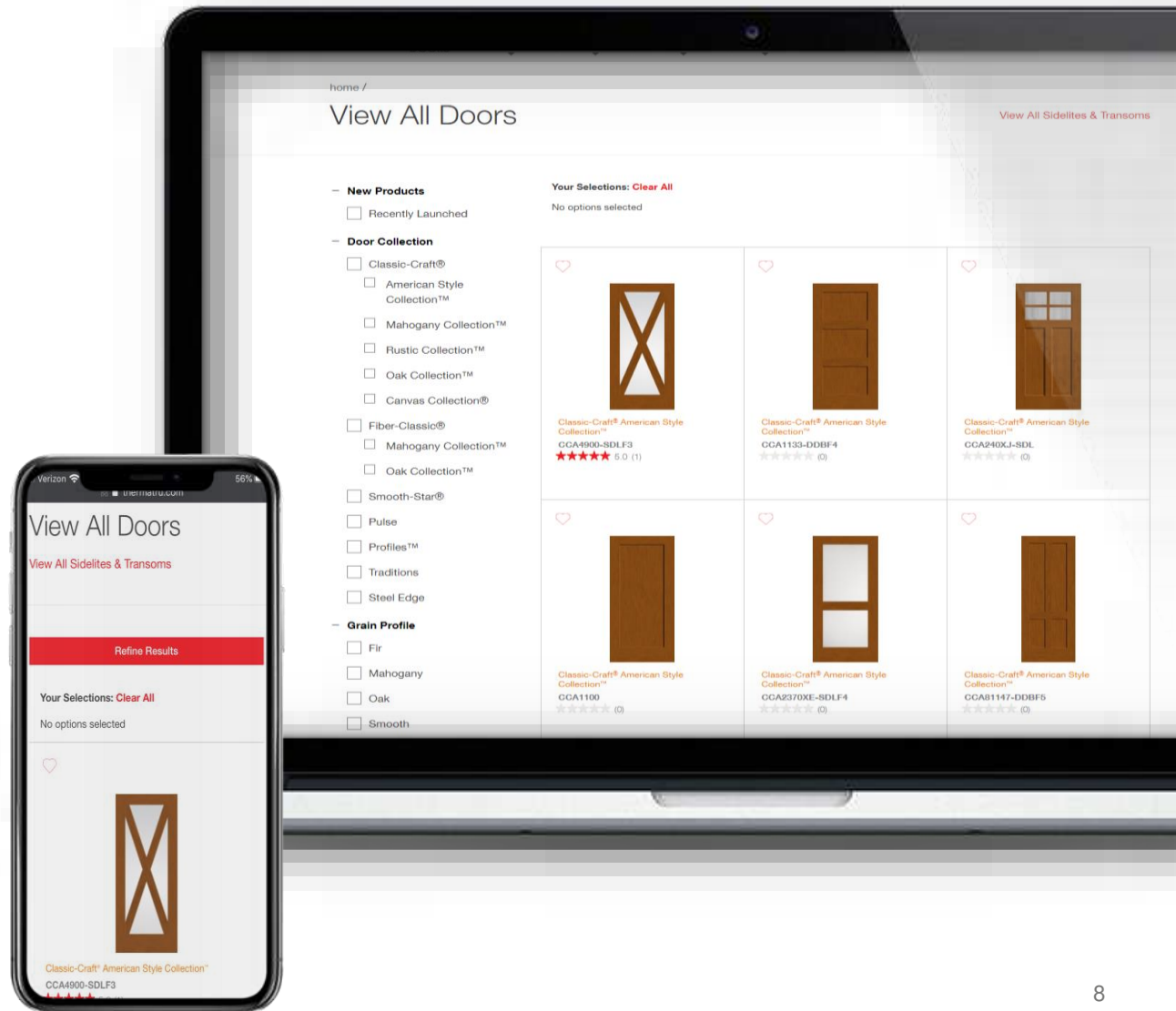
Therma-Tru Website Tools

- Product Literature of all kinds
- Continuously updated
- Ability to request physical literature as needed



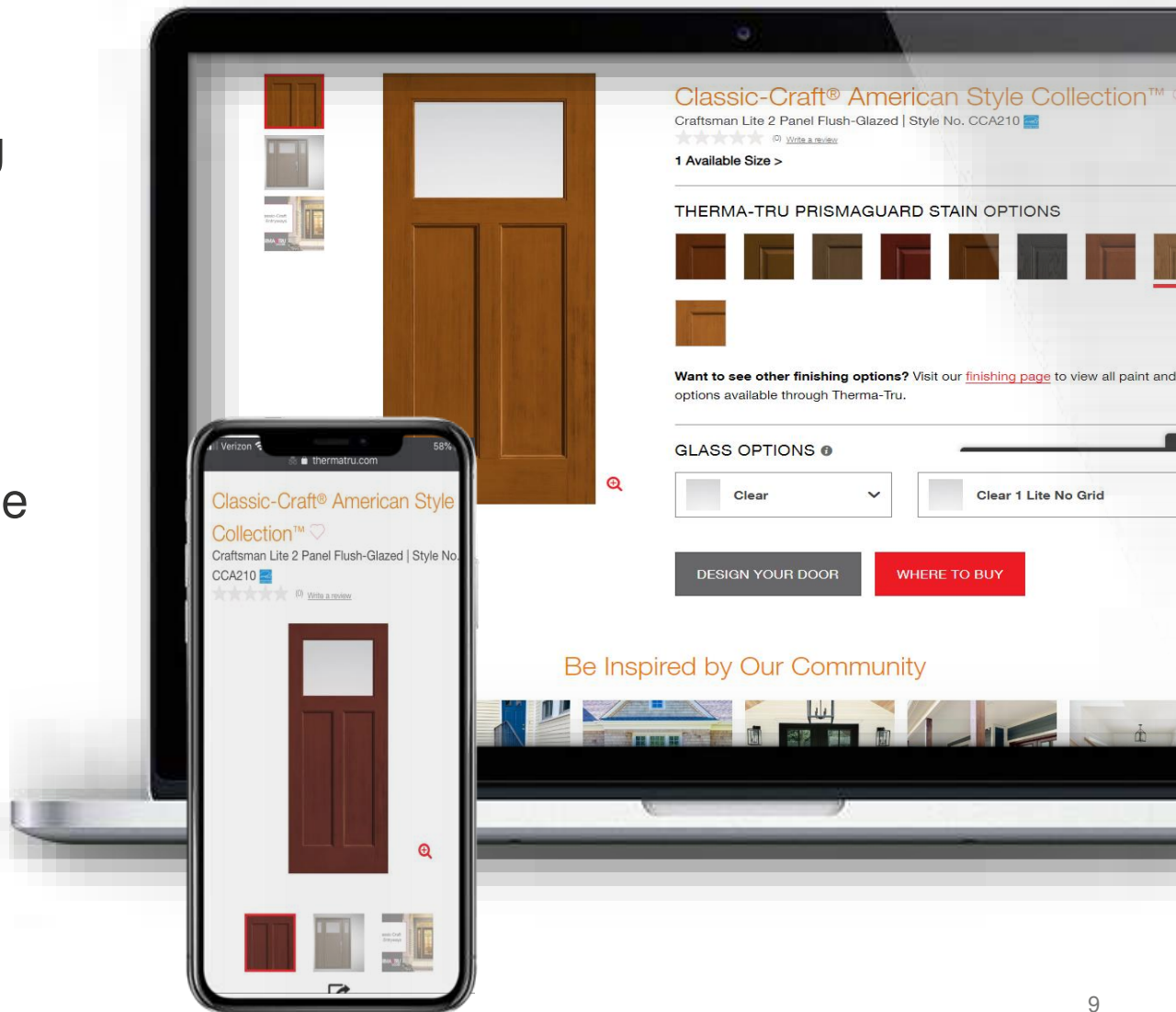
Therma-Tru Website Tools

- Full catalog of doors
- Ability to quickly, easily narrow offering based on vast criteria
- Quick view or ability to delve in deeper to product
- Easily favorite a product for later use



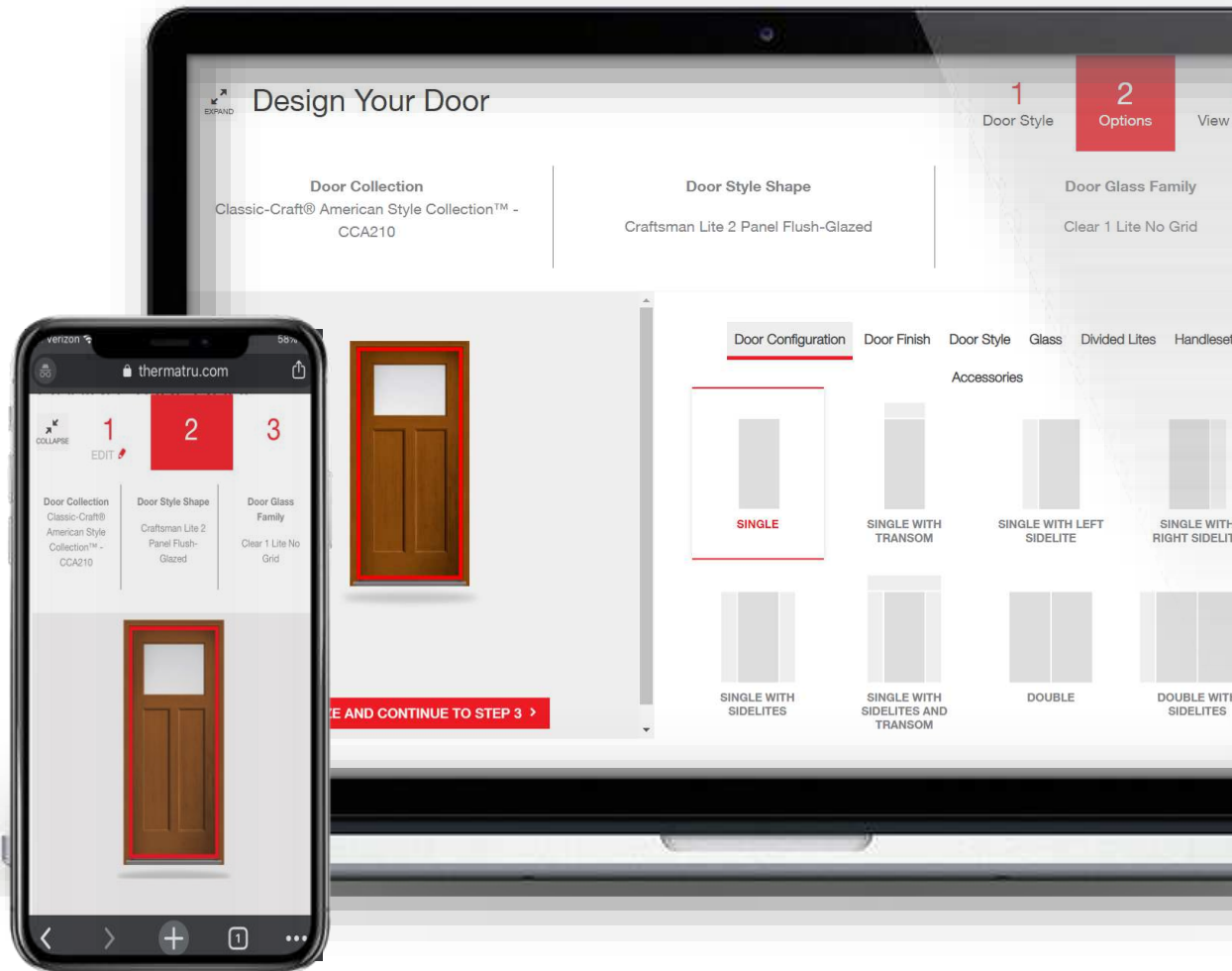
Therma-Tru Website Tools

- Most depth on product
- Ability to quickly, easily 'customize' product to their liking
- See associated videos and other content for product
- Conversion points to continue to customize or find a local dealer
- More depth on product attributes, capabilities, documentation...etc
- Easily favorite or share a product



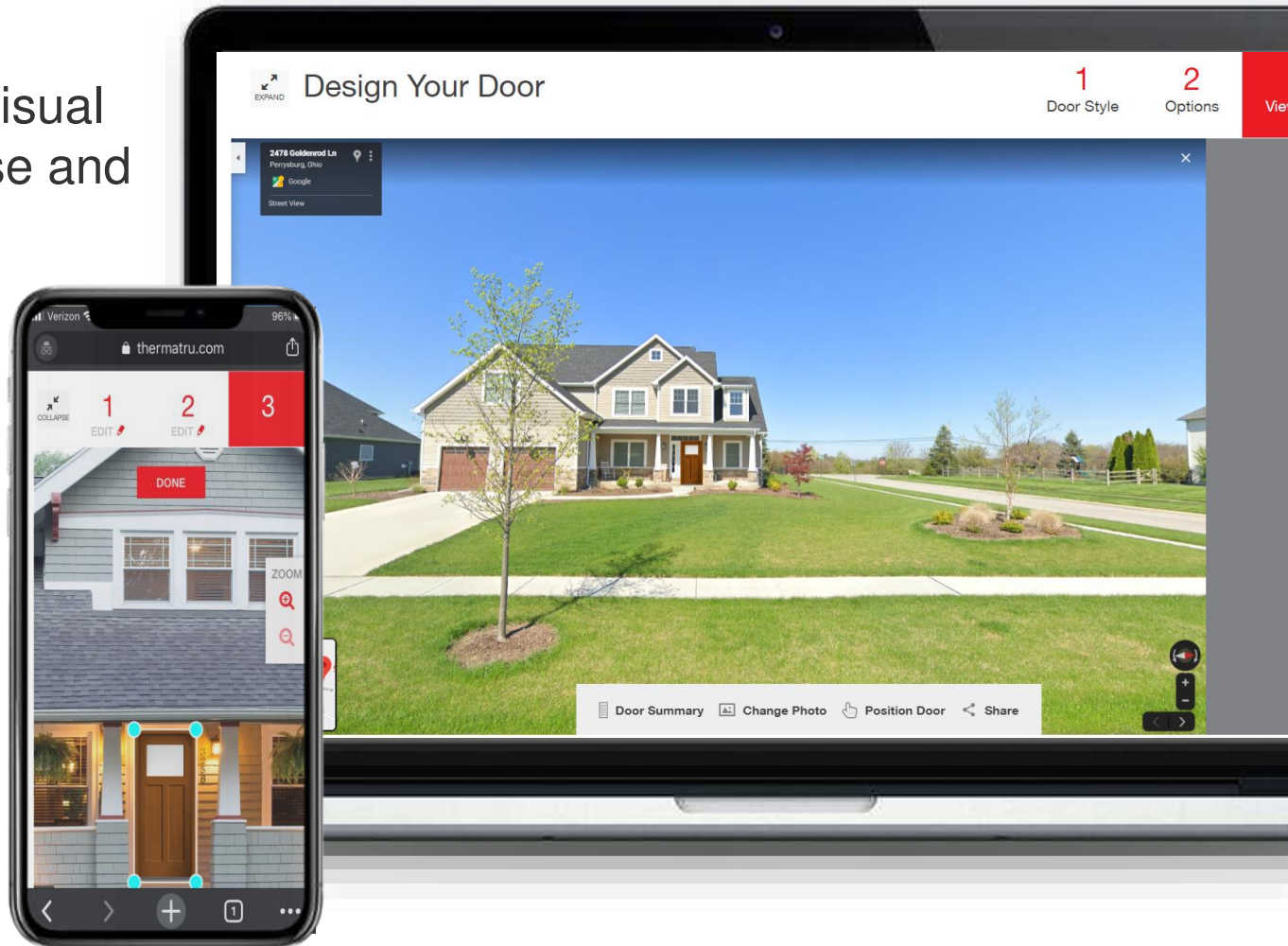
Therma-Tru Website Tools

- Top hit area of Thermatru.com
- Ability to customize the door in endless ways
- Most engaging area of the site and brand differentiator.
- Fully mobile optimized to utilize on the go.



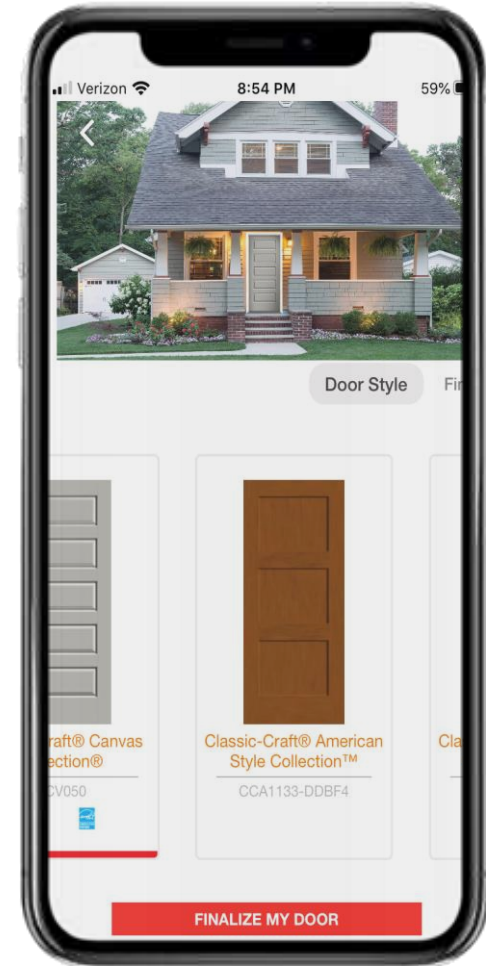
Therma-Tru Website Tools

- Ability to easily view on their home or request a quote to a dealer
- Powerful, quick visual tool for variant use and audiences.



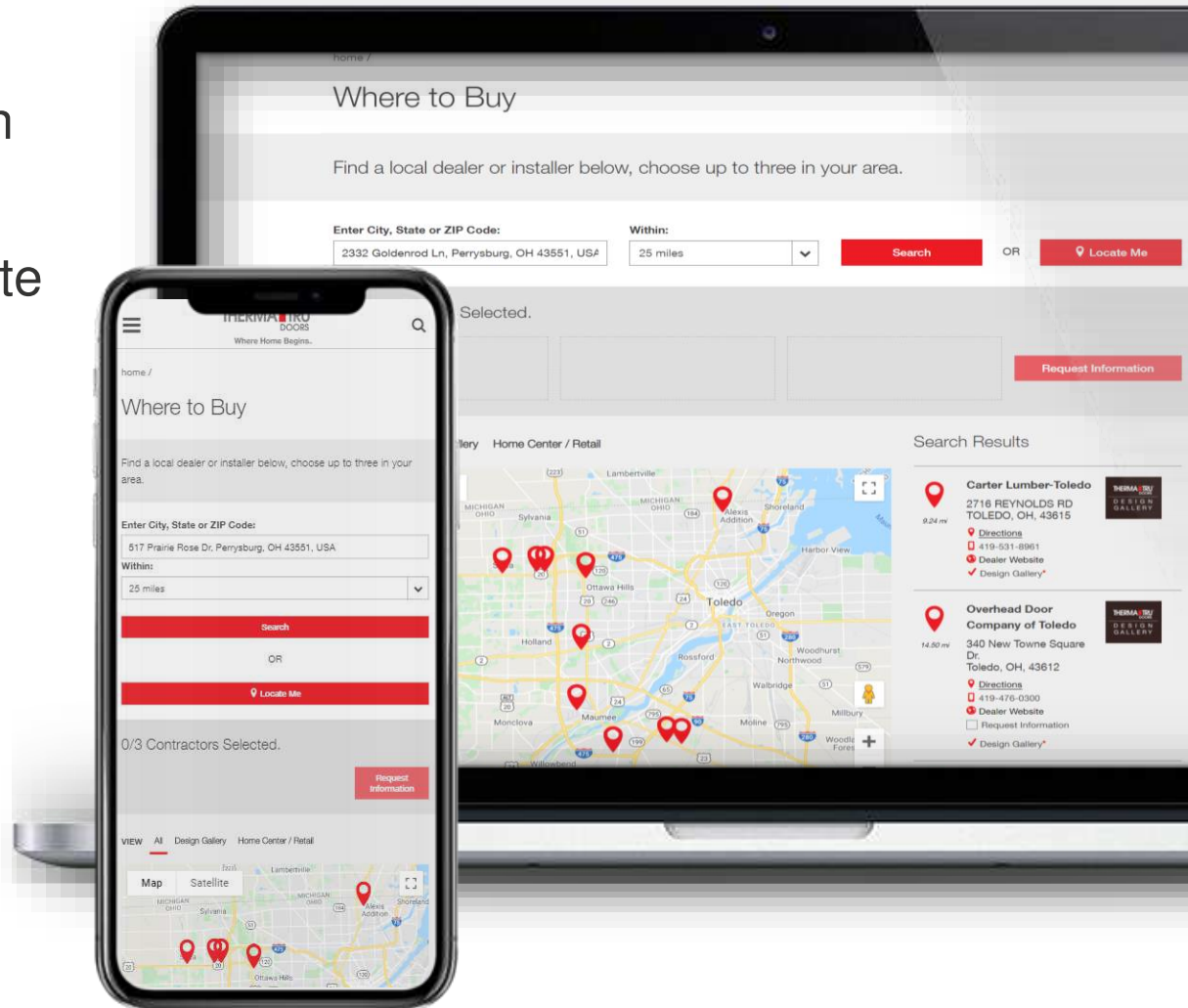
Therma-Tru Mobile App Tools

- Mobile app, enabling similar experience to Design Your Door
- Ability to easily view on their home or request a quote to a dealer
- Powerful, quick visual tool.



Therma-Tru Website Tools

- One of the top hit areas of the site.
- Quick view of local dealers to see a door in person
- Ability to request a quote through Design Your Door or simply request information



Therma-Tru Website Tools

- Full System Education
- Bite sized aspects for our full system offering
- Fullsystem.thermatru.com





FYPON

THERMA TRU[®]
DOORS

FYPON

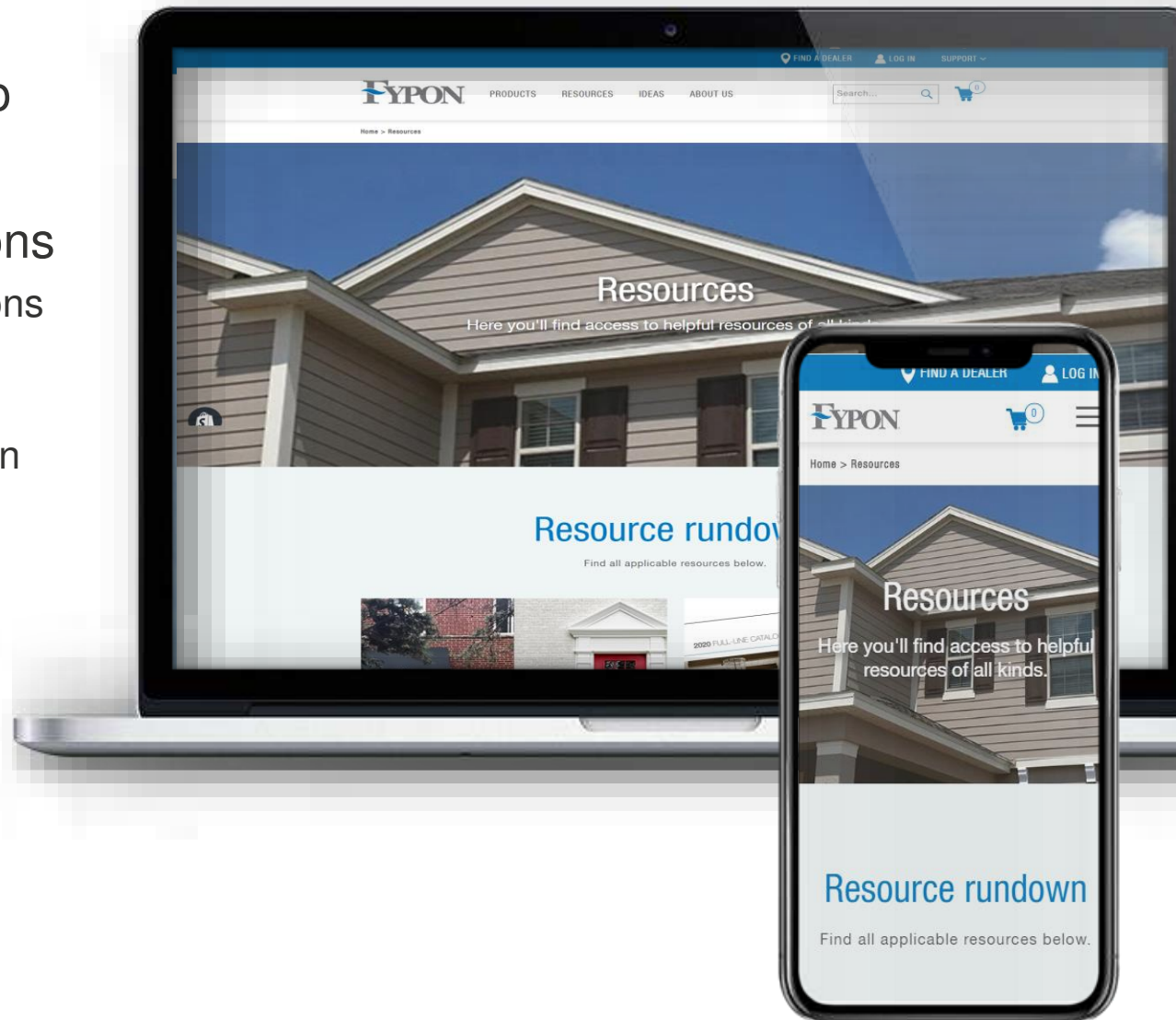
FYPON Web Tools

- Newly launched website
- Robust search included for sitewide assistance
- Built for varying audiences with resources and aspects throughout.



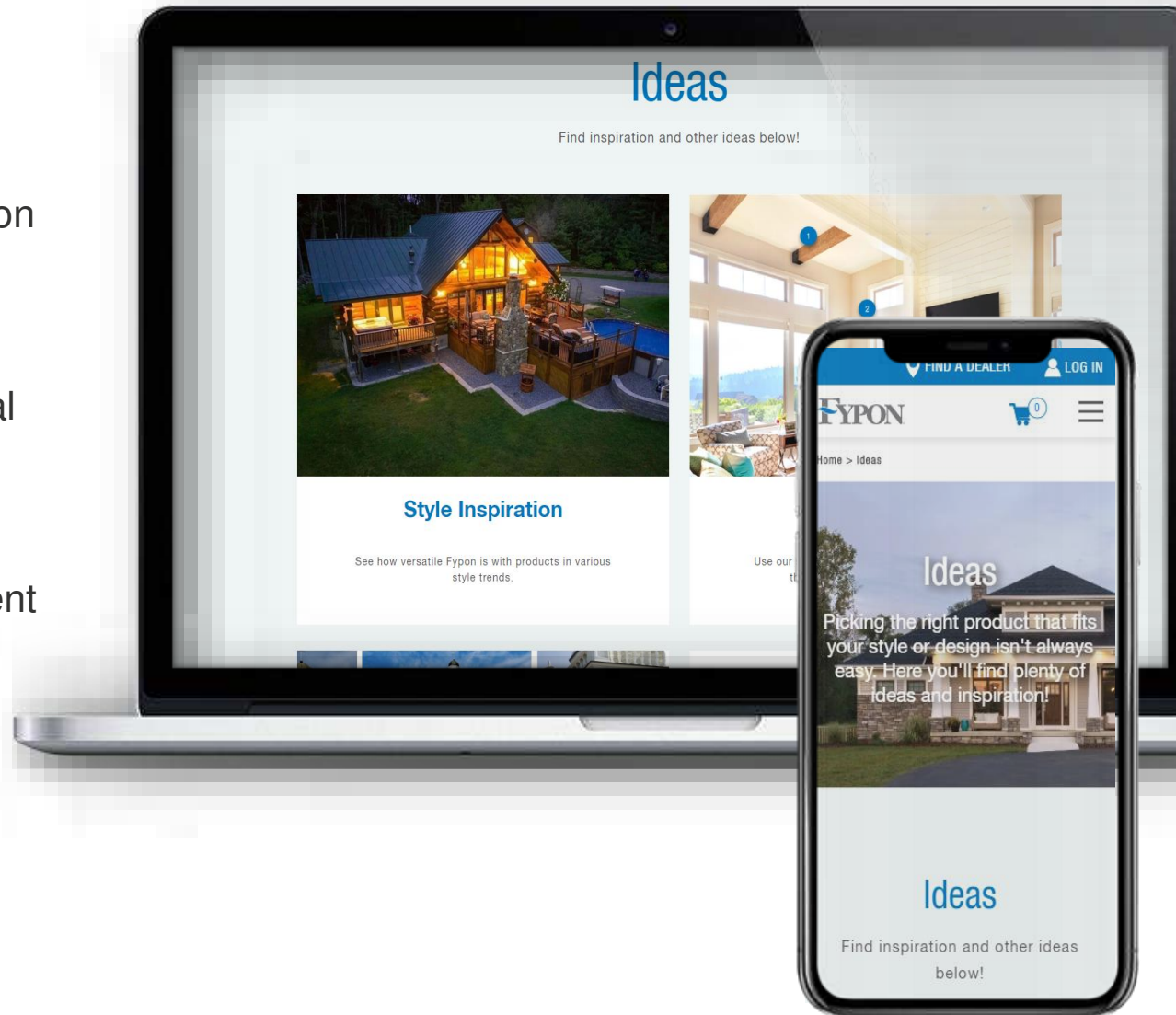
FYPON Web Tools

- Resources located in one central place as well as associated to product
- Installation instructions
 - Installation instructions and videos for most products
 - Can also be found on product pages
- Literature Library
 - Any / all literature available
- FAQs
- And more...



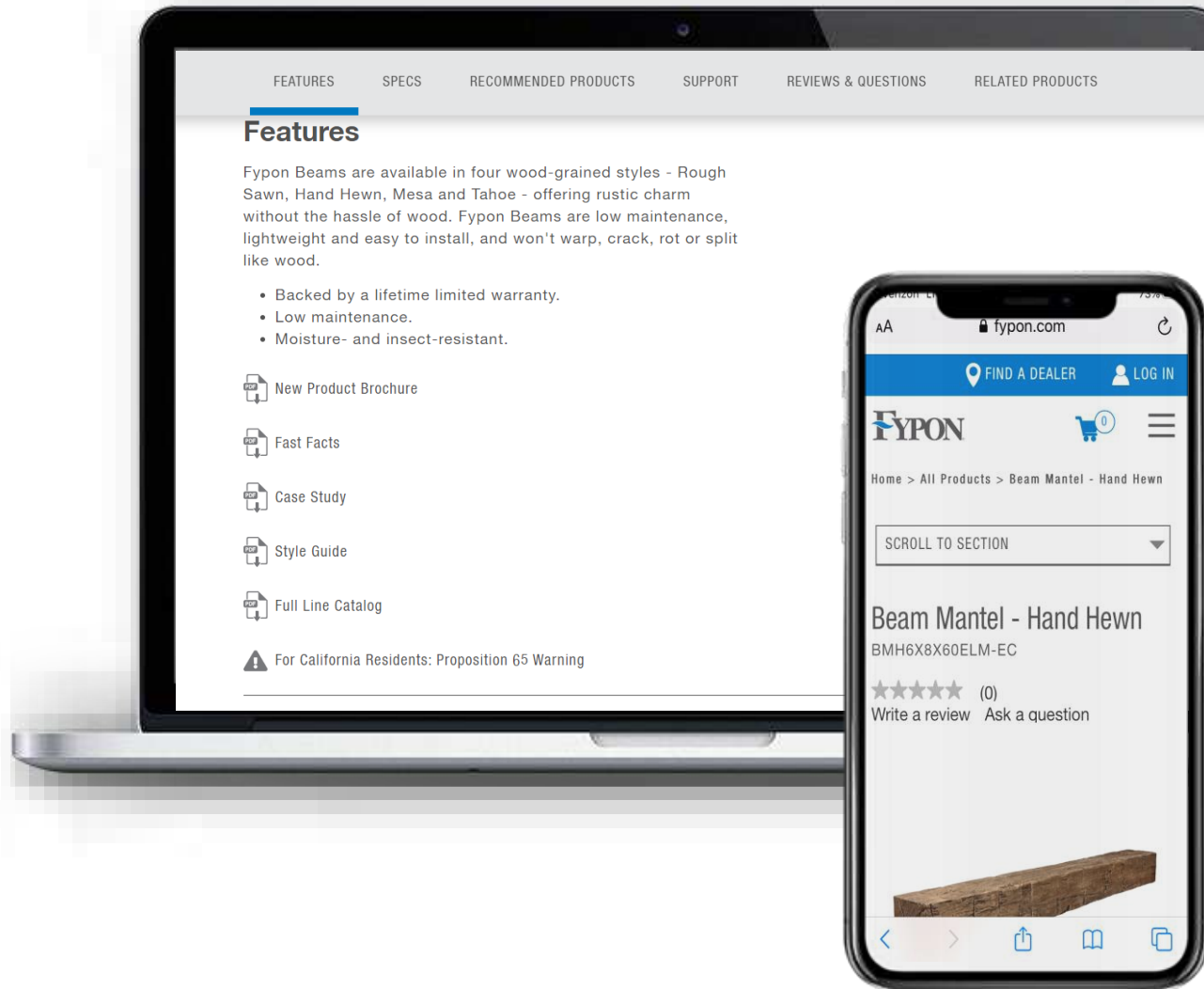
FYPON Web Tools

- Inspiration assistance
- Style inspiration
- Shop the look
 - Social media inclusion with tagged posts
- Case Studies
 - Fypon product in real life installations
- Fypon Stories
 - Blog posts on different uses and aspects



FYPON Web Tools

- Product Detail Page
- Hub of any / all content related to product
 - Literature
 - 2D Drawings
 - Case Studies
 - Videos
 - Imagery (product & beauty)
 - And more...
- Innovative visualization with 3D models
 - Try it now
Fypon.com/3d





DIGITAL VAULT

THERMA TRU
DOORS

FYRON

DIGITAL VAULT

The screenshot displays the THERMA TRU Digital Vault interface. At the top, there is a navigation bar with the THERMA TRU DOORS logo, an 'Assets' dropdown menu, a search bar, and a 'More' dropdown menu. Below this, a secondary navigation bar includes 'Dashboard', 'Activity', 'Collections', and 'Categories' dropdown menus, along with an 'Upload' button. The main content area features a large hero image of a white house with a porch, overlaid with the text 'Welcome to our Digital Vault' and 'Your source for Fypon logos, images, literature and more.' To the right of the hero image is a list of uploaded assets, each with a small thumbnail and a description: 'Product_DC_BKT23X26.tif' (uploaded 2 days ago), 'Product_DC_BKT11X20X8.tif' (uploaded 2 days ago), '2020_Fypon College.pptx' (uploaded 7 days ago), '7 files were uploaded 17 days ago', and 'Product_MD_MLD531-8.psd' (uploaded 20 days ago).

- Single source of truth for images, documents...etc
- Feeds website(s) and all other assets
- Constantly optimized and reviewed

CONTINUED EVOLUTION WITH PORTALS

The screenshot displays the Fypon website interface. At the top left is the Fypon logo. A navigation menu is open in the top right corner, listing 'Fypon Homepage', 'Contact Us', and 'Find A Dealer'. The main banner features a photograph of a house with a prominent front door and a garage, with the Therma-Tru Doors logo overlaid. A red button below the banner reads 'Visit the Therma-Tru Website'. Below the banner is a section titled 'Current Bulletin(s)' which includes a 'Download All' button and a search bar. Five document thumbnails are displayed in a row, each representing a different bulletin or parts list. The thumbnails are labeled as follows: 'MARKETING BULLETIN 20-4', 'MARKETING BULLETIN 20-3', 'MARKETING BULLETIN 20-1', 'MDSO-PartsList-StyleList-', and 'MDSO-PartsList-StyleList-'. A dark sidebar on the left contains the text 'Literature Lib' and 'Our online Literature Library has product catalogs, promotions' along with the website URL 'www.fypon.com'.

- Curate assets into one centralized branded portal
- No need for a DV account

QUESTIONS, COMMENTS, FEEDBACK

