



Therma-Tru Launches 2016 “Unlock the Opportunities” Sweepstakes

This bulletin is being issued to communicate information to our customers regarding Therma-Tru’s 2016 Unlock the Opportunities national promotion. This popular customer-focused campaign, which will run January 19–April 30, 2016, is aimed at generating awareness and increased education about Therma-Tru’s key new products for 2016.

Program Highlights:

- **Objectives:** Conduct a national promotion to create awareness and excitement for Therma-Tru’s key new products in an interactive, educational way.
 - Leverages the Unlock the Opportunities website and the Therma-Tru Education Center to create a fun learning environment.
- **Target Audiences:** Builders, Remodelers, Dealers, Contractors, Fabricators and Distributors
- **Timing:** January 19–April 30, 2016
- **Featured Products:** The campaign will emphasize key products in Therma-Tru’s Class of 2016.
 - Classic-Craft 8'0" Door Expansion
 - Pulse Lite Frame Options
 - Riserva Decorative Glass
 - Satin Etch Privacy & Textured Glass
 - Flush-Glazed Privacy & Textured Glass
- **Interactive Microsite Activity:** The Finish the Neighborhood program shows participants a cul-de-sac of five homes, each missing a door. When participants select a home, it takes them to a new product section of the Therma-Tru Education Center. After exploring an interactive learning module that focuses on that new-for-2016 product, participants answer a 10 question quiz. Once complete, it takes them back to the neighborhood where a door featuring the new product is placed on the home.
- **Promotion Prizes:**
 - In 2016, there will not be separate prizes for fabricators and distributors. All participants who qualify will be eligible for the same pool of prizes.
 - One weekly \$1,000 air travel gift card.
 - Three daily \$25 VISA Cash gift cards.
 - Participants who complete all five new product learning modules and answer at least eight questions correctly on each of the quizzes will automatically receive a Therma-Tru T-shirt or hat.

www.unlocktheopportunities.com