



FIT Show 2023 - review
General
June 2023
Final

Successful launch of Hörmann Truedor at FIT 2023

The FIT show saw Hörmann UK launch their range of Hörmann Truedor composite doors to complement their well-established steel and aluminium entrance door ranges. Garage doors and the new Hörmann Rewards Fitters loyalty programme also featured on the stand, all of which generated a great deal of interest during a very busy show for the company.

The introduction of the Hörmann Truedor composite door to the Hörmann portfolio is an important development for the company, a move designed to create a 'one stop shop' approach to the entrance door market. Hörmann are now able to offer installers a competitive composite door, a mid-range Thermo 46/65 steel door and a premium positioned aluminium option.

Hörmann Truedor doors are manufactured by the company's sister organisation IG Doors in South Wales, who with over 30 years' manufacturing experience are the only supplier of GRP composite doors in the UK to produce their own door slab. The recognised Truedor range will now be supplied through Hörmann's own sales and distribution organisation which will provide the market with a composite door range now backed by the Hörmann brand and support. A new addition to the Hörmann Truedor range was also exhibited for the first time, the Clima63 thermal door which features a 63mm door slab providing excellent thermal insulation properties.

Also new to the UK market and direct from its launch at BAU 2023 was the ThermoSafe MatchDecor door, the most recent addition to the Hörmann range of aluminium doors. ThermoSafe MatchDecor offers the combination of a high quality, secure aluminium door together with a selection of new modern décor finishes and door styles. Applied to the powder coated surfaces of the ThermoSafe door using a patented coating method, the MatchDecor finish results in a beautiful, colour-fast, and detailed appearance. The range

offers five new innovative colour options – Cement, Rusty Pantina, Wild Oak, Barnwood and Barnwood Grey, together with eighteen exclusive door styles. Supplied with a standard frame in Jet black, the ThermoSafe MatchDecor door is also available with the exterior handles and embellishments in Jet black or in one of the MatchDecor colour options to match or contrast. Hörmann are also introducing five new Duragain colour options in their range of LPU 42 sectional doors that will provide a garage door to perfectly match the ThermoSafe MatchDecor door range.

Commenting on the show David O'Mara, Marketing Manager of Hörmann UK, "Hörmann are always pleased to be at the FIT show as it proves to be a great lead generator for us. This year we saw a high volume of good quality, qualified enquiries, with the introduction of Hörmann Truedor to the range being a major contributor. There is no doubt that the Hörmann brand is one of the most well recognised brands in the home improvements market, a brand that is associated with quality and service. Installers will now have the benefit of being able to offer a Hörmann branded composite door alongside our steel and aluminium options.

From talking to visitors to the stand and seeing the products on show throughout the halls, there is a definite trend towards high quality entrance doors. Doors that will offer the consumer longevity and ultimately value for money, together with the option to provide that little extra - whether that be thermal insulation, the ability to create oversized doors or in the colour options being offered."

To find out more about Hörmann visit <https://www.hormann.co.uk/> or call 01530 516868.

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