



Hörmann Truedor website and brochure
General
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Final

Hörmann launch new composite door website and brochure

Hörmann, suppliers of market leading composite doors, have revamped, and relaunched its online presence with the creation of a new website and at the same time have introduced a new consumer brochure. Both the website and brochure have been designed and developed to play a key role in achieving the company's objective to enhance the consumer experience and make it easier for the homeowner to choose their ideal door. They are a major advance for the company and are set to provide their dealers with industry-leading sales aids.

The creation of the new website and brochure has provided Hörmann with the opportunity to simplify and streamline its product offering. Six ranges with 43 styles to choose from are now named after Welsh rivers to celebrate the natural beauty and heritage of Wales, being the home of its door manufacturing facility. Whilst the choice of glazing and colour options have also been standardised to provide greater flexibility and an easier, more focused choice.

The website and brochure now feature the products that are on offer under the Hörmann brand including the Clima-63 thermal option, the Platinum 44 steel door and the Draig 30-minute fire door – bringing the whole product offering under one umbrella.

The new website features a completely updated, modern look and provides even more information and greater functionality than ever before. Colourful images and graphics guide the end-consumer through the wide variety of designs and styles of doors on offer, whilst introducing Hörmann and emphasising its' commitment to the environment through sustainable manufacturing and the provision of CO2-netural products. The site also features the company's easy-to-use door configurator that guides the end consumer through simple steps and choices to create the door of their dreams.

Mirroring the style and content of the website, the new brochure creates a comprehensive guide making it easy to explore the entire range of products in one place. Added detail including technical information and sizing guides provides everything needed to make

informed decisions. Hörmann have also introduced an eye-catching, colourful van sticker to further promote the composite door range and new website.

David O' Mara, Marketing Manager at Hörmann UK said "Rather than simply updating our existing website we wanted to start from scratch, creating and implementing added features to provide maximum benefit to our customers. The new site offers users a simple, colourful journey through the whole product range, at every stage making decisions and choice as straightforward as possible. Consumers are encouraged to use the door configurator and request a quotation, creating very real leads for our network of dealers. Plans are already well in hand to drive traffic to the site via a programme of online promotion, including pay-per-click, Facebook advertising and a schedule of social media promotions.

We see the launch of the website and brochure as a major milestone and very much part of our strategy to continue our expansion into the composite door market. Make sure you visit us at the FIT Show (Hall 9, Stand H20) to view the website and brochure, together with a comprehensive display of products from our range of residential and garage doors."

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Issued by Parkgate Communications on behalf of Hörmann UK. For further information contact Sheila Normington on 07990 636398 or email sjnormington@outlook.com