



Hörmann 2026 - Supporting the Trade and Driving Demand

As we move into 2026, one thing is clear: the role of the professional installer has never been more important. In a market where homeowners are more informed, more sustainability-conscious and more demanding than ever, it's the trade installer who ultimately shapes the customer experience. With this firmly in mind, Hörmann UK is entering 2026 with a strategy built around deeper engagement with installers and dealers across its range of garage and entrance doors.

The company's objective is simple - to continue growing the Hörmann brands by generating demand at consumer level and converting that demand into high-quality, well-qualified leads for our trade partners. Growth, after all, is strongest when manufacturers and installers are aligned.

Hörmann is well established as a market leader in garage doors, with a reputation built on engineering excellence, reliability and installer-friendly solutions. That commitment remains unchanged. However, 2026 will also see a significant step forward and a stronger focus on our entrance door offering, particularly through the continued development of the Hörmann Truedor composite door brand.

Hörmann Truedor has been designed with the installer firmly in mind – a composite door that offers consistent quality, dependable lead times and an extensive range that allows installers to confidently meet a wide variety of project requirements. Importantly, Hörmann Truedor also gives installers a genuinely sustainable option to take to market. All doors are manufactured from slabs that are produced at our IG Doors plant in South Wales, making Hörmann Truedor unique as the only large volume composite door manufacturer to produce door slabs domestically. This not only supports UK manufacturing but also reduces transport miles and improves supply chain resilience - an increasingly important consideration for trade customers and homeowners alike.

A key pillar of the 2026 strategy is to increase demand, leading on to lead generation that will directly support our installers. A new end-consumer social media campaign for Hörmann Truedor will launch early in the year, designed to raise awareness, educate homeowners

and prompt enquiries that flow directly to our installer network. This on-line activity will be complemented by a series of regional roadshows, bringing both our garage door and entrance door solutions directly to the trade. These events are about more than product displays, they are an opportunity for installers to engage with our team, see new developments up close and feed directly into how we evolve our offering.

At the same time, enhancements to the Hörmann Truedor website will give consumers greater choice, clearer guidance and an improved user journey. For installers, this means better-informed customers and smoother conversations from the first enquiry through to installation.

The Hörmann Rewards loyalty programme will continue to expand further, offering even more value to installers who choose to work with and are loyal to the Hörmann brands. The Authorised Partners network will also continue to develop, strengthening nationwide coverage and ensuring consistent standards that benefit installers and end users alike.

As we look ahead into 2026, Hörmann UK is confident in its direction. By combining strong, installer-focused products across garage and entrance doors with meaningful demand and lead generation, sustainably-led manufacturing and genuine partner support, Hörmann are creating a platform for shared success.

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