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### **Choice That Sells: Helping Installers Win in a Competitive Market**

As the cost-of-living crisis continues to influence homeowner decision-making, entrance doors are being assessed more carefully than ever. Style and performance still matter, but affordability, energy efficiency and long-term value are now equally critical. For installers, this change makes one thing clear: choosing the right entrance door supplier can directly impact sales success, customer satisfaction, and profitability.

Working with a supplier that offers genuine choice across materials, performance levels and price points allows installers to meet diverse customer needs. With a comprehensive entrance door portfolio spanning composite, steel, and aluminium, Hörmann provides installers with the flexibility to specify the right solution for every property and budget, while maintaining consistent quality, reliability, and sustainability credentials.

### **Composite Doors: Versatility Without Compromise**

Hörmann Truedor has rapidly become one of the fastest-growing composite door brands in the market. Manufactured in the UK and backed by the strength of the global Hörmann Group, Hörmann Truedor combines innovation, quality, and affordability.

Production takes place at IG Doors' 200,000 sq. ft manufacturing facility in South Wales, capable of producing up to 3,500 doors per week, with Hörmann Truedor being the only large-scale UK manufacturer producing its own GRP door slabs. This ensures tighter quality control, reduced lead times, and a more sustainable supply chain.

Installers benefit from doors that deliver excellent thermal performance, durability, and value for money, with features such as ABS edge banding and advanced weather-tight glazing systems. Meanwhile, homeowners enjoy exceptional design freedom, with four door collections, a wide choice of styles, 20 standard colours, bespoke colour matching and a full range of glazing and hardware options. All standard models meet Secured by Design requirements, offering added reassurance on security.

Specialist options such as the Clima63 thermally efficient door, the Draig30 30-minute fire door and the Platinum44 steel door further extend the range, enabling installers to cover virtually every domestic application.

### **Steel and Aluminium: Premium Performance Solutions**

For higher-end projects, Hörmann's Thermo steel and ThermoCarbon aluminium entrance doors deliver standout performance. These doors combine robust construction with advanced frame technology, providing excellent resistance to distortion, strong locking stability, and outstanding thermal efficiency. Thermo steel doors achieve U-values as low as 0.87 W/m<sup>2</sup>K, while ThermoCarbon aluminium doors set the benchmark at just 0.47 W/m<sup>2</sup>K.

With extensive design options, including large-format XXL doors up to 3000mm high and double-leaf configurations, installers can confidently meet demand for statement entrances and contemporary architectural designs.

Across the entire Hörmann range, smart access options including fingerprint scanners, remote control and smartphone operation add convenience and appeal. Every Hörmann entrance door supplied to the UK market is also Carbon Neutral, supporting homeowners' growing focus on sustainability.

Crucially, Hörmann backs its products with strong installer support. The Hörmann Academy delivers year-round in person training, and the Hörmann Rewards programme recognises installer loyalty. 2026 will see the start of a major consumer-facing marketing campaign which will help drive leads directly to the installer network.

In a competitive market, installers need more than a good product, they need a partner that delivers choice, innovation, and long-term value. With Hörmann, when it comes to entrance doors and successful installer relationships, it really is all about choice.

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