



Hörmann Truedor Roadshow Report
DIJ Summer Issue

Hörmann Truedor Roadshows Showcase Installer Growth Opportunities

Hörmann Truedor has successfully completed a series of roadshows across the UK, designed to demonstrate how entrance door installers can unlock new business growth through its composite door offering and comprehensive dealer support package.

Held as informal early morning events, the roadshows brought together installers over coffee and breakfast to explore opportunities to expand their product portfolios. The Hörmann Truedor team were on hand to outline how the range of UK-manufactured composite doors, backed by Hörmann's engineering expertise, strong brand reputation and nationwide infrastructure, can provide a high-quality, consumer-focused addition to existing offerings.

A key highlight of the events was the introduction of Hörmann's latest consumer marketing initiative, *Hörmann Street*. This targeted social media campaign, inspired by popular UK soap operas, features a fictional street and a cast of recurring characters navigating everyday drama, relationships and suspense. Each episode subtly integrates the features and benefits of Hörmann Truedor composite doors, aiming to drive traffic to the company's website and generate genuine homeowner enquiries.

Attendees were given an exclusive preview of the campaign, which received an overwhelmingly positive response. Installers praised both the creativity and execution, recognising its potential to engage homeowners and support lead generation.

Hörmann confirmed that all enquiries generated through the campaign will be directed to approved dealers via its new online Installer Finder, offering installers a clear commercial advantage. To help maximise conversion rates, the company has also implemented a suite of practical sales tools and support, including an advanced online Door Designer, product training, marketing resources and ongoing technical assistance.

In addition to the long-term growth potential, installers attending the roadshows were offered a range of launch incentives, including a £1,500 door voucher package, a 750-point sign-up

bonus for the Hörmann Rewards programme and free access to the Door Designer for the first year.

Overall, the roadshows provided installers with a concise and engaging introduction to partnering with Hörmann Truedor, highlighting how the company can help drive demand, attract new customers and increase profitability within the composite door sector.

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