



Hormann Truedor Installer Finder
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Hörmann Truedor Installer Finder Provides New Sales Opportunities for Installers

Hörmann has launched a new Installer Finder for its Hörmann Truedor range of composite doors, designed to provide homeowners with greater choice and to improve the overall customer buying journey when purchasing a new entrance door.

Located on the Hörmann Truedor website, the Installer Finder has been developed to offer end consumers a quick and straightforward way to search for and contact local Hörmann Truedor distributors that best meet their individual requirements. Designed with ease of use in mind, homeowners simply initiate a search using their postcode or city. A list of matching Hörmann Truedor distributors is then generated, with users able to contact one or more distributors directly by phone or email.

The introduction of the Installer Finder coincides with the launch of the new Hörmann Truedor end consumer social media campaign, titled Hörmann Street. Inspired by some of the UK's most iconic and best-loved soap operas, the campaign features five episodes set against the backdrop of a fictional street, capturing the daily lives, relationships and emotional conflicts of a recurring cast of characters.

Featuring moments of romance, family drama, betrayal and suspenseful cliffhangers, each episode cleverly incorporates the key features and benefits of Hörmann's Truedor composite door range, helping to engage homeowners in a fresh and entertaining way. The campaign has been created not only to entertain but also to create a strong pipeline of enquiries for Hörmann Truedor composite door installers.

Commenting on the launch, David O'Mara, Marketing Manager for Hörmann Truedor said: "The Installer Finder is a key addition to our growing marketing support package for installers and distributors. Not only does it help simplify the buying process for homeowners, but it also provides our distribution partners with access to free, high-quality sales leads. It is another example of the importance Hörmann places on supporting its growing network of

installers and distributors and investing in the continued growth of the Hörmann Truedor brand.”

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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