



## Therma-Tru Ltd.

From trade supplier to consumer facing retail brand

### Background

Therma-Tru Ltd are part of the \$8bn Fortune Brands company. They manufacture and install custom made exterior doors, a service only available to the public housing sector. The UK door market was under-branded and under-serviced.

### Business opportunity

To offer a customised, supply and fit service to the consumer via a national retailer.

### Strategy

Build a business proposition that would encourage a retailer to investigate and trial the new service

To create a consumer facing brand based on lasting values and a re-defined role of the front door in the context of family and home.

### Results

The presentation and business proposition were enthusiastically received by B&Q, who rated it as 'amongst the best they had ever seen'. The project is currently in test market with a view to a national roll-out.

ideas that work across media and time...

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