

Classic Craft® Repositioning

Frequently Asked Questions

Q: Why is Classic Craft changing?

A: Research shows consumers and trade professionals are gravitating toward design styles that primarily fall into three categories: casual, traditional and modern. With that in mind, we have reorganized the Classic Craft product line to better align with their shopping process.

In addition, this repositioning provides an opportunity to create greater distinction for Classic Craft and better differentiate it from our everyday product lines. The Classic Craft series exudes the highest craftsmanship and quality from Therma-Tru and should be distinguished as such as we continue to add new products that are exclusive to this collection of premium fiberglass entryways.

Q: What are the new Classic Craft style-based collections?

A: Beginning in 2021, the Classic Craft series will focus on three unique style-based collections that exude casual, traditional and modern design.

- The **Classic Craft Artissa Collection** is casual, relaxed and simple. It's rooted in the nostalgia of simpler times and pays homage to the handmade culture of the American Arts and Crafts movement. This collection features clean lines, Shaker styling and Craftsman-inspired glass for a casual and welcoming approach to the entryway.
- The **Classic Craft Founders Collection** is traditional, time-honored and decorative. It honors the historic significance of classically inspired design. This collection includes curved and arched details, embellished panel embossments and intricate glass designs for a noteworthy entrance with enduring style.
- The **Classic Craft Visionary Collection** is modern, confident and minimal. It's artfully inspired with a confident edge and focuses on streamlined aesthetics with a modern flair. This collection reimagines the entry with sleek lines, forward-thinking designs and minimalist details for an entrance that exudes confidence with bold appeal.

Q: How do I pronounce Artissa?

A: Artissa is pronounced (ar-TEE'-sah) with emphasis on the middle syllable.

Q: Why organize Classic Craft into style-based collections?

A: Research shows that when shopping for the home, consumers and trade professionals are drawn to design styles first. The grain and texture of a product is less important in the decision-making process. By reorganizing Classic Craft into style-based collections, we're helping consumers and trade professionals shop by their style preference while guiding them to the right collection via imagery and contextual cues.

Q: How did you determine the style-based collection in which each Classic Craft door would belong?

A: We worked extensively with home style and trend experts to examine the aesthetic details, such as glass and panel design, of each Classic Craft door. These details helped determine which general style – casual (Artissa), traditional (Founders) or modern (Visionary) – the door best complemented. Each door was assigned only one collection.

Q: Will the style-based collections change every year?

A: No, the new Classic Craft style-based collections, Artissa, Founders and Visionary, will not change year over year.

Q: How can I find popular door styles in the catalog?

A: Your favorite door styles can still be found in the catalog. Use the index to help find a specific style. You can also find doors online by searching the style number at www.thermatru.com.

Q: What's happening with the existing Classic-Craft collections?

A: The Classic Craft texture-based collection names (e.g., Classic Craft[®] Mahogany Collection[™]) will no longer appear in our marketing materials. Instead, Classic Craft will now feature three style-based collections – Artissa, Founders and Visionary. These new collections will include doors with a variety of textures. In addition, we will introduce a new Walnut grain to the Classic Craft series, and will merge the former Classic-Craft Mahogany and Classic-Craft Rustic collections. Below is a snapshot.

Previous Classic-Craft [®] Collection Name	2021 Grain Reference	2021 Part Numbers	2021 Style Numbers
Classic-Craft [®] American Style Collection [™]	Classic Craft [®] Fir grain	Same	Same
Classic-Craft [®] Mahogany Collection [™]	Classic Craft [®] Mahogany grain	New New buff skin part numbers beginning with “CCR” will replace rose part numbers (CCM). CCM parts will be discontinued.	Same
Classic-Craft [®] Rustic Collection [™]	Classic Craft[®] Mahogany grain	Same	Same
Classic-Craft [®] Oak Collection [™]	Classic Craft [®] Oak grain	Same	Same
Classic-Craft [®] Canvas Collection [™]	Classic Craft [®] Canvas	Same	Same
—	NEW Classic Craft[®] Walnut grain	New Part numbers for the new Walnut-grained Classic Craft doors will begin with CCW.	New Style numbers for the new Walnut-grained Classic Craft doors will begin with CCW.

Q: What are the changes with Classic Craft American Style Collection?

A: Classic-Craft American Style Collection doors will now appear within the new design style collections. These doors will still feature the same vertical Fir grain they've always had and will now be classified as Fir-grained doors. There are no part number or style number changes.

Q: What are the changes with Classic Craft Mahogany Collection?

A: Classic-Craft Mahogany Collection doors will now appear within the new design style collections. These doors will still feature the same Mahogany grain they've always had and will now be classified as Mahogany-grained doors. As part of the repositioning, these doors will transition from a rose-colored door skin to a buff-colored skin, and part numbers will change from CCM to CCR to reflect that transition. However, there are no style number changes.

In addition, with the transition to a buff-colored skin, CCM full-lite doors and sidelites will be discontinued. as these products will now be identical to the existing full-lite doors and sidelites with buff-colored skins and CCR part / style numbers.

To aid in the transition from rose- to buff-colored door skin, labels are available for purchase to further clarify to your down-channel customers who apply finish in the field that CCM doors no longer have a rose-colored skin.

Q: What are the changes with Classic Craft Rustic Collection?

A: Classic-Craft Rustic Collection doors will now appear within the new design style collections. These doors will still feature the same rustic Mahogany grain they've always had and will now be classified as Mahogany-grained doors. There are no part number or style number changes.

Q: What are the changes with Classic Craft Oak Collection?

A: Classic-Craft Oak Collection doors will now appear within the new design style collections. These doors will still feature the same premium Oak grain they've always had and will now be classified as Oak-grained doors. There are no part number or style number changes.

Q: What are the changes with Classic Craft Canvas Collection?

A: Classic-Craft Canvas Collection doors will now appear within the new design style collections. These doors will still feature the same smooth premium surface they've always had and will now be classified as Canvas doors. There are no part number or style number changes.

Q: Will there be any new products added to the Classic Craft series in 2021?

A: Yes, we're excited to announce some exclusive new designs in Classic Craft for 2021, including new Walnut-grained flush doors, Mahogany-grained common arch doors, new glass designs and more. Look for our 2021 New Products Preview letter for details.

Q: Will Classic Craft be organized differently in the catalog?

A: Yes, the Classic Craft section of the 2021 Full-Line Catalog will be reorganized to align with the new design style collections. Within each of the design style collections, doors will be shown in order by glass shape (largest to smallest), then glass design, then texture. To find a specific door style, you can use the index of the catalog, or search the style number online at www.thermatru.com. Guidance on navigating the reorganization of products will also be included in the catalog.

Q: Will the Classic Craft warranty change with the repositioning?

A: Along with the Classic Craft repositioning, Therma-Tru will begin offering an enhanced warranty for our premium product line. All Classic Craft products purchased on or after January 1, 2021, will be backed by a 1x transferable lifetime limited warranty. This means when a homeowner installs a Classic Craft premium entryway in their home and then sells that home, the next homeowner will also be covered by the lifetime limited warranty.

In addition, if the Classic Craft door was prefinished with PrismaGuard® premium stain or paint, the balance of the 10-year limited finish warranty will also transfer to the new homeowner upon sale of the home. Refer to the warranty for more details.

Q: There are many displays in the market place – how will they be updated?

A: With the change in Classic Craft's Mahogany grain from a rose-colored skin to a buff-colored skin, we realize the existing Classic-Craft Mahogany Collection doors that are finished with Same-Day Stain will no longer accurately represent the stain colors. To help our customers, we will feature Classic Craft doors in our 2021 Display Promotion so you can more easily replace aging displays with new top performing door styles. Please note that doors with a rose-colored skin that are finished with PrismaGuard stain will still accurately depict stain colors due to the base layer of our PrismaGuard process.

	Display	Header*	Door Pull
CCM with Same-Day Stain	REPLACE	REPLACE	REPLACE
CCM with PrismaGuard	KEEP	REPLACE	REPLACE
CCA, CCR, CCO, CCV Displays	KEEP	REPLACE	REPLACE

*Replace if the display has a Classic Craft header. Standard Therma-Tru header does not need replaced.

Q: What's new to promote Classic Craft?

A: We've developed many new displays and merchandising aids and improved some current ones with the changes in Classic Craft.

- **Classic Craft Brochure** focuses on more inspirational imagery and messaging while conveying the benefits of this premium product line.
- **Double Door Display Structure** designed to showcase the new Classic Craft Mahogany-grained common arch double doors.
- **2021 Display Promotion** will include an assortment of Classic Craft Walnut-grained flush doors and Mahogany-grained common arch doors at discounted prices
- **Double-Sided Back-to-Back Operating Door Display** compares a Classic Craft premium door to a Fiber-Classic door so homeowners can experience the Classic Craft difference in an operable door system.
- **Full-System Display** features a flush-glazed Classic Craft door and calls out features and benefits of a Classic Craft system through a series of labels.
- **Finishing Merchandising Aids**, like fan decks and portfolio cases are updated to reflect the newness and changes in Classic Craft and PrismaGuard.
- **Updates** to our skin samples, D2D bags, countertop displays and door sections, along with posters, door pulls and signage, are all featured in the 2021 Product Merchandising Brochure.

Q: How does the Classic Craft repositioning affect Custom Marketing?

A: New templates reflecting the Classic Craft repositioning are available. Visit www.thermatru.com to fill out an order form to create a custom marketing piece tailored to your business.

Q: What assets will be available to support the Classic Craft repositioning?

A: You'll find MDSO data, Classic Craft brand guidelines, updated logo art, as well as home images and door builds organized by the new Classic Craft style-based collections, and much more on Therma-Tru's Digital Vault beginning September 18, 2020. All data and assets associated with the new product launches in Classic Craft will be available as part of the 2021 new product launch data and assets.

Q: What data is changing?

A: The following data will change with the Classic Craft repositioning:

- Collection Names
 - Classic Craft Artissa Collection
 - Classic Craft Founders Collection
 - Classic Craft Visionary Collection
- Grain Names
 - Classic-Craft American Style Collection will change to Classic Craft Fir grain.
 - Classic-Craft Mahogany Collection will shift to Classic Craft Mahogany grain.
 - Classic-Craft Rustic Collection doors will be called out as having the Classic Craft Mahogany grain.
 - Classic-Craft Oak Collection will shift to Classic Craft Oak grain.
 - Classic-Craft Canvas Collection will shift to Classic Craft Canvas.

■ Style Book Naming

- Style Book naming will adjust to reflect the repositioning. For example, **Classic-Craft American full-lite Shaker** will change to **Classic Craft Fir full-lite Shaker**.

Q: Will the FPG application be organized differently?

A: In the FPG application, the collection names will be removed and replaced with a grain name (e.g., Classic-Craft American Style Collection will be replaced with the new grain reference name Classic Craft Fir).

Q: Will FPG data be organized differently?

A: Yes, we will add a style-based collection name (i.e. Artíssa, Founders or Visionary) to the product line column and in the collections column we will replace the current collections with product textures (i.e. Classic Craft Fir, Walnut, Mahogany, Oak or Canvas).

Q: Can I create price books by Grain or Collection for Classic Craft?

A: You can create price books by Grain, but Collection will be shown in the PDF.

Q: Will the door line update include the new Classic Craft design style collections?

A: Yes, we will use the product line column to identify the style-based collection names (i.e., Artíssa, Founders or Visionary).

Q: Will the door and sidelite report have a door line field added to use in configurators?

A: Yes, there will be a door line field added.

Q: How does the repositioning affect BOMs?

A: The merging of the former Classic-Craft Mahogany Collection and Classic-Craft Rustic Collection will require BOM changes at the part number level. Because they will change to a buff door skin, all Classic Craft Mahogany (CCM) part numbers will change to a "CCR" part number. However, the former Classic-Craft Mahogany Collection doors will retain their CCM style number to lessen confusion in ordering.

Q: How could the repositioning affect configurators?

A: Configurators should transition to the new grain / texture reference (e.g., Classic Craft American Style Collection transitions to Classic Craft Fir). We also recommend reorganizing based on style buckets, if possible.

Q: What updates are happening in the Home Centers?

A: Updates for the TTSOS program in Home Centers are in progress. Data, brochures, handholds and in-aisle graphics will be updated throughout 2021 to support the Classic Craft repositioning.