

## Trio Selling Tips



Trio, the latest innovative product from Fleming is like no other. Constructed with composite and steel stiffened cores, this new patent pending door design contains all the aesthetic and insulating benefits of a Fleming polyurethane core door with the added strength of a steel stiffened laminated core. The Trio logo says it all “Strong, Beautiful and Green”.

### Presenting to Architects

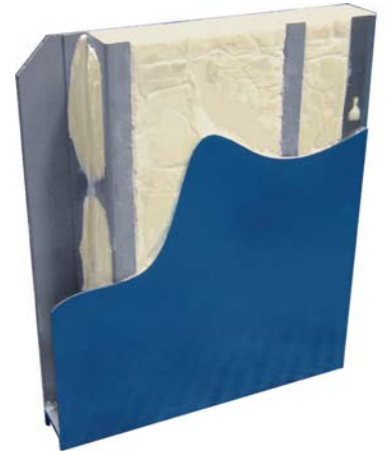
When presenting to architects, key selling points include a high-recycled steel content, strong thermal properties, and aesthetic design.

- **Green** - Trio contains a high recycled steel content up to 62.8% for LEED requirements.
- **Green** - The optional injected polyurethane foam core has superior insulation characteristics with a R-factor of 11.01 (ASTM C518) for maximum energy efficiency.
- **Beautiful** - The Trio core is laminated to the face sheets per the HMMA 867 standard eliminating surface weld marks that are normally seen on most steel stiffened doors.
- **Beautiful** - Trio is available in several design options with steel glass kits.
- **Strong** - Reduce the need for unsightly overhangs to compensate for thermal bow as Trio is 30% less susceptible to thermal bow than most polyurethane core doors.

### Presenting to Contractors

Contractors would be most interested in Trio’s lighter weight yet heavy duty construction which can meet jobsite demands.

- **Strong** - 18 gauge face sheets and a 22 gauge laminated core plate on the threat side of the door is effectively 14 gauge thick resulting in less weight and less wear and tear on door hardware than standard 14 gauge doors.
- **Strong** - Trio is 30% less susceptible to thermal bow than most polyisocyanurate core doors which will help reduce thermal bow related service call backs.
- **Strong** - Can be supplied to meet urgent jobsite demands.



### Presenting to End Users

End-users would be most interested to learn about Trio’s, thermal properties, aesthetic benefits and a heavy duty door design that will last.

- **Green** - High thermal rating helps reduce heat transfer helps to reduce building energy costs.
- **Green** - Retrofitting a building for energy efficiency qualifies for a tax deduction (as much as \$1.80 per sq. ft).
- **Beautiful** - Smooth surfaces that allows aesthetically pleasing paint to be applied.
- **Beautiful** - Many design options available with steel glass kits.
- **Strong** - Less problems with sticking doors in the summer and drafty doors in the winter because of Trio’s 30% reduction in thermal bow.
- **Strong** - 18 gauge face sheets and a 22 gauge laminated core plate on the threat side of the door is effectively 14 gauge thick resulting in less weight and less wear and tear on door hardware than standard 14 gauge doors. Lighter weight doors saves time and money during installation.

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