



Thermal Industries, Inc.

A Division of Atrium

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Thermal Industries, Inc. Releases New 305 Series Windows

Family of windows to serve as company's new entry point product line

PITTSBURGH, PA – Seeing an opening in its product offerings and the market as a whole, Thermal Industries, Inc. has developed the 305 Series, a new replacement product line that includes single-hung, double-hung, double-slider and picture windows.

With the development of the 305 Series, Thermal Industries marks the first time it has offered a single-hung window for the light construction market. Designed as a replacement line for use in condominiums, apartments and multifamily dwellings, the single-hung model can also be used in new construction projects, including single-family units.

“The new series puts Thermal Industries in a position to gain market share with our existing dealer network, as well as other larger dealers outside our network by shipping direct,” notes Kent Davis, head of the company’s engineering group.

The new 305 Series product line came about as the result of a product rationalization campaign undertaken by Thermal’s parent company, Atrium Companies, Inc. With a goal of streamlining and improving its product development process, the group of Thermal Industries decision-makers tasked with evaluating its offerings noted they had a great entry point, one-window product that could easily be developed into a full line of windows and fill a gap in the company’s offerings.

The group tasked with Thermal Industry’s product rationalization included members of the engineering group, as well as the company’s sales and marketing departments. According to Davis, “We saw an opportunity to take a product that offered a lot of features at a great price and maximize its potential by creating a product family.”

About Thermal Industries – In business for more than 47 years, Thermal Industries, Inc., a division of Atrium Companies, manufactures custom-made vinyl windows, doors, patio enclosures, vinyl and composite deck planks and vinyl railing systems. Based in Pittsburgh, PA, the company maintains distribution through 18 branch locations east of the Mississippi. For more information on other Thermal Industries products, call (800) 245-1540, Ext. 1941, or go online to www.thermalindustries.com.

About Atrium Companies, Inc. – For more than 50 years, Atrium Companies, Inc. has offered the highest quality window and door products to meet the demands of builders, contractors and distributors in the residential construction industry. Dedicated to meeting the needs of its customers, the Atrium family of brands provides a versatile range of window and patio door products, including vinyl and aluminum models, as well as replacement and new construction product lines. A variety of window styles is also available through the Atrium family including single- and double-hung, horizontal slider, casement, tilt-and-turn and architectural shapes. Specialty products range from hurricane impact solutions with Atrium’s Safe Harbor® impact-resistant windows, patio doors and hurricane window shutters, to innovative soundproofing Silent Guard™ Sound Suppression Windows. The company’s portfolio of brands includes its flagship Atrium Windows and Doors brand, Superior Windows, Thermal Industries, Danvid Door and Window, HR Windows, Champion Window, Darby Door and North Star Vinyl Windows and Doors.

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