

Introduction

Combining the power of technology, education and hands-on working displays, the Guided Selling Showroom directs the end user quickly and accurately through the decision making process, to choose the best product for their needs.

Our story is delivered through six carefully designed modules, which make the complex process of selling a door unit simple and engaging. Three of our modules focus on design, while the other three focus on the important concept of durability. Each module is crafted to include video, literature, education and actual working products.

Bethlehem, PA
1000 Maloney Cir.
Bethlehem, PA 18015

Barclay, MD
1315 Goldsboro Rd.
Barclay, MD 21607

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19 Business Park Dr.
Smithfield, RI 02917

Syracuse, NY
7475 Henry Clay Blvd.
Liverpool, NY 13088

Mocksville, NC
346 Bethel Church Rd.
Mocksville, NC 27028

The Design Aisle - Pride of Ownership



Side A

Detail Module

The detail module features two pre-hung Therma-Tru fiberglass door units – a premium Classic-Craft door and a standard Fiber-Classic door. Users can easily operate and compare the two products while videos and educational materials teach about authenticity, price, glass options and size availability.



Side B



Side A

Style Module

The style module is a double-sided display. On **Side A**, it introduces important, entry-level things to consider when purchasing an exterior door unit, such as layout, privacy and component options. **Side B** gives suggestions of door and glass configurations based on architectural home style.



Side B



Side A

Design Module

The design module incorporates Therma-Tru's interactive glass display, which allows customers to easily browse glass designs, coming options and privacy ratings. It also includes signage providing additional information about decorative glass, lite frame options, glazing and divided lite options.



Side B

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The Durability Aisle - Peace of Mind



Side A

Tough Doors Module

The tough doors module features two highly durable pre-hung door units. On **Side A**, we feature a Therma-Tru Classic-Craft door unit with composite frames, a composite adjustable sill and a multi-point locking mechanism. **Side B** features Simpson's solid wood Nantucket door with Mortise and Tenon joinery, solid wood frames and sill and a multi-point locking system. These units are carefully engineered to withstand harsh weather conditions in any exposure.



Side B



Side A

Exposure Types Module

The exposure module includes a storyboard explaining the three different exposure types – fully protected, partially protected and unprotected. It also includes a product guide, which clearly explains which doors and construction materials are appropriate to use in each exposure type.



Side B



Side A

Finish Module

The finish module features doors finished by Reeb Finish. **Side A** includes doors stained in PrismaGuard - a finish for fiberglass doors that combines durability with the natural look of real wood. **Side B** features our solid paint colors. Stain and paint options provide a beauty and durability that cannot be duplicated in the field, backed by a 10-year limited warranty.



Side B

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Additional Features

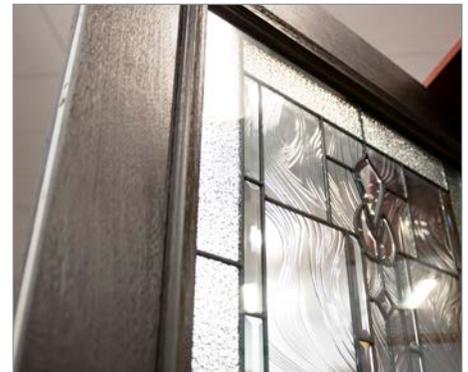


Technology

Touch pad devices provide fast and intuitive experiences designed to engage and self-guide homeowners. Product knowledge and product selection tools are available to help the customer quickly and accurately find the best product for their needs.

Displays

Functioning pre-hung door units allow customers to experience a final working product and see/feel the difference between premium and standard products.



Education

Beautifully designed display signage educates the homeowner on each topic, while touch pad devices and literature tie all the elements of support to the selling process.

Contact your Reeb representative for more information about the Interactive Showroom.

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