



# Trio-E™ Selling Tips

## Product Bulletin

9/16/10



### The Energy Efficient Choice

The new Trio-E door is steel stiffened for strength, but has achieved an operable U Factor of .29 which is 50% better than other steel stiffened doors currently available on the market today. Many building owners spend millions of dollars a year on energy bills and the Trio-E represents a chance for them to realize significant savings on a new or retrofit project.

According to data from the Spray Polyurethane Foam Alliance, doors represent 11% of the overall leakage in a building. When the Trio-E from Ceco is combined with thermally broken frames and thresholds and the Norton Trinity closer, it becomes a sustainable building solution that can eliminate infiltration and exfiltration in the door opening and guarantee that the building envelope is tightly sealed, even in the harshest environment.

#### Presenting to Architects

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

- **Green** - Trio-E contains a high recycled steel content up to 57.1% for LEED requirements.
- **Green** - The injected polyurethane foam core has superior insulation characteristics with a U-factor of 0.29 (ASTM C1363) 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-E is available in several design options with steel Slim Trim glass kits.
- **Strong** - Reduce the need for unsightly overhangs to compensate for thermal bow as Trio-E is less susceptible to thermal bow.

#### Presenting to Contractors

Contractors would be most interested in Trio-E's rugged construction which can meet jobsite demands.

- **Strong** - 18 gage face sheets, 22 gage stiffeners and foamed in place polyurethane core give the Trio-E a stiffness class 1 rating.
- **Strong** - Trio-E is less susceptible to thermal bow which will help reduce thermal bow related service call backs.
- **Strong** - Manufactured in the USA and can be supplied to meet urgent jobsite demands.

#### Presenting to End Users

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

- **Green** - High thermal rating helps reduce heat transfer which 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 gloss paint to be applied.
- **Beautiful** - Many design options available with steel Slim Trim glass kits.
- **Strong** - Less problems with sticking doors in the summer and drafty doors in the winter because of Trio's reduction in thermal bow.
- **Strong** - 18 gage face sheets, 22 gage stiffeners and foamed in place polyurethane core gives the Trio-E a stiffness class 1 rating.

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