



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 .34 which is 30% 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 represents 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 60.9% for LEED requirements.
- **Green** - The injected polyurethane foam core has superior insulation characteristics with a U-factor of 0.34 (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.
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