



### **Product Information Bulletin**

**Number:** 8970  
**Date:** 7/29/2015  
**Division:** Wayne Dalton  
**Product Family:** Commercial Sectional  
**Product Series:** ThermoMark™ (5150, 5155, 5200, 5255) and Thermospan® (200, 200-20, 150, 125)  
**Topic:** TruChoice Color System

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**To:** All Wayne Dalton Dealers  
**From:** Daniel Christian  
**RE:** New TruChoice Color System

Effective August 10 we will be launching the TruChoice™ Color System that will allow for our customers to have doors made in more than 6,000 colors. This paint system is the result of the investment in the expansion in the Wayne Dalton paint line capabilities that we have been using for the past 10 years to position our products to give the homeowners the highest quality finish to their doors.



### **Selling Points**

- Two levels of painting customization:
  - Semi-Custom: Select any color from the RAL Classic palette (approximately 200 colors)
  - Custom: Match the paint from the paint of most paint manufacturers (full list in FAQ document) or the customer will send in a sample and we will paint a door to match the spectrophotometer reading from the sample (6,000+ Colors)
- Best-in-industry color matching system
- Industry leading color fade warranty (5.0 delta E over 5 years)
- Custom color will be made without any separate setup fee

- A color chip can be ordered for the custom colors so that the discriminating architects, end users and customers can view the exact color against their facility, prior to ordering the door.

**Limitations:**

- 20'2" maximum width
- Step plates not available with the TruChoice™ Color System
- Passdoors not available with the TruChoice™ Color System
- AFV sash sections are not available with the TruChoice™ Color System
- Perimeter seals are not painted to match (top head seal, or foamstop, or clip on jamb seals)

**Pricing and Availability/Support**

- ThermoMark™ (5150,5155, 5200, 5255) and Thermospan® (200, 200-20, 150, 125) available
- The pricing for TruChoice™ will differ depending on the level of customization. There will be a separate price for the custom color process. See the Dealer FAQ for the full details.

Additional launch support material: Launch Packet including a Sheen Guide, Customer Process information, Dealer Process information, Dealer FAQ, Customer FAQ, Sample Submission Form, Texture fan deck and RAL selection guide.

If you have any questions, please contact your customer service team or DSM.

Thanks,

Daniel Christian, Director Sectional Products