



## New Product

**Media Contact:**  
Cynthia Bentley-DeNight  
T: 813-739-3016  
F: 813-739-0204  
[cdenight@masonite.com](mailto:cdenight@masonite.com)

### MASONITE EXPANDS "GREEN" EMERALD™ SERIES INTERIOR DOORS

*As demand for environmentally responsible products continues to grow, Masonite responds by expanding their Emerald interior doors.*

**TAMPA, Fla., January 20, 2008**--Masonite, the world leader in manufacturing of Interior and Exterior doors, announced today that it is expanding their Emerald door offering with three new exciting "green" products. These new doors, which can contribute toward "green" industry certifications, are a response to the overwhelming reception of its 1-3/8" Safe 'N Sound Emerald interior doors and bifolds launched earlier this year.

As part of the Company's growing portfolio of "green" products, the new 1-3/8" Hollow Core Emerald, 1-3/4" Safe 'N Sound Emerald, and 1-3/4" Safe 'N Sound Emerald 20-minute Fire Rated interior doors offer more options to meet the growing demand for environmentally responsible building products.



The "green" attributes of the Emerald series doors will help directly contribute to industry certifications such as USGBC Leadership in Energy and Environmental Design (LEED), the NAHB National Green Building Program as well as many individual local and regional environmental building programs.

"The best part is that you never have to sacrifice superior quality or aesthetics for environmental stewardship," says John Stahl, Product Manager – Interior Molded and Flush Doors. "All of the Emerald Products will maintain Masonite's high quality standards. Being 'green' has never been so easy."

Every Safe 'N Sound Emerald door is constructed with wheat-straw based DorCor and therefore contains Rapidly Renewable Content, Pre-Consumer Recycled Content and Resource Efficient Materials. Additionally, the Safe 'N Sound Emerald contains No Added Urea-Formaldehyde, is FSC certified, has low Formaldehyde/VOC emissions, and contains Environmentally Preferred Products.

#### **1-3/4" Safe 'N Sound® Emerald™**

Offering the same original "green" attributes as the original 1-3/8" Safe 'N Sound Emerald, the new, 1-3/4" version allows more application flexibility by taking the design and size offering and making it available in a thicker door. There are many applications that require a thicker door than the standard 1-3/8", but don't require a specific Fire Ratings. This door is perfectly suited to meet those needs.

The 1-3/4" Safe 'N Sound Emerald is available in both the Molded Panel Series and Anniversary Collection. They are available in passage doors only in 6'8", 7'0" and 8'0" heights; 1'0" through 3'0" widths. Bifolds are only available in 1-3/8" Safe 'N Sound Emerald.

### **1-3/4" Safe 'N Sound® Emerald™ – 20-minute Fire Rated**



Based on customer research the 20-minute Fire Rated door is the most anticipated addition to the Emerald offering. "Many regions of the country require the door between the house and the garage to carry a 20-minute Fire Rating," Stahl explains. "The addition of the 1-3/4" Safe 'N Sound Emerald 20-minute will allow our customers to offer the entire house package to the environmentally conscious consumer."

This door expands access to Emerald's "green" attributes by providing additional features required in some applications. In addition to residential requirements, many commercial and light commercial jobs require the doors to be 20-minute Fire Rated. With the availability in 13 different molded door designs, the 1-3/4" Safe 'N Sound Emerald 20-minute can meet virtually any interior décor and specification.

The 1-3/4" Safe 'N Sound Emerald 20-minute Fire Rated is available in both the Molded Panel Series and Anniversary Collection. They are available in passage doors only in 6'8", 7'0" and 8'0" heights; 2'0" through 3'0" widths. Bifolds are only available in 1-3/8" Safe 'N Sound Emerald.

### **1-3/8" Hollow Core Emerald™**

The 1 3/8" Hollow Core Emerald interior door affords consumers, builders, and architects the ability to select an environmentally responsible door for projects with restricted budgets.

"By offering the 1-3/8" Hollow Core Emerald, we are giving our customers the opportunity to be 'green' at every price point," Mr. Stahl adds. "This door gives the same high quality that our customers are accustomed to while being environmentally responsible at the same time."

Based on research and customer feedback, the 1-3/8" Hollow Core Emerald contains a broad platform of high value "green" attributes. Those attributes include No Added Urea-Formaldehyde, Low Formaldehyde/VOC emissions, Pre-Consumer Recycled Content, Resource Efficient Materials, and Environmentally Preferred Products.

The 1-3/8" Hollow Core Emerald is available in both the Molded Panel Series and Anniversary Collection. They are available in passage and bifold doors in 6'8", 7'0" and 8'0" heights; 1'0" through 3'0" widths; 2'0", 2'6", 3'0" bifold widths.

Additional information and technical data sheets are available for all Emerald products by contacting Masonite at 1-800-663-DOOR. For more information on the Masonite 1-3/8" Hollow Core Emerald, Safe 'N Sound Emerald or other Masonite doors, visit [www.masonite.com](http://www.masonite.com) or call toll-free at 1-800-663-DOOR.

### **About Masonite**

Masonite is one of the world's leading manufacturers of interior doors and entry door systems. Throughout the company's 80 year history, Masonite has maintained its focus on leading-edge innovation, manufacturing excellence and superior customer service. Masonite has committed to delivering product and service innovations that will enhance beauty, functionality and architectural design to its customers around the world. Builders, remodelers, architects and homeowners rely on Masonite products to create homes of distinction while at the same time remaining environmentally responsible. For more information visit [www.masonite.com](http://www.masonite.com).

###