



New Product

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MASONITE'S AVANTGUARD™ FINISH MAKES OWNING AN EXOTIC WOOD DOOR MORE AFFORDABLE AND EASIER TO MAINTAIN WHILE BEING ENVIRONMENTALLY FRIENDLY

Patented process successfully combines the latest in digital and material technology to create authentic wood appearances on low-maintenance fiberglass doors.

Tampa, FL. February 13, 2008 – If you have been wishing you could upgrade your home to incorporate the natural beauty of wood, but didn't want the hassle of constant maintenance or the price tag of an exotic species, Masonite's AvantGuard™ finish is your solution. It is the groundbreaking finishing technique developed by Masonite that fuses the natural appearance of real wood to composite materials, creating a door utopia.



The concept is quite simple; first hand select the most beautiful lumber on earth, then go through a series of processes to capture every color and grain variation within the boards. These “photographs” are then placed in perfect alignment on an energy-efficient, low-maintenance pre-textured fiberglass door. Lastly, this authentic wood appearance is protected by an automotive caliber clear-cote, which will provide up to five years of maintenance free use.

The AvantGuard™ finish can replicate the appearance of any wood, metal, or other material no matter how rare or colorful. “Until now, if you wanted an authentic looking wood door,

you were stuck with constant maintenance and a hefty price tag,” says Doug Thompson Senior Director of Product Management. “Not only does the homeowner get a gorgeous door, but also receives the environmental benefits, as these doors are more energy efficient and don't require the harvesting of exotic timbers.”

To launch this exciting new product, Masonite has chosen Spanish Cedar. This particular species has long been cherished in the Southwest for its natural beauty as well as its ability to stand up to harsh climates. Spanish Cedar features a rich canvas that intertwines a plethora of color and grain variation making it impossible to reproduce in an affordable, low-maintenance option before now. This finish is available on select [Barrington® Sierra™ doors and sidelights](#).

For more information on the AvantGuard Finish or other Masonite products, please visit <http://www.Masonite.com> or call toll-free at 1-800-663-DOOR.

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

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Photography is available upon request by calling 813-739-3023.



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excellence and superior customer service. Masonite is 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 remaining environmentally responsible.

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