CoreTech

Field-driven product development from real-world tests. Factory-built innovation engineered for actual job needs.

CoreTech™ connects experienced installers directly with our factory engineers, so together we build what you need, not buy what you're sold.

WHAT IS CORETECH?

A product development program built on real-world tests instead of factory specs. Every CoreTech product starts on an actual job site, gets refined based on what installers run into, and only then goes back to the factory to be built.

WHAT'S THE BENEFIT?

Factory-built products that match actual job needs, not products designed around cost targets or spec sheets. Fewer surprises on site, fewer callbacks, and hardware that fits what you're actually installing.

WHY DOES THIS MATTER?

Most brands talk about innovation, but it's usually spec-driven: decided in a factory or a boardroom around cost targets, component availability, or what looks impressive on paper. It gets marketed as innovation, and installers find out what's missing once it's already in a wall.

CoreTech works backward from that. The requirement comes from the job site, not the roadmap.

MOST BRANDS	CORETECH
Build to a spec, then market it as innovation	Build from real installs, then test it in real jobs
Installers find the gaps after it's installed	Gaps get fixed at the factory before it ships
Innovation decided in a boardroom	Innovation decided on the job site

