

## Larson Named Lowe's Vendor of Year, Millwork

*Recognition follows recent investments by Fortune Brands Innovations to refresh the in-aisle shopping experience for the storm door category at Lowe's*



*Newly reimagined Larson aisle at Lowe's offers an immersive shopping experience*

DEERFIELD, Ill.—Oct. 15, 2025— Larson, the leading storm door brand in North America and part of Fortune Brands Innovations, Inc. (NYSE: FBIN or “Fortune Brands”), was recently named by Lowe’s as the 2025 Vendor of the Year, Millwork division. Larson was recognized for its commitment to quality, innovation, value, and customer service, including innovative product launches and strategic investments in customer experience.

“Our Fortune Brands team leveraged our brand, innovation and channel partnership expertise to completely reinvent the in-aisle experience for storm doors at Lowe’s. The results have been impressive; we’ve seen an immediate sales uplift from the converted stores,” said Fortune Brands CEO Nicholas Fink. “This award is a powerful testament to the strength and vision of Larson as a key part of the Fortune Brands portfolio. Using our powerful Fortune Brands Advantage capabilities, particularly in marketing and consumer insights, as well as our relationship with Lowe’s, we transformed the storm door category - turning a routine purchase into an engaging, inspiring experience for shoppers.”

As the innovative storm door provider at Lowe's, Larson commands the entire storm door aisle and offers a comprehensive selection across multiple price points and feature sets. This year, the Company reset the Larson aisle in every Lowe's store in the United States – over 1,700 stores. The scope of the project included in-store merchandising resets, as well as enhancements to digital and e-commerce platforms—ensuring a seamless, omni-channel shopping experience for both professional contractors and everyday consumers who shop at Lowe's. The refreshed aisle also includes the latest innovations from Larson, including the Larson 60MT Maximum View storm door.

"The newly reimagined Larson aisle at Lowe's offers an immersive experience that highlights how Larson storm doors enhance homes by welcoming in natural light and fresh air—seamlessly bridging indoor comfort with outdoor living," said David Youn, President, Outdoors. "This interactive space invites customers to engage directly with our latest storm door innovations, allowing them to see, touch, and experience firsthand the transformative potential Larson brings to their home environments."

### **About Larson**

Larson, the leading storm door brand in North America, has been enhancing homes for over 55 years with storm doors, retractable screens and exterior innovations. Larson is committed to delivering high-quality and innovative products and services. Available through home improvement retailers and dealers across the U.S. and Canada, Larson products meet the highest standards of durability, style and functionality. Larson is part of Fortune Brands Innovations, Inc. (NYSE: FBIN). Learn more at [larsondoors.com](http://larsondoors.com).

### **About Fortune Brands Innovations**

Fortune Brands Innovations, Inc. (NYSE: FBIN) is an industry-leading home, security and digital products company whose purpose is to elevate every life by transforming spaces into havens. The Company makes innovative products for residential and commercial environments, with a growing focus on digital solutions and products that add luxury, contribute to safety and enhance sustainability. The Company's trusted brands include Moen, House of Rohl, Aqualisa, SpringWell, Therma-Tru, Larson, Fiberon, Master Lock, SentrySafe and Yale residential. Learn more at [www.fbin.com](http://www.fbin.com).

Source: Larson

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