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FOR IMMEDIATE RELEASE

BASCO INTRODUCES AQUAGLIDE™

MASON, OH – May 2007 – With the introduction of Basco’s new AquaGlide™ protective coating system, you can “take it easy” when it comes to cleaning your Basco shower enclosure. Applied at Basco’s factory before you even see or use your door, AquaGlide helps prevent hard water spots and mineral deposits from forming on the glass, and seals and protects it from soap scum and spotting. Water simply beads on the glass and rolls away.

Day-to-day maintenance is a breeze - just spray or rinse the glass with water after you shower and you’re done! The continued effectiveness of AquaGlide depends on a variety of factors including the frequency of the shower’s use and the make-up of the water.

Homeowners who already have a Basco shower enclosure can keep it looking “showroom perfect,” by using the AquaGlide home kit. Safe and easy to apply at home, the kit includes AquaGlide Stain Remover for removing existing hard water and soap scum stains, and AquaGlide Revitalizer that can revitalize an already treated door or can be used to apply its first-ever protective coating. The multi-step application process only takes a few minutes. Simply clean the door with the hard water stain remover and scrungee, spray on the revitalizer and wipe it down with the chamois cloth. Once applied, soap film runs off the door and down the drain minimizing spots on your shower enclosure. The kit retails for \$49.95 at your local Basco showroom or at www.bascoshowerdoor.com.

You can learn more about AquaGlide at www.bascoshowerdoor.com/aquaglide.

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating quality custom shower doors and shower enclosures. Basco’s approach to innovation, knowledgeable customer service staff, on-time delivery, product guarantees, and a full training program has established them as the known and trusted industry leader. Basco is consistently rated number one in quality and brand preference within the industry. To learn more visit www.bascoshowerdoor.com.

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