



## Best plant, medium or small company

### Basco University >> Basco Shower Enclosures

In January 2005, Basco Shower Enclosures opened its 4,500-square-foot, state-of-the-art training center, Basco University. The university, at the company's headquarters in Mason, Ohio, provides installers hands-on classes on the proper techniques and methods for installing glass shower doors and enclosures. "This area of our business is something we are very proud of, and we see the benefit of it every day," says Linda Garman, Basco's director of marketing communications. "We feel like this facility, along with the employees who work here, is the best salesman we can have. There is no one that comes here as a potential customer who doesn't walk away saying, 'I want to be a part of that.' The new university is three times larger than the previous facility, has the capability to seat 48 students classroom style and features audio/visual equipment. In the 700-square-foot lab, students can install shower doors and enclosures in six different shower layouts.

An added attraction is a café area complete with high top tables and stools and a full service kitchen. During breaks, students can relax in the lounge or use a private enclosed area where they can check e-mails or make phone calls. Installation training for Basco's core line addresses the company's line of shower doors and tub enclosures, while Celesta Installation Training addresses all aspects of installing the line of Celesta Luxury Glass Enclosures. The sessions are structured so students can take both training classes consecutively over a three-day period. "It's fantastic to see a manufacturer totally committed to proper product application that certainly will enhance the bottom line of the installer," says Jan Kusy, vice president of La Mesa Glass in Lemon Grove, Calif., and an awards judge. Graduates can also tap into a library of training materials on Basco's Web site, [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com). More than 1,200 students have graduated since 1999.