

JIM DEBRUER RETURNS TO BASCO UNIVERSITY

Mason, OH – September, 2007 – George Rohde, president and CEO of Basco Shower Enclosures announces that Jim DeBruer will be resuming his position as training specialist at Basco University, the company's award-winning comprehensive training program that offers contractors, installers, showroom associates, and other industry professionals intensive, hands-on classes on the proper techniques and methods for best installing and selling glass shower doors and enclosures.

“When we opened the doors to Basco University in 1999, Jim played a vital role in creating the class curriculum and developing exactly how the classes should be run,” explains Rohde. “As the program became more successful and we added more classes, Jim trained his son Jason to help teach with the classes as well. In 2005, Jim officially ‘retired’ from Basco University and utilized his training expertise in Basco’s Engineering & Tech group, where he trained our employees in the areas of customer service, quote developing and technical support. At that time, Jason was ready to take over the reigns at Basco University. When Jason recently became our Eastern Regional Sales Manager, we were fortunate enough to convince Jim to return to his roots at Basco University and resume teaching.”

In his position, DeBruer will teach installation classes for Basco’s core line of custom enclosures as well as their Celesta Luxury Glass enclosures. He will also be leading a class specifically tailored

to showroom sales associates teaching them the best methods to sell Basco doors. Finally, DeBruer will take to the road, conducting specialized training classes for Basco customers across the country.

“I’ve been in the shower door industry for 35 years and nobody in the industry offers anything close to what we are doing at Basco University. It’s one of the primary ways Basco remains head and shoulders above our competitors,” says DeBruer. “When our students walk out our doors we want to make sure they understand everything there is to know about installing our shower doors, from the best methods of measuring them to the proper techniques to ensure total homeowner satisfaction at installation and beyond.”

In 2007, Basco University received the prestigious Crystal Achievement Award from Glass Magazine in the Best Plants category.

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 helped establish them as the known and trusted industry leader. They are consistently rated number one in quality and brand preference within the industry. To learn more visit www.bascoshowerdoor.com.