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NOW APPEARING ON THE WEB NEAR YOU...

Basco Launches New User Friendly Website

MASON, OH – May 2007 – Designing your dream shower environment just became a lot cooler, and a lot easier, with the launch of Basco Shower Enclosures' new website, www.bascoshowerdoor.com. With a few clicks of their mouse, homeowners in the market for a new shower door or enclosure can create their dream shower environment, print it out, and bring it to their local Basco dealer to get the customization process started.

“When it is time to buy a shower door or enclosure, homeowners are relying on the Internet to help them explore their options. That’s why it’s critical to provide as much information as possible before they purchase their enclosure,” says Linda Garman, director of marketing for Basco Shower Enclosures. “Basco has always been at the forefront of innovation. As we were redesigning our site, our ultimate goal was to give customers a more experiential environment to explore. The end result is a very smart, very intuitive site that anticipates homeowners’ needs and uses the most advanced technologies available to foster dreams and initiate design solutions.”

Highlights of www.bascoshowerdoor.com include:

Virtual Showroom

Wondering whether the brushed bronze or the antique pewter is a better hardware choice to match your faucets and paint color? Or maybe you aren't sure about that paint color at all! The options are virtually endless and can make a decision-making quite daunting. Relax. Step into Basco's new virtual showroom and let your fingers do the work.

Visit Basco's new Virtual Showroom to experience design options with the click of a mouse. The process starts by selecting the bathroom environment that most closely parallels your own. From there homeowners can mix and match and view the shower enclosure in any combination of Basco's 13 glass options and 14 frame finishes. Finally, virtual designers can select a number of paint colors to better envision the total look and feel of their new bathroom environment.

Products Page

In the Products area, users can view the (NUMBER) different doors that Basco manufactures. The detailed product pages include specific information including the type of door, height and opening availability, available options and accessories, glass styles and frame options.

Product Gallery

Looking for even more design inspiration? In this image gallery, users can view 25 unique shower doors and enclosures in various luxurious bathroom settings.

Dealer Locator

No need to drive all over town to locate the best dealers. The optimized Dealer Locator allows users to locate their nearest Basco Showrooms and identifies dealers that feature Basco and/or Celesta displays in their showrooms, those who offer Basco installation, and those who have a full-time showroom attendant to help with product selection.

Customer Care

Need to know the best way to care and maintain your Basco shower door? Check out the Customer Care area for care and cleaning tips, product warranty information, or to contact Basco's customer service department.

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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