

Press Release:
For Immediate Release

BASCO EXPANDS INSTALLATION NETWORK

Mason, OH – May, 2009 – Basco Shower Enclosures recently launched the first phase of a national installation initiative designed to complement the showroom sales efforts of plumbing wholesalers and distributors. The new program provides local Basco dealers in target areas with a network of professionally-trained installers. All network installation specialists underwent a comprehensive factory training program at Basco's state-of-the-art training facility. In addition to hands-on installation training, the curriculum focused on developing measurement and drawing skills, product knowledge and safe practices.

“By creating a solution for markets that had no installation resource, we are able to provide an invaluable service to our customers as well as an opportunity to significantly increase their sales,” reports John Burgoon, National Installation Director for Basco.

Basco's installation network currently provides coverage to Cincinnati, Atlanta, Baltimore, Chicago, Lexington, and Louisville. The company recently added service to Dallas, Portland, Seattle, Washington D.C., and Virginia Beach and plans to expand coverage to additional markets in 2010.

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.