



# Reflections

## Introducing Antique Pewter

### Our Latest Frame Finish Compliments Today's Bathroom Trends

Basco's newest frame finish - Antique Pewter – helps homeowners, builders and designers match faucet and showerheads, with the pewter frame finish of their shower. From sliding units and swing doors, to Celesta – Basco's luxury line, we are making it easy for your customers to color coordinate their bathrooms and meet the demands of today's color trends.

Antique Pewter is achieved through the Bascoat finishing process. A durable

polyester resin is baked into the surface creating an impenetrable moisture shield that protects the luster and shine of your shower door unit. This finish carries a limited lifetime warranty.

To assist you in your selling efforts, we've included the Innovations sales sheet for you to place in your binder. Also, a distinct selling point is our new finish compliments Delta's Aged Pewter line of fixtures.



## Euro Header Now Standard

Customers often choose the Infinity Series for a shower enclosure that creates an open, unrestricted feel. Infinity series door and panel units now feature a new rounded header which is more in line with the curved appeal of our sliding units.

Basco's Infinity line is one of the fastest growing product offerings. The new header further enhances the look of the



*New Euro Header frame detail.*

Infinity line and is sure to improve your sales. It is available in all 14 painted Bascoat frame finishes, including the new Antique Pewter. Best of all, there is no price increase for this new look.

Basco's Infinity Series Door and Panel Units offer 1/4" frameless glass, with through-the-glass handles creating a luxurious appearance. The new Euro Header is now standard in the following applications:

- 1412/1712 • 1413/1713
- 1414/1714 • 1415/1715
- 1416/1716

Please call your Customer Care Representative for additional information.



# Basco Receives Business Of The Year Award

We are proud to announce the Chamber of Northeast Cincinnati presented Basco with the Business of the Year honor during the Membership Appreciation Annual Dinner held on Oct. 12, 2005. It was the spirit of giving that Basco and its employees have bestowed on the people of their communities that earned recognition by the chamber. Basco supports many community-based activities —holding a semi-annual

blood drive for the Hoxworth Blood Center, employees contribute to the local chapter of the March of Dimes for the privilege of wearing jeans to the office and donate perishable items for holiday food drives. The company and its employees also strongly support the United Way, with employees making donations to approximately 40 local charities.

## Quoting And Ordering Just Got Easier

Basco's new Celesta design guide is now available along with the Core line measuring guide. This revised tool will help you streamline the quoting and ordering procedure. It is a checklist of all available options to be considered when making selections. This guide is a step-by-step process which allows

your customer to choose their options. Now, nothing will be forgotten.

This form can be downloaded from our website, [bascoshowerdoor.com](http://bascoshowerdoor.com), or call Michelle Grau at 1-800-543-1938 to request a copy.



## Celesta Adds Touch Of Class

The finishing touch on a beautiful bathroom is a Celesta shower enclosure. Basco's luxury frameless shower enclosures are custom made to your specifications. The only limit is your imagination!

At the recent Homearama luxury home show in Cincinnati, the area's top builders and designers stretched their imaginations and showcased

outstanding Celesta units to complete their beautiful bathrooms. Recommend Celesta to your customers who are building their own luxury home or just creating the spa-like bathroom of their dreams.

Remember Celesta when selecting luxury products for that touch of class in home shows in your region.

## New Infinity Units Available For Quick Ship Program

Due to customer demand for the 1/4" frameless Infinity Slider Series, Basco is now making additional units available as stock items in both the tub and shower versions. By doing this, these popular units can be sent to you as part of our Quick Ship program.

As you know, the Quick Ship program allows us to ship one or two stock units within 24 hours via Common Carrier, when your job demands that you have a high-quality Basco shower enclosure fast!

The following Infinity units are now available as part of this program in both Obscure or Clear glass and Silver or Brushed Nickel finishes:

### Tub Units

4400-60 • 4400-60CL • 4400-60BN  
4400-60CLBN

### Shower Units

4500-60 • 4500-60CL • 4500-60BN  
4500-60CLBN • 4500-48 • 4500-48CL  
4500-48BN • 4500-48CLBN

## New Celesta Hardware Box

Basco understands that your job doesn't end until the product is actually installed. That's why we are continually striving to make the whole process easier for you.

Basco's innovative Parts Pac is one example of this. Now, we are introducing a new hardware box for Celesta units. This attractive white box is easily recognizable with the Celesta logo on the outside. It has a handle, making it easier to carry to your site. Interior slots keep all parts in place, reducing damage. All Celesta parts have been separated individually, simplifying the installation process.



This box contains all you will need to install your Celesta, therefore reducing the incidence of items that are lost or delayed in shipping.

All Celesta units with aluminum or vinyl parts up to 36" in length will use this new box. Watch for longer boxes that will support larger units in the near future.

## 2006 Basco University Schedule

Basco has finalized the schedule for the first half of 2006 for Basco University, the company's highly acclaimed training program that offers installers intensive, hands-on classes on the proper techniques and methods for best installing glass shower doors and enclosures.

Basco University includes two classes. Installation training for Basco's core line addresses the company's line of shower doors and tub enclosures, while Celesta Installation Training (CIT) addresses everything they need to know about installing the company's line of customized Celesta Luxury Glass Enclosures™. Each course addresses how to correctly measure for doors, how to check for out of square, out of plumb conditions, selecting the proper tools and product differentiation.

Jason DeBruer, Basco's training specialist, teaches all Basco University classes. For his work at Basco University, DeBruer was named to Glass Magazine's prestigious "20 Under 40 List," a national report recognizing 20 leaders under the age of 40 who have contributed measurable achievements in the glass industry.

Training is conducted at Basco's new 4,500 square-foot, state-of-the-art training center at the company's headquarters in Mason, Ohio. Class size is limited to 10 students per session. The Basco University Schedule for the first half of 2006 is as follows:

### Basco Core Line Training

- January 31st & February 1st
- February 7th & 8th
- March 21st & 22nd
- April 4th & 5th
- May 2nd & 3rd
- May 16th & 17th
- June 6th & 7th
- June 20th & 21st

### Celesta Installation Training

- February 1st & 2nd
- February 8th & 9th
- March 22nd & 23rd
- April 5th & 6th
- May 3rd & 4th
- May 17th & 18th
- June 7th & 8th
- June 21st & 22nd

To fill out or download a Basco University application, visit [basco showerdoor.com](http://basco showerdoor.com). For more information contact your Basco Representative.

## Updated Basco Logos Now Available

You have seen the new, updated Basco branded identity on all of the communications coming out from us during 2005. We are asking you to only use this new logo on all co-op advertising, internal and external documents where you are referring to Basco. The logo is available in 4-color, 2-color and 1-color versions. We have it in a high resolution or lower resolution format, based on your needs.

Please refrain from using the former logo. To get a new copy of the logo, along with an electronic version of new Standards and Graphics Guide, please call Linda Garman at 1-800-543-1938.



# Quality In Action

## Meet John Burgoon

There's a new kid on the block at Basco, and his presence will be felt in a big way by customers in the coming year. He is John Burgoon, Director of Quality Assurance.

John brought his 15 years of quality assurance background to Basco this past August. His job is to develop best practices for manufacturing shower enclosures, and spread those best practices throughout the organization.

"If you're checking quality on a unit, it's too late," John notes. "Once a unit is manufactured you've already spent a tremendous amount of money on staff and materials to create that unit. If it has problems, it's difficult to fix and you have waste."

John advocates evaluating the processes that exist and fixing those before any units are manufactured. His 15 years of experience at Xomox taught him well. He has experience in a variety



of business process improvement and team building programs.

"Basically, my job is to eliminate waste and maximize value for the customer," John explains. "At Basco, I was attracted to the opportunity to integrate the variety of teams that work with our customers. We are focusing on getting the teams to look at the value that can be added for the customer."

John says he enjoys using his expertise to teach teams the skills they need to improve their own processes, thereby

improving the quality of what they are doing or producing. He is working closely with Bill Wiehe, Basco's Quality Specialist, to accomplish this.

*"I am working on the people integration – from the start when an order comes in until it is shipped out.*

*Get all those staff aligned to meet the goal of eliminating the waste in their process."*

From the moment a customer places an order to the time it is installed, there are opportunities to improve the process.

One of John's first tasks has been to look at Celesta processes. He is striving for a 70% reduction in lead times for Basco's high-end, custom shower enclosures. "This is what our customers are asking for," says John. We'd like to reduce our time to six days from measuring to installation on any of Basco's product lines."

John welcomes any comments or suggestions you may have about any of Basco's product lines. Please call him at 513-573-1900 or e-mail him at [jburgoon@bascoshowerdoor.com](mailto:jburgoon@bascoshowerdoor.com).

## Celebration Caps Off Great Year



Above: A new sign was unveiled at the anniversary event highlighting the corporate brand. It sits on Snider Road in front of the Cincinnati corporate headquarters. Fifty gold and blue balloons were released as the sign was unveiled by staff.

Right: Mason Mayor Peter Beck presents Basco President George Rohde and Chairman of the Board G. William Rohde with a proclamation in honor of their 50th Anniversary.

It was a day of remembering the past, honoring the present and looking forward to the future. Basco celebrated its 50th anniversary on September 27, with 250 customers, vendors, state and local dignitaries, former and present employees and friends of the company.



## Holiday Schedule

Please note Basco will be closed on the following dates:

Christmas - December 22 (afternoon), December 23, December 26

New Years - January 2, 2006

