

# Basco Adopts Process to Assure Quality from Start to Finish

by John Burgoon, Director of Quality Assurance



We understand how frustrating it can be when you receive a product that is missing critical parts or key paperwork. To help eliminate this concern and ensure you get everything

you need for a successful installation, we've recently adopted a methodology for organizing, cleaning, developing, and sustaining a productive work environment.

The program includes:

- **Sort:** Get rid of clutter and separate out what is needed for the operations.
- **Set in Order:** Organize the work area and assign a location for everything. Make it easy to find what is needed, when it is needed.
- **Sweep:** Dirt can hide defects in equipment and negatively effect performance. Clean the work area and make it shine.

- **Schedule:** Establish schedules and methods of performing the cleaning and sorting.
- **Sustain:** Keep the momentum going. Keep the area the way it is by training new personnel and enforcing the process.

"The process serves as the foundation of all our improvements. With this process, workplace organization automatically falls into place not only within manufacturing, but in office areas as well.," explains John Burgoon, Basco's Director of Quality Assurance. "While the process enormously helps us at our manufacturing facility, ultimately, it's our customers who benefit the most. When successfully executed, the process eliminates any potential issues. ■"

[www.bascoshowerdoor.com](http://www.bascoshowerdoor.com)

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## What's New at Basco?

### BASCO ANNOUNCES EXCITING CHANGES

Providing innovative solutions and services that make the entire sales process simple is fundamental to the Basco Experience. That's why we are introducing new enhancements to several product lines.

#### Framed Continuous Hinge

Basco is introducing new options for our customers in our single swing and door and panel units. Our newly designed framed continuous hinge units offer an alternative to our framed pivot door.

Similar to the pivot, the continuous hinge option has a full length magnet and features the same small profile handle. The extrusion profile is also identical to our current 100/700 series.

The difference is the swing mechanism which is a continuous hinge instead of top and bottom pivot. The continuous hinge on this frame unit is the same one used on our infinity frameless units. Unit numbers 110, 210 and 510 denote three different height variations. All three of these units are for single swing style applications.

We also offer all door and panel

configurations in a continuous hinged framed unit, example: Unit # 135HI. These units utilize our thinline material just like the pivot door and panel units. Although we offer two standard heights, custom heights are available and these units may be modified for steam.

All model numbers, sizes, and pricing are now available in the Distributor Price List on our website under Trade/Company Literature. We will add photography of these units to our website in early 2007 and all future marketing materials as they are revised.

#### Coming Soon: Aqua Glide Shower Treatment

Who doesn't want to save time and reduce maintenance in their home? With Basco's new Aqua Glide, time consuming maintenance of glass enclosures is virtually eliminated. Aqua Glide is a glass treatment product that makes water bead-up and glide off glass. It's a clear shield against spots and soap residue.

Early in 2007, Basco will begin offering



this option factory applied on the glass on many of our enclosures. We will also offer a kit on our website that will revitalize the factory coating or allow homeowners with previously installed doors to apply Aqua Glide themselves.

Look for more information on this exciting new product in January.

#### Swing Steam Doors Improved

Basco recently updated and improved its 18-S (now renamed the 18CS) swing steam unit, replacing the pivot hinge with a continuous hinge. What's this mean for your customers?

- A tighter seal that closes the gap at the top of the unit, preventing steam from escaping.
- The pricing and glass options remain the same.
- Ability to utilize the optional 400 top panels.
- The door will still be available in widths between 20 – 36 inches and up to 80 inches tall.

#### 3600 Handle Reduction

Ergonomics was top of mind when we redesigned the handle on the family of 3600 frameless thinline door and panel units. Reducing the size of the door handle from four inches to three

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# Basco University

## ELIMINATE "FEAR FACTOR" AND ELEVATE PROFITS WITH SHOWROOM TRAINING

Knowledge is power. If you share your knowledge with customers, they'll hear it, understand it and apply it for increased effectiveness, profitability and satisfaction on the job. There is an understandable "fear factor" associated with selling shower enclosures among showroom sales staff, according to Jason DeBruer, an award-winning training instructor at Basco. Showroom sales associates deal with many different product lines and they need to be an expert in every one of them. For shower enclosures, they need to be able to

### What's New Cont.

inches makes it easier to handle and provides a more attractive, stylish look. We have improved the strike jamb to allow the handle magnet to close into a flat plate. This change also gives us the opportunity to color coordinate the entire unit with our painted finishes for a more finished look.

### Quick Ship List Expanded

Order today, ship tomorrow. That's the promise Basco continues to make with its Quick Ship program. We have added seventy-four additional doors to the list, bringing the total to 273. Quick Ship allows you to take advantage of the many popular sizes and options that we will have available at all times. If you need one or two units quickly just phone or fax your order and it will be shipped the next business day. This service is available for no additional charges other than the freight charges to ship the product. Check out all the units available for next day shipping on our website under company literature on our quick ship price list.

address everything from precise measurement and specification challenges to helping homeowners past the "deer in the headlights" blank stare phase, to gently navigating around contractor and homeowner scheduling demands.

In 2007, Basco will offer training specifically geared to showroom personnel. After our recent inaugural showroom training held at our Mason facility, attendees commented on it's effectiveness. Here are some comments from two of the attendees:

**Dottie Ramsey, president of Modern Supply in Knoxville, TN, and past president of ASA:** "When you know what

you are selling, it is easier for you to sell that product because you can relay that confidence to the consumer. I've been sending showroom personnel and installers to vender training for years. After Basco's training, I've watched how the increased knowledge

and confidence gained during the trip translated into immediate showroom sales. I wanted to see what it was about. We who have been in the business for a while think we know everything, but even I learned a lot and I'm ready to send more people to the next session."

**Terri Olson, showroom manager, Builders Plumbing Supply, Lansing, MI:** "I like to see things being made so I can tell my customers what goes into it and how it's made. At the showroom, we deal with issues of 'now' and 'later'. Our 'now' challenge is selling a plumber a product they can install quickly and easily.

'Later' we need to be able to support the homeowner who could have a product issue as much as ten years or more [after the sale]. Understanding how the product is made assures me that the company will be around to support us. That way we can support the needs of our plumbers as they satisfy homeowner issues."

The showroom training session discusses actual selling challenges and potential situations. It also covers installation techniques, sales training skills, product education and sales and marketing tools. The training includes a factory tour that provides an overview of manufacturing processes and quality control procedures. The goal is to educate the vendors so they can better serve the needs of their



customers while satisfying the revenue goals of the showroom by eliminating the "fear factor".

## 2007 INSTALLATION SCHEDULE

Break out your level, caulk and tool box - it's soon back-to-school time as Basco announces its 2007 Basco University course schedule. Whether you are a first time installer wanting to learn the proper way to install a door, or an old pro, Basco University provides installers

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# Marketing Corner by Paul Williams

Consumers want to be "On-Trend" so suggesting the upgrade to a door or custom enclosure should be viewed as helpful to you as it is to the homeowner seeking the latest bathroom looks.

Selling a module, fiberglass unit and shower base without a door is a missed opportunity for you to boost your bottom line and for the homeowner to update and upgrade the look of their bathroom. You wouldn't sell a sink without a faucet, so make offering an enclosure or door with every module second nature.

To simplify this process for you, Basco offers a full library of cross reference documents at [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com), which allows you to find a door for virtually every module manufacturer from Aqua Glass to Sterling (see sidebar story for complete listing).

We present these documents in two different options. There's a simple cross reference guide for the 36 different manufacturers, and then a more detailed guide for the most popular manufacturers that conveniently list all modules, the doors that fit them, and pricing for all the shower enclosure options available. We continually revise these documents as we receive updates from the manufactures.

## CROSS REFERENCES

**N** Basco offers cross reference documents for virtually every module manufacturer including:

<b>T H E W E B</b>	Accurate Glass	Fiberez
	Aker	Floestone
	Aqua Glass	Glastec
	Aquarius	GLP Warm Rain
	ATI	Hamilton Plastic
	Bathcraft	Jacuzzi
	Bremen/Cedarglass	Kimstock
	Carolina Classic	Kohler
	Clarion Fiberglass	Koral
	Concept Inc.	Lasco
Crane Universal Rundle	Maax	
Diamond	National Fiberglass	
Facet Glass	Oasis	
Fiat	Pinnacle	
	Premiere Plastics	

You can view Basco's cross reference documents by visiting [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com), then clicking on "Trade," then "Company Literature". ■

### Basco University Cont.

hands-on classes on the proper techniques and methods for best installing glass shower doors and enclosures.

Installing training for Basco's core line addresses the company's line of shower doors and tub enclosures, while Celesta Installation Training (CIT) addresses all aspects of installing the company's frameless heavy glass

line of custom enclosures. The courses are aligned so students can take both training classes consecutively over a three-day period. Class size is limited to 16 students per session.

If you're interested in registering for an upcoming Basco University installation or showroom training class, please contact your Basco representative. ■

The Basco University Schedule for the first six months of 2007 is:

- January 16 - 18
- February 20 - 22
- March 20 - 22
- April 17 - 19
- May 22 - 24
- June 19 - 21