

FALL 2007

Frameless Means More

Homeowners are projected to spend **\$39.2 billion*** on bathroom remodeling this year. That's double the **\$19.5 billion** spent in 2000. Take advantage of this trend by displaying Basco frameless shower enclosures in your showroom. These popular units give a less restrictive appearance, and provide a larger, more luxurious and open feeling in the bathroom.

"We're in the business of remodeling bathrooms, and time after time, project after project, the focus of the room and where we spend the most time and energy is the shower," reports Emily Burton, producer of the DIY Network's "Bathroom Renovations" program. "More than anything else, people want a fantastic shower, and 'bigger is better' is the overwhelming trend. We're doing custom jobs, so we work with custom shower enclosures of the highest quality like Basco's Celesta. It's always amazing what a clean, polished look that heavy glass enclosure gives to the bathroom. It's the look people want today with the performance they expect in a custom product."

Jump on the opportunity by displaying any or all of Basco's frameless enclosures. There's a perfect frameless enclosure for every customer—from Celesta to the extremely popular ¼" Infinity line.

While the right product at the right time is critical for sales success, the truth is in the touch; seeing is believing and customers are immediately drawn to a display. ■



*2007 K+BB Market Forecaster



Basco has upgraded eStatus. The layout and look of this portal are completely updated with improved performance top of mind.

Check Order Status at Your Convenience

"eStatus is available 24 hours a day and provides a great way for customers to access order details, shipment tracking, proof of delivery and other order details whenever the information is needed or desired," reports Greg Frye, Basco's Director of IT and one of the architects behind the website renovation. "There are multiple search and sort options so regardless of what information you wish to retrieve about the order, you will quickly find what you need."

Frye also offers 3 top reasons to use eStatus:

- 1. Tracking.** The shipment tracking number is now shown and for major carriers it is an active web link that can be clicked on to open a new page that shows the tracking and proof of delivery information. For orders that are shipped via Basco's semi trucks, the route and stop number are displayed.
- 2. Searching Made Easy.** For customers with multiple ship-to customer IDs, there is a new search that allows a bill-to login ID to search across all ship-to accounts simultaneously.
- 3. Security.** If there are some people at your company who need to lookup order status information, but don't need to see the prices, a new security option provides a way to hide prices by login ID.

"If you've never used the old version or it's been a while since you've tried it, give it a try," encourages Frye. "Many customers use it daily and see it as a valuable, timesaving resource." To request a login for eStatus, email Basco at customerservice@bascohowerdoor.com. ■

Click to the Right Tub/Door Combo

Basco's new website makes it super simple to find the right Basco shower door to match the top manufacturers' for acrylic and fiberglass tubs and shower surrounds. Simply visit www.bascoshowerdoor.com and from here it's easy.

1. Click on "Dealer Resources" at the top of the page, and then click on "Search by Tub/Shower Manufacturer" on the left side of the page.
2. In the "Select a Manufacturer" field locate the manufacturer you're looking for. With nearly 40 different companies to choose from, we're bound to have the one you need! Click "Next."
3. In the "Select a Model" field, select the model number of the manufacturer's tub or shower surround. Click "Next."

The list of all the appropriate Basco doors and enclosures appear – and you're ready to go! Click on the Basco door you want and you'll be directed to its product page where you'll find everything you need to know about that specific door available, and accessories and specification sheets, glass styles and frame options.

Bob Jones from Thomas Somerville in Berlin, MD is already a fan and provides dealers with another helpful idea. "I made it one of my favorites so I can easily get to it without having to go through any clicks." ■



Going Beyond the Call

with Basco's New Customer Service Director

Dale Sturgill has joined Basco as its Director of Customer Service and he's already executing an intensive plan to advance Basco's Customer Care Center to the next level.

"At Basco, I found a group of customer care specialists passionate about taking care of their customers and an immense amount of pride and ownership in their work," says Sturgill. "Add in their strong knowledge base, overall tenure and experience, and we have a solid foundation in place to make the customer experience remarkable.

Performance data such as average call times and on-hold times are being evaluated to ensure we're properly staffed, and new technology is being set into place to make operations even more efficient.

Our improvement initiatives are centered around three key issues:

- 1 Time Savings.** We know your time is valuable, and spending time on the phone cuts into your productivity. Our ultimate goal is to effectively use the "once and done theory." Whatever your question or need is we'll strive to handle it in one call.
- 2 Consistency.** When you call, you can expect consistent and accurate answers regardless of the question or which customer care specialist answers the phone.
- 3 Customer Intimacy.** Customer care is Basco's priority and we will do what it takes to do provide Basco customers with a remarkable experience. We will not only listen to what you want, but take it to the next level by being proactive, knowledgeable and intuitive enough to determine where problems could arise then lead you to the best solution.

"You and your customers matter to us. Every caller is treated with the respect and care they deserve in an efficient and timely manner," concludes Sturgill. "I like to think that we are offering all our customers the same level of service and products that you could recommend with confidence to a family member."

As always we look forward to improving our manufacturing efficiency and accuracy. We welcome your candid appraisal of the changes you will see in the future. Please email me at dsturgill@bascohowerdoor.com or call 1-800-543-1938 with any comments or suggestions. ■



Q: I want a Celesta unit for my new bathroom with the most frameless look possible, what are my options?

A: There are a number of options available to achieve the clean and sleek look frameless provides. The Celesta design department can assist you with the best selections for your shower. For instance; you may be able to design your Celesta enclosure without a header depending on your application. If your unit includes small glass panels you can select channel or clips to provide a virtually frameless look. Combine them with any of Basco's Wall Mount hinges in matching finishes.

Enclosures with larger glass panels may require additional support such as Basco's new stabilizer bar. This stabilizer bar replaces the traditional header and is installed by drilling one side into the wall and attaching the other side to the glass via clamps. If you are still in the design phase for your bathroom another option for creating a more frameless environment is to sink the panels into a groove in the surface material eliminating the need for metal support on the threshold. With some of these applications a stabilizer bar may still be recommended.

One final thought; there are enclosures that require a header or channel to ensure safety and stability. As a general rule doors that are hinged off of large panels almost always require additional support. ■

Strut Your Stuff

When it comes to what's on display, do you have the goods or simply the good enough's? If you don't show it, customers don't know about it and it's harder to sell. Improving your displays is a simple way to boost sales. Don't delay because a new display quickly pays for itself.

"We have two Celesta displays in our showroom" reports Michelle Ferrero, Winnelson showroom associate. "Our customers are immediately drawn to the display. Having the ability to touch and feel the glass, and open and close the doors makes a huge impression.

One efficient and effective way to show and tell in the showroom is with Basco's Four Sided Display Model IDC402. With a showroom footprint of only 5' x 2.5", you can present four completely different shower enclosures, four glass options, and four finish selections. That's a lot of selling power in very little space! As added incentive, be sure to ask your Rep about Basco's Display Program Discounts.

"We already had a Celesta door displayed in a vignette when we recently decided to add the IDC402 to one of our showrooms and we're already seeing results," reports Ray Allred, purchasing, of Armor Tile in Crestwood, IL. "With this display our customers can see all the different types of doors Basco offers including Celesta. It's a great way of showing customers all the options that are available." ■



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