

Reflections

BASCO
SHOWER ENCLOSURES
SPRING 2009

Enhanced Celesta™ Program

We are pleased to announce several enhancements to our Celesta™ Luxury Enclosure Program including substantial price reductions and a relevant range of options to aid you in closing the sale. Basco's new Celesta™ price book, #DD-0509, effective May 1, 2009, was designed not only to increase your sales in this important and growing product category but bring greater clarity to the selling process of Celesta™ products in the showroom.

The cost savings we are passing along to you were created through vendor partnerships, more standardization, and increased internal efficiencies. This gave us the opportunity to reformat our price list and provide you and your customers better value in a heavy glass shower enclosure. Simply select the appropriate application and desired options and you can immediately provide a quote to your customer. Our technical services department staffed with experienced engineers and installers is also standing by to assist you with all design and quoting questions.

Another significant enhancement is the reduction of our Celesta™ lead-time from (7) working days to (5) working days. As always, the lead time starts once we have a completed drawing that has been signed-off by the customer, approving the design. (*See Celesta™ Made Easy, page 2*)

Additional program features to note:

1. Look for the Value Engineered (VE) Enclosures throughout the price book. These units offer the same high quality you expect from the rest of the Celesta™ line, but utilize stock size door panels for increased savings.
2. A new array of hardware styles compliment today's most popular faucet and trim designs.
3. Price adders for out-of-square conditions are no longer part of the cost in the standard list, allowing you a more competitive price when no wall or threshold conditions exist.
4. Celesta™ Enclosures now come packaged in an easy to manage corrugated carton eliminating crating charges.
5. Preceria Enclosures in 5/16" glass is now listed in the Celesta™ Price List to simplify offering your customer another luxury enclosure option.
6. Frame Finishes now match other products with one addition - polished nickel. Additional finishes can still be special ordered upon request.



Request a copy of Basco's new Celesta™ Price Book from your representative today or view it online under dealer resources at www.bascoshowerdoor.com. ■

DIY's 10 Grand in Your Hand Showcases Basco Enclosures

The Do It Yourself Network began airing their newest home improvement show "10 Grand in Your Hand" this spring.

Licensed contractor, John DeSilvia, helps homeowners save money on major remodeling projects. John shares contractor tips to help homeowners gut their kitchens, fix up their old bathrooms and finish their basements. National Association of Realtors statistics show that homeowners are still investing in home improvement projects despite dropping housing prices. More leisure time is spent at home, driving consumers to cost effectively enhance their surroundings.

The ultimate goal for the families selected is to save \$10,000 on a home improvement project by doing part of the work themselves and leaving more complicated tasks to the professionals. Thirteen episodes were recently shot to air nationally on DIY, the Do-It-Yourself Network including multiple segments featuring Basco products. The show premiered at 10:30pm EST on April 15th, and Basco products will be showcased in an upcoming program in August. Also look for Basco products on episodes of "Bathroom Renovations" and "Bathtastics". ■



John DeSilvia, Host of DIY's
"10 Grand in Your Hand"

Celesta™ Made EASY

- ☑ Select range to determine price from Celesta™ Price List to quote customer.
- ☑ Check Options Section to confirm all application needs have been met.
- ☑ Review hardware selections for up-sell opportunities.



- ☑ Use Basco's Simple Freight Guide to quote freight.
- ☑ Complete Selection Guide and fax to Basco with Purchase Order.
- ☑ Receive, review and fax confirmation drawing with customer sign-off back to Basco.
- ☑ Provide customer with their dream bathroom.



Q: Do you have any suggestions to help boost showroom and counter sales?

A: In today's challenging economy, it pays to offer a complete solution to the customer's needs. With every bathroom remodel, ask your customer to consider a Basco shower enclosure as part

of their purchase. Make it a habit, like the "would you like fries with that" incantation. By adding a shower door with your fiberglass or acrylic module sales, you can greatly increase your profit margin - and since most shower bases require a way to keep water inside, you'll already have a key selling point to present to the homeowner.

Basco has created an online cross-reference to assist you in quickly determining your customer's shower enclosure solution. Once you've established the manufacturer and model number of your fiberglass or acrylic module, you can easily add a tub or shower door to the sale. Use this convenient tool to find the recommended enclosure for the perfect fit.

Here's how it works:

1. Log on to Basco's website - www.bascoshowerdoor.com
2. Click on the "Dealer Resources" tab.
3. Click on the "Search by Tub/Shower Manufacturer" link.
4. Scroll down to select your Manufacturer.
5. Scroll down to select your Model Number.
6. Review Basco units with the Homeowner.

There are over 35 different manufacturers included on the online cross-reference and models are updated continuously online in real time. Save this link to your Favorites setting to efficiently match Basco enclosures to any tub or shower unit. Start the practice of adding doors in the showroom or at the counter and watch your profits grow! ■

Simplified Warranty Contact Process



Service to you and your customers is one of the most important aspects of our business at Basco.

issue and provide an immediate resolution to the consumer. Please do not hesitate to have your homeowner contact Basco direct, email, phone or fax.

We continually strive to insure your customer receives an unparalleled level of service and support through the entire purchasing experience. Today's market requires quick and efficient resolution to consumer concerns. In an effort to continue to elevate our customer service we would like to encourage your consumers to call Basco direct for any warranty procedural service.

As always we at Basco are committed to increasing our customer service and adding value to you and the consumer in our product category. Caring for the customer in the event of a warranty issue, quickly and efficiently, will serve to build customer loyalty for our mutual business. ■

As a leader in the shower door industry, all Basco products, including our Celesta luxury glass line, offer a Limited Lifetime Warranty. We offer this protection to instill confidence and security for you and the consumer in selecting a Basco product. Our wide offering of marketing material guides the selection process. Basco's highly trained customer and technical support staff are available to secure any warranty claims, upon installation. Our qualified staff will verify the model, identify the

Email: customerservice@bascoshowerdoor.com
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In the NEWS:

2008 Plumbing Rep of the Year

Basco is pleased to honor C.K. Dorman as the 2008 Plumbing Rep of the Year. Covering the region of Kansas and Western Missouri, C.K. Dorman demonstrated an impressive 39% overall growth and a 28% growth in Celesta sales. Despite the recent economic challenges, C.K. Dorman was still able to deliver truly exceptional numbers; we're inspired by their perseverance. Also honored in 2008 for exceptional sales performance were Triangle Sales and Cardinal Sales. ■

Glass Magazine 30 under 40 Awards - 2009

Congratulations to JR Grau, our Central Regional Sales Manager for being selected by Glass Magazine as a 30 under 40 award recipient for 2009.

Each February, the publication honors 30 professionals from across the country for their positive contribution to the industry. The magazine's panel of judges



was impressed by JR's twenty-two years of experience with Basco including positions in customer service, installation management and sales all achieved before his fortieth birthday. ■

David Lewis Promoted

David Lewis was recently promoted to the position of Western Regional Sales Manager. In his new role, Lewis will oversee and assist our manufacturing representatives and customers in AR, IL, IA, KS, MN, MO, NE, ND & SD, OK, TX and WI.



David has gained valuable experience in various roles at Basco and his knowledge of Basco's system and product flow will be a valuable asset in further supporting our customers in the Western Region. ■

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SHOWER ENCLOSURES
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