

Trade Show 101

Sure it can look overwhelming but we're here to help you and your customers make the most out of attending the Kitchen & Bath Show in Chicago on April 21 - 23. To get the most from your trade show experience, we offer the following suggestions:

BEFORE THE SHOW

- R Prioritize the exhibits you want to visit into "must see" and "want to see" categories. Obtain a layout of the show floor and plot out your walking route.
- R Decide how much time you want to spend at the show, and then allot an appropriate amount to each booth, making sure to schedule the "must see" booths first. That way if your day is cut short, you won't miss the most vital exhibits.
- R Plan out what you want to talk about

or learn from each exhibitor. Consider making appointments with those exhibitors you really want to meet with.

- R Develop a lead form to keep track of the vendor names, products, contact information, and any follow-up notes you'll want to remember after the show.

DURING THE SHOW:

- R Visit Basco at booth #3284.
- R Keep the paper to a minimum -- only collect the information that is of interest to you or that could be valuable to others in your company. Many exhibitors will mail literature and samples, which eliminates the need to carry them around the exhibit hall.
- R Let exhibitors know that you are on a tight schedule. They want to make the

best use of their time as well.

- R Network. Now is the time to hand out some of those business cards you've brought along.
- R Take notes along the way. These will help you write your trip report.

AFTER THE SHOW:

- R At the end of the day, take time to organize the information you've gathered. Sort by priority and who the information is for.
- R Make notes of any exhibits or displays that you thought were particularly effective. What did they do that you could implement in your own company's marketing campaign?
- R Follow-up with new contacts and vendors after the show. Having a clear plan of action will make sure that the time you spent at the show was a worthwhile investment. ■

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Reflections

SPRING 2006

Basco Unveils New Products & Updates

Basco is providing a preview of our newest product offerings and upgrades that will make their first appearances at the Kitchen & Bath Show. To see some of these up close and personal, we invite you to visit us at the show at Booth #3284.

- **Cascade Glass Pattern:** Cascade is a subtle pattern that allows for an abundance of light to enter the shower while offering a pleasant design of gentle looking lines flowing vertically down the glass. Consumers are



Basco's new Cascade Glass Pattern



continually looking for different ways to bring unique elements into their bathrooms, and the Casade pattern can help them achieve the custom look they desire.

- **Celesta Sliding Enclosures:** The Celesta family of heavy glass doors and enclosures is expanding with the addition of Basco's 3/8" Frameless Sliding Enclosures, formerly known as Ultima. Now called Celesta Sliding Enclosures, these units will feature metal towel bars instead of acrylic, and they will be offered in the Venetian (pictured above), Cobblestone, and Arctic Frost Glass Options at a significantly reduced price.
- **Sterling Ensemble Units:** You've been asking for them, and we listened. New this year for Basco is a line of Ensemble doors specifically designed to fit Sterling tub and shower fiberglass modules with minimum overlap and

attractive height level.

- **New Doors Heights for 135 and 1413 Series:** Due to an increased customer demand and to better accommodate shower surrounds from Hamilton Plastics and Aqua Glass, new heights for both 135 and 1413 series have been introduced. Both the 135S Thinline door and panel framed enclosure and the 1413S Infinity 1/4" frameless, continuous hinge door and panel enclosures are both available in a shorter, 65 3/4" height.
- **New Warranty:** Basco is extending the warranty on the door hardware for Celesta enclosures for TWO more years or for up to FIVE years (for the original purchaser). This is extended from the original three year warranty.

To learn more about these new products and upgrades, visit www.bascoshowerdoor.com or contact your Basco manufacturer's representative. ■



Basco's Chicago Distribution Center includes a showroom where customers can experience every unique feature and exclusive model we have to offer.

- Because we offer the finishes your customers want. Basco stays on top of today's latest trends and offers a family of finishes that compliments today's hottest bathroom designs. In the showroom, customers can truly experience Basco products by touching, feeling and seeing every unique feature and exclusive model the company has to offer.

Basco recently opened its second distribution center in the Baltimore area that services the Washington, DC, Maryland and Virginia area. The 7,500 square-foot facility features a 6,300 square-foot warehouse and a 1,200 square-foot office and showroom. ■



Service Centers Exceeding Expectations

Basco's state-of-the-art distribution center in Wood Dale, Illinois continues to exceed our expectations in delivering our exclusive Single Source Solution - a single call provides complete service from shower door selection to installation to training - to the kitchen and bath dealers, plumbers, wholesalers, contractors and glass dealers in the Chicago, Milwaukee and Northwest Indiana area.

"Through our Single Source Solution, we've simplified and demystified the shower door process from beginning to end; making what can be a very complicated product to install and service, very easy for our customers. When a customer needs a shower door, it's as simple as picking up the phone and calling Basco," says Tom Vezdos, Basco's vice president of strategic management. "Our team of highly trained installers pre-measure

for the door, order the product, schedule an installation time with the homeowner, and install the door. We've effectively taken the 'monkey' off our customers' backs, giving them more time to focus on selling and providing other services."

Why is our full service model working?

- Because we manufacture our doors ourselves. We have a higher control of the quality of the product. If we're not happy with a door - it doesn't leave our doors.
- Because Basco can accommodate quick sales by offering its entire family of shower doors and enclosures for same day pickup, and spare parts are readily available for emergency repairs.



Marketing Corner by Paul Williams

When Basco introduced its Celesta line, our goal was simple - offer our distributors a turnkey solution so they could confidently offer their customers the ultimate in luxury glass enclosures. We've never lost sight of that goal and we continually strive to simplify the Celesta experience for you.

As an authorized Celesta dealer, distributor or showroom, Basco offers you a variety of tools designed to help you maximize your Celesta sales potential and solidify Celesta as the leader in custom designed luxury glass enclosures. The trusted components of our Celesta sales support system (see right) are at your disposal.

Finally, consider investing in one or more Celesta showroom displays. A display can plant the seed in the buyer's mind. Having the ability to touch and feel the glass, and open and close the doors makes a huge impression -- once they see the enclosure, they are very likely to shave other parts of their budget to make room for it. ■



CELESTA Sales Support System!

- 1 Instantly provide your customer with a quote, eliminating the need to call Basco with our new **simplified price list**. Your customer simply chooses the type of configuration from the line art provided on each page, the corresponding opening size and the glass and finish option and you add it all up. Instantly, they know what their new Celesta enclosure will cost. And for those sales where competitive pricing will make or break the deal, simply find the same corresponding configuration in our custom thin line or Infinity series and offer it as an alternative option.
- 2 It's all in the details, so make sure no important ordering specs are overlooked with the **Celesta Selection Guide**, a worksheet that assists you in covering all the details required to complete a Celesta Luxury Glass Enclosure. It takes you through the ordering process step-by-step, to ensure nothing is overlooked - hinge type, hinge side, glass pattern, door width/height. When the sheet is complete, your customer will know exactly what their enclosure will look like, down to the swing direction of their door.
- 3 Help your customers create the bathroom of their dreams with the "**Celesta Idea & Planning Guide**," a 20-page full color brochure packed with photos and design tips from top interior designers. Detailed photos of unique color schemes, design elements and layout help homeowners on the road to design inspiration. It also serves as a great take home piece your customer can share with their family, friends or other decision makers.

Adding Celesta Luxury Enclosures to your product mix can add to your bottom line.

