

SPRING 2007



Basco Introduces AquaGlide

With the introduction of Basco's new AquaGlide™ protective coating system, your customers can "take it easy" when it comes to cleaning their Basco enclosure.

Applied at Basco's factory before your customers even see or use their door, AquaGlide helps prevent hard water spots and mineral deposits from forming on the glass, and seals and protects it from soap scum and spotting. Water simply beads on the glass and rolls away.

Day-to-day maintenance is a breeze - just spray or rinse the glass with water after you shower and you're done! The continued effectiveness of AquaGlide depends on a variety of factors including the frequency of the shower's use and the make-up of the water.

For your customers who already have a Basco door, offer them Basco's AquaGlide home kit that will keep their door looking "showroom perfect." Safe and easy to apply at home, the kit includes AquaGlide Stain Remover for removing existing hard water and soap scum stains, and AquaGlide Revitalizer that can revitalize an already treated door or can be used to apply its first-ever protective coating. The multi-step application process only takes a few minutes. Simply clean off the door with the hard water stain remover and scrungee, then spray on the revitalizer spray and wipe it down with the chamois cloth. Once applied, soap film runs off the door and down the drain minimizing spots on your shower enclosure. The kit retails for \$49.95.

You can learn more about making sales with AquaGlide at www.basco-showerdoor.com/aquaglide. ■

Basco Debuts New Exhibit at KBIS

When planning your trip to the Kitchen & Bath Industry Show in Las Vegas May 8-10, make sure to leave plenty of time on your agenda to check out Basco's new exhibit, booth # C7151. The new, spacious

20 X 50 exhibit – nearly double the size of the previous exhibit - features an open floor plan with two seating areas, a private conference room, five product kiosks and a complete display of glass styles and frame finishes.

And while you're exploring the booth, make sure to check out some of Basco's new product offerings including a sneak peak at our new Preceria door in both a rounded and straight version. For your viewing pleasure, Basco's new user-friendly, re-designed interactive website will be available for surfing on one of several plasma screens. Make sure to visit the virtual showroom that will enable homeowners to not only custom design their shower enclosure but to "try it before they buy it." ■



Oui! Oui! Basco Introduces Infinity 1422 "French" Doors

Inspired by one of today's most popular looks, Basco introduces the Infinity 1422, "French Door" style shower door. The stylish, double door configuration can convert a bathroom into an open, airy bath environment and is the ideal setting to showcase exquisite tile work. And with no jamb in the center, and a low threshold, the door is barrier-free allowing for maximum accessibility.

The 1/4" glass frameless doors feature two thru-the-glass handles with optional towel bars. Each door includes a continuous hinge system for added stability, durability, and adjustment.

The Infinity 1422 doors are available in three heights – 68.5", 72", 76" – fit a maximum width of 72", and are available in 14 finishes and 12 glass styles. ■



Infinity 1422 French Doors



Got a Question? Ask Jason!

Need the best way to measure for a neo-angle door? Don't know what type of door works best in tight spaces? Don't sweat it – Ask Jason! Jason DeBruer, Basco's resident training specialist and product guru, will soon be debuting his Q&A column, "Ask Jason" on Basco's website. Here's a sneak peak at Jason's first column. The new website is scheduled to debut in April.

With the recent addition of the framed continuous hinge 110, 210, and 510 doors to the Basco price list our customers have numerous options for a swing door application. Other swing door options include the 1400, 1700 frameless continuous hinge, the frameless pivot 3600 doors, and the framed pivot 100, 200 and 500 doors. Jason addresses a question about the differences in the type of swing doors:

Did you know...

In 2006, Basco's 5 most popular finishes were:

1. Silver
2. Brushed nickel
3. Oil rubbed bronze
4. Gold
5. Satin nickel

In 2006, Basco's 5 most popular glass styles included:

1. Obscure
2. Clear
3. Rain
4. Steam Mist
5. Fluted

Q: Why do you offer a hinge and a pivot door and what are the differences?

A: Great Question! Basco does offer both a pivot operating and a hinge operating swing door. Both styles offer a smooth operation and carry our lifetime warranty.

OFF THE SHELF PRODUCT

Pivot doors have more lateral adjustment allowing them to usually fit a larger range than a custom fit continuous hinge door.

SPACE IS GOOD

Continuous hinge door panels allow for a wider opening to get/walk thru, since the hinge is located on the edge of the door. Also keep in mind this allows more of the door to swing into the bath area.

INSTALLATION IS A BREEZE

Even though the process is different for both the pivot door and the continuous hinge they allow for a painless installation.

If you have a question, you can call our customer care representatives directly at (800) 543-1938. They're ready to give you answers, from the specifics of height and width of one of our enclosures to providing advice about how to select a Basco unit for your fiberglass or acrylic tub or shower. Or, you can Ask Jason by visiting the "Customer Care" Center at our website. ■



Continuous Hinge



Pivot Door



“eStatus is a tremendous tool because it makes my job quicker and easier,”

reports Pat Clancy, purchasing agent, with RF Fager in Camp Hill, Pennsylvania.

“Everything I need to know is right at my fingertips anytime I need it, including order histories and the status of POs. If you’re not already using it, you don’t know what you’re missing.”



Simplify with eStatus

Looking for a way to simplify your day to day operations or just save some time? Check out Basco’s new eStatus portal, formerly known as iStatus. eStatus provides the ability to conveniently check the status of your Basco order 24 hours a day, 7 days a week, and delivers real time access to your orders for easy tracking on a daily basis. eStatus also eliminates wait times that might occur during peak call times on Basco’s toll-free customer service lines. Lost an invoice and need another copy? Let eStatus do the work for you by searching for the particular invoice by number, customer or date.

With no special software required, all you need to experience the benefits of eStatus is a computer with an Internet Browser. All your data is safe and secure protected by a Basco-assigned user ID and password.

To learn more about eStatus, contact Valerie Privett at vprivett@basco showerdoor.com, or Jeff Roy at jroy@basco showerdoor.com. ■

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