



Reflections

BASCO – 50 YEARS IN THE MAKING

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating quality custom shower doors and shower enclosures. Our approach to innovation, customer service, on-time delivery, product guarantees, and full training programs has established us as a known and trusted industry leader.

Basco's strength lies in the fact that we only manufacture shower doors and enclosures. Our sole focus over the next 50 years will be to continue to make the shower door experience as simple as possible, and to partner with our customers to embrace the category and grow their margins.

As this golden anniversary year unfolds, plans are in place to celebrate in various ways throughout the year starting with the kick-off event held last January. A VIP event is planned for September and employees will enjoy a summer event as well as year-round contests and activities.

To celebrate this time in history, this 50th anniversary logo was created to mark the occasion.



NEW BRUSHED NICKEL FINISH NOW AVAILABLE!

Basco is pleased to announce that we have updated our Brushed Nickel finish to coordinate more closely with other bathroom fixtures and decorating schemes. The new Brushed Nickel finish is a truer nickel and compliments today's bath hardware, lighting and faucetry in a much greater fashion than the old Brushed Nickel.

This new finish is now available as the old stock is being depleted. To help you avoid confusion between the old and new colors, cartons of the new Brushed Nickel will be displayed with this sticker on them:



If a customer wants multiple units, please check the carton for the sticker to assure that each unit coordinates.

Production is underway to update the frameboard with the new brushed nickel finish. We anticipate receiving them by mid to late summer. Please check with your Basco manufacturer representative for availability.

Your showroom display units may have the old brushed nickel finish. Please discuss with your rep about getting them updated.

We are very excited about this positive finish change. As always, please contact your Customer Care Representative if you have any questions.

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BASCO UNIVERSITY

In March of 2005, Basco debuted its new 4,500 square-foot, state-of-the-art training center, and home to Basco University which is the cornerstone of our exclusive single source solution.

Jason DeBruer, our training specialist, teaches all Basco University classes and as part of our promise to deliver and support a superior product, all graduates continue to receive technical and customer service assistance long after graduation.

2005 Installation Training Classes for **Basco's Core Product** are held all day Tuesday and Wednesday morning on these dates:

August 30 - 31
September 20 - 21
October 4 - 5
October 18 - 19
November 1 - 2

2005 Installation Training Classes for **Basco's Celesta Line** are held Wednesday afternoon and Thursday all day on these dates:

Aug. 31 - Sept. 1
September 21 - 22
October 5 - 6
October 19 - 20
November 2 - 3

For more information or to register for a Basco University class, please contact Valerie Privett at 800.543.1938 or vprivett@basco showerdoor.com. You may also visit www.bascoshowerdoor.com to obtain current class schedules, class outlines and registration forms.

www.bascoshowerdoor.com

Basco's Stock Lengths Price List (SL-0205) is now available to view and print from our website at www.bascoshowerdoor.com. Note that on this updated price list, we indicate that painted stock lengths are available for the same price as the Brushed Nickel. The difference is that painted finishes are available at a maximum of 8' lengths.

QUALITY IN ACTION: WHY IS THE PURCHASE ORDER SO IMPORTANT?

We have found that due to deadlines and construction schedules, errors occur most often in the communication phase of replacements. The homeowner or contractor is impatient for results; they relay their impatience to the distributor, who in turn hurries to solve the problem with us.

Sometimes our urgent desire to take care of the customer, leads us to make assumptions based on what we heard when all of the details have not been considered. For example: the customer fails to tell the distributor the frame color needed and everyone assumes it is silver.

While we are working to obtain complete information from the customer for order accuracy, we have implemented a replacement system internally to assist us in accurately processing all replacement orders. This new system starts with a thorough look at the original order and, after gathering all the facts, a determination is made that offers the best corrective solution.

With the detail information taken from the customer's purchase order or Basco's order number, this can be done quickly. Replacement paperwork is then generated with special color attachments that make it stand out throughout our manufacturing process.

Several quality check points are required prior to sign-off by departmental supervisors. This internal replacement system again puts these special orders on high alert so that they are processed quickly, with extra attention to quality and accuracy.

PUBLIC RELATIONS HIGHLIGHTS

2005 Public Relations Initiatives

Currently underway is the 2005 public relations program, designed to continue to build Basco brand awareness among trade and consumer audiences. In 2004 we created increased awareness of Basco core products and the Celesta line. The efforts in 2005 are designed to keep this

good thing going. With the momentum and credibility created by the public relations program, we will continue to intensify regional support in key markets, communicating a consistent brand message fully integrated with paid advertising placements.

EXTENDED 7150 DELUXE SLIDING SHOWER DOOR FAMILY

In December, Basco introduced the 7150-46T, a new size offering in the Deluxe sliding shower door series. This unit fits from 44" - 46", is 68" tall and is a great solution for filling opening widths between our 44" and 48" units with a minimum overlap.



Due to the popularity of this unit we are now stocking it in silver frame and obscure glass as a Quick Ship item.

We have added two additional height options for this width. The 7150-46, which is also a Quick Ship item, offers a 71 1/2" height. The 7150-46S offers a 64 1/2" height and has a standard five-day lead time .

For more information, please review our online cross reference documents. Simply go to www.bascoshowerdoor.com, enter the trade section of the web site, select the "company literature" option and then select the "cross reference documents" option where you can make your choice.

SIZE CHANGE FOR THE 1100

Please note the opening size ranges of all Basco's Bi-fold 1100 units have increased by a 1/4". The website version of our price list has been updated to include this change.



The following list reflects the correct dimensions; please make a note of this in your Distributor Price List for future use:

Unit No.	Opening Widths	Height
1100-1	23 1/2" - 24 1/2"	67"
1100-2	24 1/2" - 25 1/2"	67"
1100-3	25 1/2" - 26 1/2"	67"
1100-4	26 1/2" - 27 1/2"	67"
1100-5	27 1/2" - 28 1/2"	67"
1100-6	28 1/2" - 29 1/2"	67"
1100-7	29 1/2" - 30 1/2"	67"
1100-8	30 1/2" - 31 1/2"	67"
1100-9	31 1/2" - 32 1/2"	67"
1100-10	32 1/2" - 33 1/2"	67"
1100-11	33 1/2" - 34 1/2"	67"
1100-12	34 1/2" - 35 1/2"	67"
1100-13	35 1/2" - 36 1/2"	67"

2005 STRATEGIC MARKETING UPDATE; INTRODUCING NEW BRAND IDENTITY

In a move consistent with Basco's history of strategic strength and innovation, we are leveraging our Golden Anniversary year to strengthen the Basco brand by launching a new brand identity. This new brand identity has been designed as an evolution of the Basco logo, recognizing the history and respect



with which that mark is met. The new identity has been presented in the format of a "brand identity suite" which includes a new

corporate logo and tag line. The new identity will be rolled-out across all forms of branded materials.

LOOK FOR BASCO ADVERTISING

Basco will be well represented in national and local consumer and trade advertising throughout 2005. Our strategy is to create awareness among homeowners who are renovating their homes, building new homes, or updating their bathrooms.

Our goal is for the consumer to go to their interior designers, plumbers, wholesalers, architects, etc., and ask for Basco by name. In turn, we ask members of the trade to suggest Basco to their customers. Look for these ads throughout the year.

Look for Basco's trade ad in these publications:

*The Wholesaler
Supply House Times
Kitchen & Bath Design News
Kitchen & Bath Business*

*Remodeling
Building Products
Custom Home*



Tranquility Awaits
Ask for us by name, then take time - alone

Your bathroom should be more than functional, it should be your stylish escape from everyday stresses. After all, where is the only place you are truly alone to relax and renew?

An industry leader for 50 years, Basco offers a family of hand-crafted shower enclosures including our luxury line *Celesta*. These custom designed enclosures help you create the spa-like bathroom of your dreams.

Don't let your bathroom be predictable. Call today and ask for Basco by name. You deserve it.

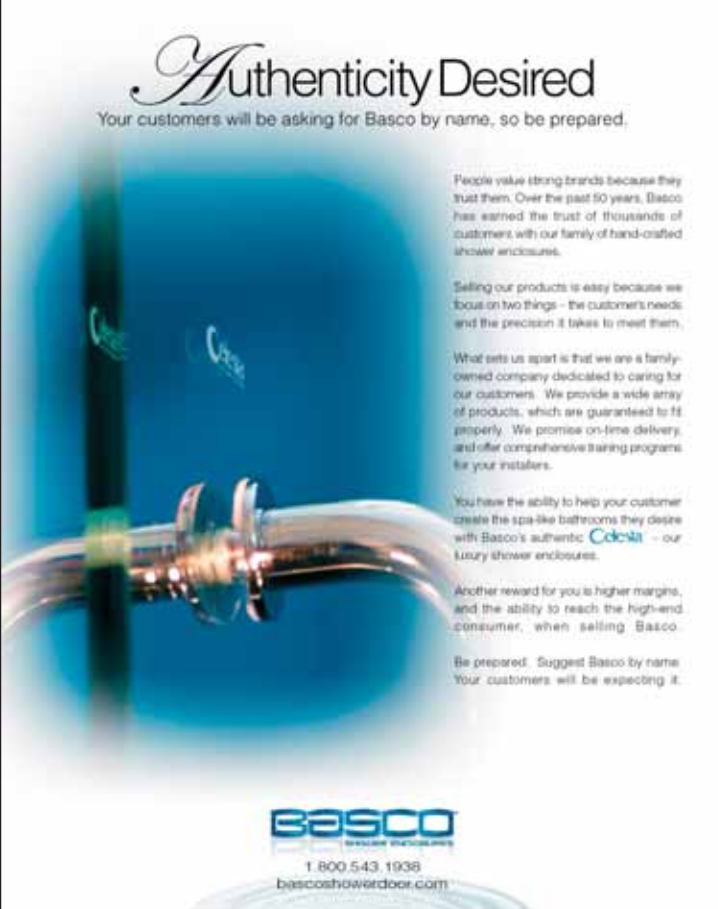
Agassi Marble
Cincinnati • 513-674-3331

Keddi Supply
Cincinnati • 513-351-1600

Bath Inspirations
Loveland • 513-774-7656

BASCO
SHOWER ENCLOSURES
1.800.543.1938
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Consumer Ad



Authenticity Desired
Your customers will be asking for Basco by name, so be prepared.

People value strong brands because they trust them. Over the past 50 years, Basco has earned the trust of thousands of customers with our family of hand-crafted shower enclosures.

Selling our products is easy because we focus on two things - the customer's needs and the precision it takes to meet them.

What sets us apart is that we are a family-owned company dedicated to caring for our customers. We provide a wide array of products, which are guaranteed to fit properly. We promise on-time delivery, and offer comprehensive training programs for your installers.

You have the ability to help your customer create the spa-like bathroom they desire with Basco's authentic *Celesta* - our luxury shower enclosures.

Another reward for you is higher margins, and the ability to reach the high-end consumer, when selling Basco.

Be prepared. Suggest Basco by name. Your customers will be expecting it.

BASCO
SHOWER ENCLOSURES
1.800.543.1938
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Trade Ad #1



Guaranteed Fit
You and your customers will benefit-three ways

All Basco, we take it very seriously. First, we take the hassle out of selling shower enclosures by making installation easy and simple - so you can relax. Our innovative approach to engineering assures all Basco shower enclosures fit right - the first time.

Basco has been in business for 50 years helping your customer make their bathroom a spa-like escape from everyday stresses. We offer the latest frame finishes and glass options to complement today's bathroom styles. Whether you choose marble, tile, or any major brand of acrylic or fiberglass tub and shower unit - Basco fits.

Last but not least, Basco fits your business by providing higher margins. Our three lines of hand-crafted shower enclosures meet all price points. You have the ability to improve your bottom line by selling Basco, including our luxury line of custom-designed, hand-crafted, frameless shower enclosures - *Celesta*.

It's a perfect fit.

BASCO
SHOWER ENCLOSURES
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Trade Ad #2