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**FOR IMMEDIATE RELEASE**

**SHOWER POWER**

MASON, OH – May 2007 – 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?

Homeowners are projected to spend \$39.2 billion\* on bathroom remodeling this year. That's double the \$19.5 billion spent in 2000. And it's becoming very apparent that luxury bathrooms are quickly becoming the standard, not the norm, with designs that are anything but predictable.

A custom designed luxury shower enclosure is the pinnacle that differentiates the standard cookie-cutter bathroom from the spa-like bathroom of homeowner's dreams.

“Deciding on a shower enclosure is a very personal decision, so it's extremely important that homeowners are well educated and aware of all their options,” explains Linda Garman, director of marketing for Basco Shower Enclosures. “A shower enclosure is something that will be used everyday for years and years. Quality counts and that's how Basco has remained a leader for more than 50 years. Today's trend-savvy consumers are wise to look for a brand that they can count on to deliver a remarkable experience –from selection to installation to performance.”

“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.”

**Frameless First**

The fastest growing trend within the category is frameless shower enclosures. Popular among homeowners because they appear less restrictive, and provide a larger, more open feeling in the bathroom, frameless doors also offer the advantage of being easier to clean.

“When it comes to glass in a shower, we're seeing a pretty consistent trend of clear, thick, frameless swing doors. People want a quality, functional shower enclosure that doesn't detract from the beauty of their tile or the rest of the bathroom,” explains Burton.

Brian Becker, general manager of White Bear Glass in White Bear Lake, Minnesota, agrees.

“We're seeing more and more customers interested in as little frame or hardware as possible. The demand is especially high for heavy glass frameless showers enclosures,” says Becker.

### **The Finish Line**

For those who like the look of a framed shower door, consider that in 2006, Basco's most popular finishes were silver and brushed nickel. However, today's homeowners are also looking for some of the industry's more trendier finishes such as burnished copper, antique pewter and oil-rubbed bronze.

### **Sizing up Your Options**

The average shower size has grown in the last few years. A simple 36" shower stall is a thing of the past. It's not unusual to see shower stalls up to 72" wide and 42" deep, or even “shower rooms.” And with the bigger size comes the room for more amenities.

“Showers today are also about the water features - body jets, body spray tiles, adjustable-height spray arms, even computerized shower systems that do all the work for you,” says Burton. “Then there are the extra accessories - mood lights, skylights, steam generators, ambient music systems, even hands-free telephones!”

Becker reports that his customers are asking for taller doors to accommodate shower heads that are being located higher on the wall than in the past, typically around 78" off the shower floor.

“We're starting to see a trend in heavy glass steam enclosures,” reports Michael Zelle of Viking Glass in North Canton, Ohio. “These enclosures are fabricated with mitered glass edges to contain the steam in the shower. Adding transoms to the enclosure also allows steam to be vented if the homeowner wants to take a ‘normal’ shower.”

### **All That Glass**

While many glass options are available for shower doors, clear glass continues to be the top choice for homeowners. Clear glass sets the stage for showcasing tile work and can make bathrooms look larger.

Burton reports that nearly ever shower that “Bathroom Renovations” completes is tiled from top to bottom, stone or ceramic. “We're seeing a lot of glass tile accents in showers, a horizontal band at eye-level, wide vertical stripes, and definitely glass tile niches wherever there's room,” adds Burton.

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating quality custom shower doors and shower enclosures. Basco’s approach to innovation, knowledgeable customer service staff, on-time delivery, product guarantees, and a full training program has established them as the known and trusted industry leader. Basco is consistently rated number one in quality and brand preference within the industry. To learn more visit [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com).

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