



FOR IMMEDIATE RELEASE

Contact:

Greg Weyman

VP of Marketing

513-573-1900

gweyman@basco showerdoor.com

Basco Shower Enclosures Hires Northeast Sales Group to Represent Plumbing Wholesale Partners in New England Region

MASON, OH (December 1, 2017) – Basco Shower Enclosures announced the addition of Northeast Sales Group sales agency to support the plumbing wholesale market throughout the New England region.

“We chose to align ourselves with Northeast Sales Group because we were convinced the entire team has the product knowledge and industry expertise to help Basco continue to grow in this region, specifically with our line of RODA heavy glass custom shower enclosures,” said Don Gamble, executive vice president of Sales & Marketing for Basco.

“Our industry continues to move towards custom and semi-custom shower enclosures, but still want to maintain the attractive pricing of standard models,” said Gamble. “Working with Northeast Sales, we will continue to give wholesalers the ability to provide customers more options without affecting inventory commitments.”

Based in Woburn, MA, Northeast Sales Group will be spending significant time in the field best representing Basco products’ technical features, building and strengthening relationships with plumbing wholesalers, and ultimately educating them about the importance of current trends with custom and semi-custom shower enclosures. Territories covered include Maine, Connecticut, Rhode Island, New Hampshire, Vermont, and Massachusetts.

Northeast Sales Group Principal is Rick Freeman and says the company represents several other leading industry brands to wholesalers, contractors, engineers and manufacturers including Blanco, Danze, Gatco and Robern, among others.

For more information on Basco Shower Enclosures and its sales team, visit www.basco showerdoor.com.

About Basco Shower Enclosures

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating custom shower doors and shower enclosures. Basco’s approach centers around their commitment to customer care, craftsmanship and quality. They are consistently rated number one in quality and brand preference. To learn more, visit www.basco showerdoor.com.

###