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Basco Hires Midwest Sales & Marketing to Represent Plumbing Wholesale Partners in Wisconsin Region

MASON, OH (November 16, 2015) – Basco Manufacturing announced the addition of Midwest Sales & Marketing sales agency to support the plumbing wholesale market throughout Wisconsin.

“We chose to align ourselves with Midwest Sales & Marketing 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 latest line of RODA heavy glass custom shower enclosures,” said Don Gamble, executive vice president of marketing and sales 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 Midwest, we will continue to give wholesalers the ability to provide customers more options without affecting inventory commitments.”

Based in Hartland, Wisconsin, Midwest Sales & Marketing 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.

Midwest Sales & Marketing represents several other leading industry brands to wholesalers, contractors, engineers and manufacturers including Insinkerator, Delta Faucet, Brizo and Hansgrohe.

For more information on Basco Shower Enclosures and its sales team, visit www.bascoshowerdoor.com. For additional information about RODA by Basco, visit RodaByBasco.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.bascoshowerdoor.com.

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