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Basco Manufacturing Hosts Annual Showroom Council Forum with Mix of Industry Leadership

Company assembles an advisory board of showroom professionals for thought leadership and feedback

MASON, OH (November 16, 2015) – Basco Manufacturing Company, a leading manufacturer of custom glass shower doors and enclosures, recently hosted its annual Showroom Council event on November 9-11 at the company's headquarters in the Cincinnati area.

The 3-day event was held in response to the success of the Showroom Council in previous years. For this council, Basco appointed eight plumbing wholesaler professionals heavily involved in showroom management and sales across the US to participate. The objective of the council is to share industry trends and thought leadership on a variety of industry topics that the company will integrate into its future product development and marketing programs.

"Being a leaders in our space starts with having a genuine understanding of what the customer needs," said Greg Weyman, Vice President of Marketing at Basco. "We look forward to the Showroom Council events because we receive such candid, valuable insight from leaders in the industry on how to best work together, to grow our brand and our partners businesses as well."

In addition to office sessions over the 3-day event, the group participates in several social functions during evening hours. This year's event included a Cincinnati Craft Brew Tour through the historic Over the Rhine District, which has a rich heritage of handcrafted regional and national brews.

The 2015 Basco Showroom Council included participants from Security Supply (Selkirk, NY), Granite Group (Concord, NH), Famous Supply (Cleveland, OH), Southland Plumbing Supply (New Orleans, LA), Gray Hodges in Alcoa (Knoxville, TN), Wholesale Plumbing Supply (St. Louis, MO), Brock McVey Co. (Lexington, KY) and Advanced Plumbing (Detroit, MI).

For more information on Basco Shower Enclosures, please visit www.bascoshowerdoors.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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