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Basco Unveils New Products and Marketing Programs at National Sales Meeting

MASON, OH (May 5, 2015) – The recently renovated Loews Vanderbilt Hotel is outfitted with 215 of Basco's RODA Celesta 935 shower enclosures, which made it an ideal location for the company's "Opportunity Rocks" national sales meeting in April. Basco's executive leadership and network of nationwide sales rep agencies attended the meeting in Nashville to unveil several new products in their RODA Collection, along with new training, marketing and merchandising programs in support of the product launch.

Insights into Basco's industry trends and business review led the leadership team to introduce the latest innovations in heavy glass shower enclosures, which include:

- The Vinesse Series – a 935 rolling door and fixed panel and Vinesse LUX 935 double rolling door and fixed panel collection
- The Cantour Series – a 935 adjustable door and panel with up to 6" of flexibility in installation
- Other new products focus on hardware and glass options that showcase the latest style trends for cutting-edge, minimalistic bath design.

The new developments are geared to be a natural extension of Basco's long heritage of customization in luxury shower enclosures.

"Basco's trademark is custom shower enclosures," said Jonathan Morton, director of engineering. "And as the market evolves and demand for heavy glass with adjustment grows, it allows our product line to expand aspects of what we've done for years and offer it to another set of customers in the semi-custom market."

As Basco celebrated its successes, the company also focused on commemorating their dedicated team members. R.J. Blum of Triangle Sales in Pittsburgh received The Chairman Award, which is presented to the individual sales representative who best embodies the characteristics of Basco's founder, Mr. Bill Rohde. Qualities such as industry respect, salesmanship, enthusiasm and dedication – traits that have continued to lead the company throughout 60 years of industry innovation.

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