

BASCO
SHOWER ENCLOSURES

Reflections

WINTER 2008

Preceria - One of Remodeling Magazine's Top 100 Most Popular Products

Basco's frameless "**Preceria**" enclosure was recently featured in Remodeling Magazine as one of their top 100 most popular home products. Preceria luxurious 5/16" thick glass is suspended from a unique elliptical shaped header providing a contemporary and open feel in the shower. This unit is available with either a curved or straight door in any of 11 finishes to complement all of today's most popular faucets and fixtures and ships in Basco's standard five day lead time.

The editors of this special Remodeling edition determine the winners by the number of inquiries they receive from their reader base about products they have shown in their magazine over the past year. The leads generated from Remodeling will be directed to our distributors in the territory.

Learn more about Preceria in the products section at www.bascoshowerdoor.com and ask your Basco Representative about how to further increase your shower enclosure sales by displaying this innovative frameless shower door in your showroom. ■



Simple Freight

To further simplify your experience with Basco and to alleviate customer confusion about freight charges, please use the following rate information when quoting shipping charges for Basco doors.

Simplified Freight Program

- Single door shipping charges: \$59
- Two - four door shipping charges: \$75
- Five or more doors are freight allowed
- Celesta single door shipping charges will be \$95 or \$180 (depending on the model)
- Residential delivery charge - additional \$25 to any of the above rate.
- Shipments west of the Rockies, please call for a freight quote.

If you have questions about any of these charges, please feel free to contact Basco's Customer Care.



Are you Receiving Important Updates?



If not, we may not have your updated contact information. Simply send an e-mail to bcrouse@basco showerdoor.com with your address, phone and fax numbers. We will update our records to include your information and e-mail address. We promise to keep your information confidential. ■

and speaking of Updates:

Please make a note of a slight change (1/4" larger) to the size range on all **110/210/510 Deluxe Continuous Hinge** units. See below for the correct size ranges or print a revised page 19 for your price book from our Distributor Price List, located on our website - www.basco showerdoor.com. Select Dealer Resources/Product Reference Documents. ■

110-1	22 5/8" - 23 3/4"	210-1	22 5/8" - 23 3/4"	510-1	22 5/8" - 23 3/4"
110-2	23 5/8" - 24 3/4"	210-2	24 3/8" - 25 1/2"	510-2	23 5/8" - 24 3/4"
110-3	26 1/8" - 27 1/4"	210-3	26 5/8" - 27 3/4"	510-3	24 3/8" - 25 1/2"
110-4	27 5/8" - 28 3/4"	210-4	28 1/8" - 29 1/4"	510-4	26 1/8" - 27 1/4"
110-5	29 1/8" - 30 1/4"	210-5	29 5/8" - 30 3/4"	510-5	26 5/8" - 27 3/4"
110-6	30 5/8" - 31 3/4"	210-6	30 5/8" - 31 3/4"	510-6	28 1/8" - 29 1/4"
110-7	31 3/8" - 32 1/2"	210-7	33" - 34 1/8"	510-7	29 5/8" - 30 3/4"
110-8	33" - 34 1/8"	210-8	35" - 36 1/8"	510-8	30 5/8" - 31 3/4"
110-9	35" - 36 1/8"	210-9	36" - 37 1/8"	510-9	32 1/8" - 33 1/4"
110-10	36" - 37 1/8"			510-10	32 5/8" - 33 3/4"
				510-11	34 5/8" - 35 3/4"
				510-12	36 1/8" - 37 1/4"

210-9CDOR
Clear Beveled,
Oil Rubbed Bronze



Q: What Shower Enclosure do you recommend to provide the most access to enter the Shower?

A: Basco introduced the 1/4" frameless Infinity 1422, "French Door" in the spring of 2007 and it instantly became a customer favorite.

It's stylish, double door configuration converts your shower into an open environment and with no center jamb, the 1422 allows for barrier free accessibility.

Now Basco is offering the same luxury and convenience in a tub version, model number 1022. Just like the shower variety, this unit features two thru-the-glass handles and each door includes a continuous hinge system for added stability, durability, and adjustment. The 1022 Infinity French Door for Tub utilizes a slightly higher threshold than the 1422/1722/1822 as standard, to ensure water stays inside the bath; this is available as an option for the shower heights.

Choose from available standard heights of 57", 68.5", 72", 76" or specify a custom height. Please see Basco's price list on the web (www.bascoshowerdoor.com) for available glass and frame options. ■



**NEW UNIT!
1022 French
Door for TUB**

Introducing:



Cindy Goodwin joined Basco as our Vice President of Sales for Wholesale Plumbing in April of this year. She is overseeing all sales and marketing functions for the wholesale plumbing channel and has spent the last several months getting to know and working with our manufacture's representatives throughout the country. Many of you may have already met Cindy as prior to joining Basco, she was the National Sales Manager at Alsons Corporation.



Jennifer Burke recently assumed the role of Senior Director of Customer Service at Basco. In her new role, Jeni is responsible for the management and development of Basco's Data Entry, Customer Service and Technical Support Departments. Her focus is to ensure exceptional service within the call center and support our customers' diverse technical requirements.

Celesta luxury shower enclosures now include a Limited Lifetime Warranty. This enhancement provides an industry leading warranty consistently across all of Basco's product lines and exemplifies our commitment to provide a Remarkable Experience to you and your customers throughout the entire purchase experience.



Shower Doors vs. Curtains

When promoting shower enclosures, consider pointing customers to a recent article in the Los Angeles Times about the toxic effects that shower curtains can have on their health.

Vinyl shower curtains sold at major retailers across the country emit toxic chemicals that have been linked to liver damage, as well as damage to the central nervous, respiratory and reproductive systems, reported Los Angeles Times Staff Writer Tami Abdollah, June 13, www.latimes.com. The findings are the result of a study by the Falls Church, Virginia-based Center for Health, Environment & Justice to determine what caused that "new shower curtain smell" familiar to many consumers, Abdollah reported.

Researchers tested the chemical composition of five unopened polyvinyl chloride, or PVC, plastic shower curtains bought from Bed Bath & Beyond, Kmart, Sears, Target and Wal-Mart, according to the article. One of the curtains was then tested to determine the chemicals it released into the air. "One of the curtains tested released measurable quantities of as many as

108 volatile organic compounds into the air, some of which persisted for nearly a month," Abdollah stated.

-Reproduced from Glass Magazine as submitted by Mark Pritikin, president, Creative Mirror & Shower, Addison, IL. ■



www.bascohowerdoor.com

7201 Snider Road
Mason, OH 45040-9601



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