



Basco Shower Enclosures is excited to once again be a KBIS exhibitor, and we are honored to share all of the company's exciting products with you.

Enclosed, please find our introductory news release, five new product releases, fact sheets and photos.

If you would like to schedule an **interview with Don Gamble**, executive vice president of sales and marketing, before, during or after the show, we would be happy to arrange. We will be contacting you to gauge your interest.

We also invite you to stop by **Basco's KBIS booth, # S423** to see all of these products first-hand and talk with Basco representatives.

Thank you for your consideration of including Basco Shower Enclosures in your KBIS coverage. We look forward to working with you!

All the best,  
Cresta Lewis and Darcy Little  
Sunrise Advertising public relations  
(513) 419-4710 (Cresta), (513) 333-4705 (Darcy)  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com), [dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)



Contact: Darcy Little and Cresta Lewis  
Sunrise Advertising public relations  
513-333-4705 (Darcy), 513-419-4710 (Cresta)  
[dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com)

## **Basco Shower Enclosures Proud to Introduce New Products at KBIS 2010 *Industry Leader Launches New Doors and Product Enhancements***

**MASON, OHIO – March 29, 2010** – Mason, Ohio-based Basco Shower Enclosures, a trusted leader and innovator in the shower enclosure industry, will once again be an exhibitor at the Kitchen & Bath Industry Trade Show (KBIS), April 16 – 18, 2010 in Chicago. This year, Basco will introduce two new shower enclosure lines, Rolaire and Evo; display new doors and enhancements within its Preceria and Infinity lines; and launch the Aqua Glide XP Clear Glass option, with an innovative ultra-protective coating that bonds with glass to prevent spotting, soap scum and mineral deposits. All of these products will be on display at Basco's booth, S423.

"KBIS is an important opportunity for Basco to demonstrate how our products benefit the design community at a hands-on level," said Don Gamble, executive vice president of sales and marketing at Basco. "We are excited to introduce our new offerings and demonstrate Basco's industry leadership as an innovator in the shower enclosure industry."

### **New Line: Rolaire**

Rolaire is the perfect combination of aesthetics and functionality, evoking a sense of urban sophistication. Its rolling door mechanism provides a distinct, industrial, simple design that results in a contemporary, edgy and "lofty" look. Rolaire's fixed panel design fits well in spaces with limited accessibility or obstructions. Product features include: raised, roller-style track header; 8" ladder handle; towel bar and knob. Rolaire has 3/8" glass thickness.

### **New Line: Evo**

Evo blends smooth form and function with its contemporary, clean lines and rolling mechanism. Evo has a fixed panel design that fits well in spaces with limited accessibility or obstructions. The enclosure's rollers are concealed within the header, emanating a clean, polished look. Evo's other prominent product feature is an ergonomic handle. Evo has 3/8" glass thickness.

### **Preceria Line Additions**

Basco's Preceria family of products has expanded with four new configurations: Single Swing Door (provides another compact option for small openings) and three new options in the Wall Mount and Glass-to-Glass hinge Door and Panel line up:

- Door and Inline Panel (Wall Mount)
- Door and Inline Panel (Glass-to-Glass)
- Door and Panel with Return (Wall Mount)

The eye-catching elliptical design features of all Preceria products lend interest and elegance to bath decor. Product features include: a raised elliptical header, elliptical glass-to-glass or wall mount hinges and an 8" elliptical handle. Preceria has 5/16" glass thickness.

### **Infinity Line Addition and Enhancements**

There are two new offerings in Basco's Infinity line: a jambless option, which provides a more frameless and open look, for Door and Panel as well as Door and Panel with Return configurations and a 76" height option for all configurations. Like all Infinity enclosures, these line additions provide affordable luxury to their owners. Product features for Infinity enclosures include: rounded, euro-style header; tubular, through-the-glass handles; towel bar/handle combinations and a continuous hinge system. Infinity enclosures have 1/4" thick glass.

### **Aqua Glide XP Clear Glass**

Aqua Glide XP Clear Glass features an enhanced version of Basco's popular AquaGlide glass protection product. Basco bonds the patented coating with the shower glass at its factory, enabling the protection to repel soap film and spotting. Shower water beads on top of the glass and gently rolls away without leaving a mark. Aqua Glide XP Clear Glass makes glass as easy to clean as spraying it with water, eliminating the need for harsh cleaners and chemicals. Such protection against staining saves money in replacement costs and cleaning time and Aqua Glide XP Glass is backed by a three-year warranty. Aqua Glide XP protection is also available for all of Basco's other sixteen glass patterns.

### **About Basco Shower Enclosures**

Since 1955, Basco has earned the trust of millions of customers by designing and fabricating quality custom shower doors and shower enclosures. Basco's approach to innovation, knowledgeable customer service staff, on-time delivery, product guarantees, and a full training program has helped establish them as the known and trusted industry leader. They are consistently rated number one in quality and brand preference within the industry. To learn more, visit [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com).

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## COMPANY FACT SHEET

### COMPANY

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 360° commitment to customer care, craftsmanship and quality. They are consistently rated number one in brand preference and quality, and are proud to have called Cincinnati home for more than five decades. To learn more, visit [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com).



Defining the space that surrounds you with unparalleled craftsmanship, customer care and the credibility of more than 50 years as an industry leader.

#### *Customer Care*

- Customer-focused innovation
- Customer experience driven:
  - Selection (tools, CS reps)
  - Installation
  - Personalization
  - Lifetime/industry's best warranty

#### *Craftsmanship*

- Custom/One-of-a-kind solutions from concept to completion
- Quality materials and finishes
- Progressive designs
- Precision engineering
- Right the first time: 15 pt. inspection

#### *Credibility*

- More than 50 years crafting custom shower experiences:
  - Basco knows what customers want
  - Basco knows how to get it done
- Training/installation
- Delivery: anything, anywhere, fast
- Category leadership
- Purchasing expertise

### CONTACT

7201 Snider Road, Mason, Ohio 45040  
800-543-1938 [www.bascoshowerdoor.com](http://www.bascoshowerdoor.com)

## PRODUCTS

*Basco offers a variety of sliding enclosures, swing doors and door and panel enclosures in a number of glass and finish options.*

### Rolaire: NEW

Rolaire's rolling door mechanism provides a distinct, industrial, simple design that results in a contemporary, edgy and "lofty" look with 3/8" thick glass.

### Evo: NEW

Evo's design blends smoothness in form and function, with contemporary, clean lines and rolling mechanism. These enclosures are made with 3/8" thick glass.

### Celesta

Basco's most exquisite frameless shower enclosures, Celesta units feature 3/8" or 1/2" thick glass and a variety of hardware in elegant finish options to transform a bathroom into a spa-like retreat.

### Preceria

Preceria enclosures feature an elliptical header, hinges and door pulls, giving the appearance of suspended glass. The 5/16" thick glass door is available straight or with a unique and elegant curve.

### Infinity

Infinity enclosures' 1/4" thick glass features polished edges, emanating a balance of elegance and performance.

### Supreme

Supreme enclosures feature a rounded framing that conveys elegance and stability.

### Classic

Using innovative engineering to create a suspended glass look, Classic enclosures complement sophisticated bath decors and are made with 3/16" glass.

### Steam

Designed to create the ultimate spa experience, Steam enclosures are sealed tight with Basco's innovative gasket system for a shower, sauna or steam room.

### Bi-fold

When space is limited, Bi-fold swing doors provide a solution that fits.

### Deluxe

Proven performance, high quality and additional features guarantee Deluxe enclosures surpass the competition.

### Performance

Reliable function and basic design come together in Performance enclosures.

## **MEDIA CONTACTS – Sunrise Advertising Public Relations**

Cresta Lewis  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com)  
513-419-4710

Darcy Little  
[dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)  
513-333-4705



Contact: Darcy Little and Cresta Lewis  
Sunrise Advertising public relations  
513-333-4705 (Darcy), 513-419-4710 (Cresta)  
[dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com)

## **Rolaire from Basco offers Urban Sophistication**

### ***Rolaire Shower Enclosure Designed with Innovative Features and a Unique Design***

**MASON, OHIO – March 29, 2010** – Mason, Ohio-based Basco Shower Enclosures, a trusted leader and innovator in the shower enclosure industry, introduces its Rolaire enclosure at the Kitchen & Bath Industry Trade Show (KBIS). The Rolaire door slides open and closed with aesthetically pleasing large industrial rollers at the top. This arrangement is ideal for a bathroom with limited space, as opposed to a door that swings out and requires additional room. But it also works in larger bathrooms, as it comes in a variety of configurations.

With the glass integrated into the functionality, Rolaire's aesthetics evoke a sense of urban sophistication. Its rolling door mechanism provides a distinct, industrial, simple design that results in a contemporary, edgy and "lofty" look. Rolaire is clean and uncluttered, meaning owners can renew and rejuvenate in their own personal spa-like environment.

"The selection of a Rolaire enclosure brings an instant upscale feel to a bathroom," said Don Gamble, executive vice president of sales and marketing at Basco. "Rolaire is both sophisticated and trendy, exactly what consumers want."

Rolaire's product features include: raised, roller-style track header; 8" ladder handle; towel bar and knob. The enclosure has 3/8" glass thickness and comes in the following glass options: Arctic Frost, Clear, Cobblestone, Rain, Silk, Symmetry and Venetian. Rolaire is available in a brushed stainless steel finish. Its available configurations are:

- Fixed Panel with Sliding Door
- Fixed Panel with Sliding Door and additional Inline Panel
- Fixed Panel with Sliding Door and Panel with Return

We invite you to see Basco's new Rolaire enclosure on display at Basco's KBIS booth, # S423.

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## **ROLAIRE**

### ***New Product Fact Sheet***

#### **Product Description**

With the glass integrated into the functionality, Rolaire's aesthetics evoke a sense of urban sophistication. Its rolling door mechanism provides a distinct, industrial, simple design that results in a contemporary, edgy and "lofty" look.

#### **Product Features**

- Raised, roller-style track header
- 8" ladder handle
- Towel bar and knob

#### **Consumer Appeal**

- Distinctly urban design
- Fixed panel options fit well in spaces with limited accessibility or obstructions

#### **Glass Thickness**

3/8"

#### **Glass Options**

Arctic Frost, Clear, Cobblestone, Rain, Silk, Symmetry, Venetian

#### **Finish Options**

Brushed Stainless Steel

#### **Available Configurations**

- Fixed Panel with Sliding Door
- Fixed Panel with Sliding Door and additional Inline Panel
- Fixed Panel with Sliding Door and Panel with Return

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Sunrise Advertising public relations  
513-333-4705 (Darcy), 513-419-4710 (Cresta)  
[dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com)

## **Basco Unveils a Fresh Look in Shower Enclosures** ***Evo Enclosure Features Contemporary Look and Clean Lines***

**MASON, OHIO – March 29, 2010** – Basco Shower Enclosures launches its contemporary Evo line at the Kitchen & Bath Industry Trade Show (KBIS). Evo's unique roller system incorporates the glass into its functionality. With concealed rollers in the header, this enclosure presents an open all-glass look for any bathroom. Evo doors allow for maximum shower access even in confined spaces, as the door slides open and closed as opposed to swinging out into the bathroom.

Evo's fixed panel design fits well in spaces with limited accessibility or obstructions. Consumers will enjoy Evo's blend of form and function and its contemporary, clean lines. Evo is for consumers who prefer urbane looks over urban and seek a haven from the outside world.

"Minimal hardware, maximum beauty. That's what many consumers are looking for," said Don Gamble, executive vice president of sales and marketing at Basco. "A clean, polished look is inherent in Evo's functionality, as its minimal hardware provides the unobstructed look today's consumer demands."

In addition to concealed rollers, Evo's other prominent product feature is an ergonomic handle. The enclosure has 3/8" glass thickness and comes in the following glass options: Arctic Frost, Clear, Cobblestone, Rain, Silk, Symmetry and Venetian. Evo is available in a variety of finishes, including: Almond, Antique Pewter, Bronze, Brushed Bronze, Brushed Nickel, Burnished Copper, Gold/Polished Brass, Oil Rubbed Bronze, Satin Nickel, Silver, White and Wrought Iron. Its available configurations are:

- Fixed Panel with Sliding Door
- Fixed Panel with Sliding Door and additional Inline Panel
- Fixed Panel with Sliding Door and Panel with Return

We invite you to see Basco's new Evo enclosure on display at Basco's KBIS booth, # S423.

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## **EVO**

### ***New Product Fact Sheet***

#### **Product Description**

Evo blends smoothness in form and function, with its contemporary, clean lines and rolling mechanism. Evo is for those who tend toward Urbane over Urban.

#### **Product Features**

- Rollers concealed within the header
- Ergonomic handle

#### **Consumer Appeal**

- Unique, contemporary design
- Fixed panel options fit well in spaces with limited accessibility or obstructions

#### **Glass Thickness**

3/8"

#### **Glass Options**

Arctic Frost, Clear, Cobblestone, Rain, Silk, Symmetry, Venetian

#### **Finish Options**

Almond, Antique Pewter, Bronze, Brushed Bronze, Brushed Nickel, Burnished Copper, Gold/Polished Brass, Oil Rubbed Bronze, Satin Nickel, Silver, White, Wrought Iron

#### **Available Configurations**

- Fixed Panel with Sliding Door
- Fixed Panel with Sliding Door and additional Inline Panel
- Fixed Panel with Sliding Door and Panel with Return

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Sunrise Advertising public relations  
513-333-4705 (Darcy), 513-419-4710 (Cresta)  
[dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com)

## **Basco's Unique Preceria Collection Expands for Greater Flexibility**

**MASON, OHIO – March 29, 2010** – Basco Shower Enclosures is pleased to launch four new configurations in its luxurious Preceria line, including: Single Swing Door (which will provide a new option for compact openings) and three options in the Wall Mount and Glass-to-Glass hinge Door and Panel line.

The hardware used for all Preceria products is exclusive to Basco. The Preceria line has become well-known for its eye-catching elliptical design features which lend interest and elegance to bath décor. Even its header is a design element, with a unique elliptical shape. The new configurations will, therefore, become welcome offerings for consumers who are attracted to the graceful lines and decorative opportunities Preceria provides.

"Preceria's smooth curves bring a designer's touch to a bathroom staple," said Don Gamble, executive vice president of sales and marketing at Basco. "We're excited to expand one of our most beautiful and popular lines with innovative new options."

Preceria's product features include: raised, elliptical header; elliptical Glass-to-Glass and Wall Mount hinges; and 8" elliptical handle. Preceria doors swing in and out. The enclosure has 5/16" glass thickness and comes in either Clear or Silk glass options (curved door available in Clear only). Basco can also combine Clear and Silk for a unique look. Its finish options include: Almond, Antique Pewter, Bronze, Brushed Bronze, Brushed Nickel, Burnished Copper, Oil Rubbed Bronze, Satin Nickel, Silver, White and Wrought Iron.

Preceria's available configurations are:

- Single Swing: **NEW**
- Door and Inline Panel (Wall Mount): **NEW**
- Door and Inline Panel (Glass-to-Glass): **NEW**
- Door and Panel with Return (Wall Mount): **NEW**
- Panel Door Panel
- Door and Panel with Return (Glass-to-Glass)

We invite you to see Basco's new Preceria additions on display at Basco's KBIS booth, # S423.

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## PRECERIA

### *New Product Fact Sheet*

#### **New Products in Basco's Preceria Line**

Basco's Preceria family of products has expanded with four new configurations:

- **Single Swing Door** (provides another compact option for small openings)
- Three new options in the **Wall Mount** and **Glass-to-Glass** hinge Door and Panel line up:
  - Door and Inline Panel (Wall Mount), Door and Inline Panel (Glass-to-Glass) and Door and Panel with Return (Wall Mount)

Preceria's original Panel Door Panel as well as Door and Panel with Return (Glass-to-Glass) configurations remain available.

#### **Product Description**

The eye-catching elliptical design features of Preceria lend interest and elegance to bath decor. Preceria is for those who value graceful lines and their luxurious effect on environments.

#### **Product Features**

- Raised, elliptical header
- Elliptical Glass-to-Glass and Wall Mount hinges
- 8" elliptical handle

#### **Consumer Appeal**

- Unique, contemporary design
- Available in a variety of configurations
- Header featured as a desirable design element instead of a restriction

#### **Glass Thickness**

5/16"

#### **Glass Options**

Clear, Silk. Basco can also combine Clear and Silk glass for a unique look. \*Curved door available in Clear only.

#### **Finish Options**

Almond, Antique Pewter, Bronze, Brushed Bronze, Brushed Nickel, Burnished Copper, Oil Rubbed Bronze, Satin Nickel, Silver, White, Wrought Iron

#### **Available Configurations**

New	Original
Single Swing	Panel Door Panel
Door and Inline Panel (Wall Mount)	Door and Panel with Return (Glass-to-Glass)
Door and Inline Panel (Glass-to-Glass)	
Door and Panel with Return (Wall Mount)	

#### **Special Considerations**

Door swings in and out



Contact: Darcy Little and Cresta Lewis  
Sunrise Advertising public relations  
513-333-4705 (Darcy), 513-419-4710 (Cresta)  
[dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com)

## Basco Gets Clear with Infinity

**MASON, OHIO – March 29, 2010** – Mason, Ohio-based Basco Shower Enclosures, a trusted leader and innovator in the shower enclosure industry, is launching two new offerings in its Infinity line. First a jambless option for Door and Inline Panel as well as Door and Panel with Return configurations and a 76” height option for all Infinity configurations.

Given the popularity of the elegant frameless appeal already inherent in Infinity enclosures, Basco’s jambless option takes it one step further by eliminating the strike jamb. The result is a more frameless and open look with an unobstructed view. The 76” enclosure offers convenience in a variety of ways: it’s a perfect look for bathrooms with high ceilings or tiles; an increased height fills more space so steam stays inside the shower; and it makes the shower even more easily accessible for all consumers.

“We developed our new Infinity options knowing precisely what consumers need and want – affordable luxury,” said Don Gamble, executive vice president of sales and marketing at Basco. “The jambless option has a plush European look at a more affordable price and the 76” Infinity enclosure offers convenience with style”.

Product features for all Infinity enclosures include: rounded, euro-style header; tubular, through-the-glass handles; towel bar/handle combinations and a continuous hinge system. Infinity doors swing out only. The enclosure has ¼” glass thickness and comes in a variety of glass options, including: Autumn, Cascade, Clear, Clear Beveled, Clear Etched, Fluted, Heirloom, Rain, Reflections, Silk, Steam Mist and Symmetry. Available finishes include: Almond, Antique Pewter, Bronze, Brushed Bronze, Brushed Nickel, Burnished Copper, Gold, Oil Rubbed Bronze, Satin Nickel, Silver, White and Wrought Iron. Infinity configurations are:

- Single Swing Door (76”option available)
- Panel Door Panel (76” option available)
- Door and Inline Panel (76” option and jambless available)
- Door and Panel with Return (76” option and jambless available)
- Neo-Angle Enclosure (76”option available)

We invite you to see Basco’s new Infinity additions on display at Basco’s KBIS booth, # S423.

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## INFINITY

### New Product Fact Sheet

#### New Offerings in Basco's Infinity Line

- 76" height option
- Jambless option

#### Product Description

Basco has a new 76" height option for all Infinity doors.

Additionally, Basco has a new option with the strike jamb removed for a more frameless and open look, providing an unobstructed view. This option is available for Door and Inline Panel as well as Door and Panel with Return configurations.

#### Product Features for All Infinity Enclosures

- Rounded, euro-style header
- Tubular, through-the-glass handles
- Towel bar/ handle combinations
- Continuous hinge system

#### Consumer Appeal

- Affordable luxury
- Available in a variety of configurations

#### Glass Thickness

1/4"

#### Glass Options

Autumn, Cascade, Clear, Clear Beveled, Clear Etched, Fluted, Heirloom, Rain, Reflections, Silk, Steam Mist, Symmetry

#### Finish Options

Almond, Antique Pewter, Bronze, Brushed Bronze, Brushed Nickel, Burnished Copper, Gold, Oil Rubbed Bronze, Satin Nickel, Silver, White, Wrought Iron

#### Available Configurations

76" Infinity	Jambless Infinity
Panel Door Panel	Door and Inline Panel
Door and Inline Panel	Door and Panel with Return
Door and Panel with Return	
Single Swing Door	
Neo-Angle Enclosure	

#### Special Considerations

Door swings out only

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Sunrise Advertising public relations  
513-333-4705 (Darcy), 513-419-4710 (Cresta)  
[dlittle@sunriseadvertising.com](mailto:dlittle@sunriseadvertising.com)  
[clewis@sunriseadvertising.com](mailto:clewis@sunriseadvertising.com)

## **Introducing a Clean That Lasts with Aqua Glide XP Clear Glass from Basco *Minimizes The Need for Consumer Care and Harsh Cleaners***

**MASON, OHIO – March 29, 2010** – Mason, Ohio-based Basco Shower Enclosures, a trusted leader and innovator in the shower enclosure industry, unveils an enhanced version of its popular AquaGlide glass protection product: Aqua Glide XP Clear Glass. A patented, ultra-protective coating, Aqua Glide XP is bonded to the glass at the factory, increasing its sheen and luster while preventing spotting, soap scum and mineral deposits. The result is a clean that lasts in an innovative new clear glass option exclusively from Basco.

“We understand that in the busy lives of consumers, the last chore they want to do is clean their shower door,” said Don Gamble, executive vice president of sales and marketing at Basco. “We developed Aqua Glide XP Clear Glass with advanced, long-lasting protection that minimizes care and the need for harsh cleaners.”

Aqua Glide XP Clear Glass offers a number of convenience factors for consumers, including:

- Shower doors look new longer
- Water beads on the glass, which protects against spotting, soap scum and mineral deposits
- Protection against staining saves money in replacement costs and cleaning time
- Cleaning becomes as simple as spraying the glass with water, eliminating the need for harsh cleaners and chemicals
- Enhanced version provides a long lasting superior performance and is backed by a three-year warranty
- Also available as an option for all Basco glass patterns.

We invite you to see Basco’s Aqua Glide XP Clear Glass in action at Basco’s KBIS booth, # S423 and on Basco’s YouTube channel: <http://www.youtube.com/watch?v=Q0RkN5o5jWU>.

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## **Aqua Glide XP Clear Glass** *New Product Fact Sheet*

### **Aqua Glide XP Clear Glass**

*Clean That Lasts*

Aqua Glide XP Clear Glass features an enhanced version of Basco's popular AquaGlide glass protection. A patented, ultra-protective coating, Aqua Glide XP is bonded to the glass, increasing its sheen and luster while preventing spotting, soap scum and mineral deposits. The result is a *clean that lasts*.

### **Consumer Appeal**

- Shower doors look new longer
- Water beads on the glass, which protects against spotting, soap scum and mineral deposits
- Protection against staining saves money in replacement costs and cleaning time
- Cleaning becomes as simple as spraying the glass with water, eliminating the need for harsh cleaners and chemicals
- Enhanced version provides a long lasting superior performance and is backed by a three-year warranty
- Also available as an option for all Basco glass patterns

### **Watch Aqua Glide XP Clear Glass in action**

<http://www.youtube.com/watch?v=Q0RkN5o5jWU>

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