

## A WORD FROM OUR PRESIDENT



Tom Wargel, BEMA President

I am pleased to inform you that the GlassBuild America: The Glass, Window and Door Expo—BEMA meetings in San Diego were very successful in terms of charting BEMA's course.

The Standards Sub-Committee met and developed recommendations for establishing quality and installation standards for shower doors and tub enclosure. This is the single most important objective for BEMA this year and your input is always welcomed and appreciated. Please direct your comments to Chris Birch, Executive Director of BEMA. I will report the committee's progress in future letters.

The Board of Directors meeting was characterized by spirited debate and some excellent ideas. Don Harter, President and Director of Technical Services for the California Glass Association, attended the meeting and provided valuable input for the technical committee.

The annual membership meeting was very well attended, and an interesting and informative presentation was given by William Koffel with Koffel Associates

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## Annual Meeting Shows New Format

The 2004 Bath Enclosure Manufacturers Association membership meeting was held Thursday, March 11 in conjunction with the 2004 GlassBuild America Glass Show and Expo. BEMA became an official sponsor of the show in 2004.



Industry members listen to a presentation at BEMA's Annual Membership Meeting.

The annual meeting saw a few changes this year, the biggest of which was its streamlined format. BEMA President, Tom Wargel built on the GlassBuild theme *Chart Your Course* with his report to the industry. He assured BEMA members that the association is moving forward and building a strong base for future development. "The future looks bright for BEMA," said Wargel. "Our objective is clear; to promote the sale and use of shower enclosures and shower doors."



AFG Industry Vice President of Sales Mark Massa speaks on the economic outlook of the glass industry during the Annual Membership Meeting.

He outlined the goals and objectives for 2004. The goals included raising exposure of BEMA and its corporate sponsors through the use of the media and attendance at home and trade shows.

Building code expert Bill Koffel, President of Koffel and Associates, discussed the development and adoption of building codes. Koffel outlined the code development process of the International Code Council and the National Fire Protection Association. The Glazing Industry Code Committee represents glass and glazing interests in the building code process.

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### Continued from front...Annual Meeting

Kevin Sherman, Comet Product Manager for Prestige Brands, spoke on the growth of Comet spray and the role that BEMA has played in its growth. "Comet sales have increased during the past year, and BEMA members have played a significant role in Prestige's effort to expand the use of the product," said Sherman.



Outgoing BEMA President, Bill Furr accepts a certificate of appreciation from President Tom Wargel during the Annual Membership Meeting in San Diego, California.

The final speaker of the day was Mark Massa, Vice President of sales for AFG Industries, Inc. Massa talked about the projected growth of glass in baths products and the impact of high natural gas prices on glass products

Existing home sales and new construction combined with home remodeling will keep consumers purchasing glass and glass-related products during 2004. Massa predicts the glass industry will see some growth in 2004, with the majority in the heavy glass enclosure area. Overall, the industry is expected to increase by 4.4 percent.

BEMA showed its appreciation to outgoing president, Bill Furr, by presenting him with a certificate of appreciation and gift for his service.

The annual meeting came to a close with the annual door prize drawing.

## We Want to Hear Your News...

Does your company have news to share with other BEMA members? If you do, we are interested in knowing about it. Keeping up on the latest news from other industry members helps you stay up to date in today's ever-changing environment. Please send any news, event or innovation information to [bema@bathenclosures.org](mailto:bema@bathenclosures.org).

## "Glass & Metal: New Trends in Shower Doors" Seminar a Success at GlassBuild America

A larger than anticipated crowd gathered, leaving standing room only for the seminar titled *Glass & Metal: New Trends in Shower Doors*. The seminar, sponsored by BEMA, was moderated by BEMA President, Tom Wargel during GlassBuild America in San Diego.



Daniella Jones discusses different types of hardware used for shower enclosures.

The first of six speakers was Daniella Jones from Custom Hardware Manufacturing, Inc. Jones works in the shower department of Custom Hardware as its manager. She described the different types of edges and hardware and the influence Europe has played in the styling of everything from hinges to handles. She made the audience aware of the new popular colors and presented the benefits of having a showroom to display their products.



Industry members listen to a speaker during the seminar sponsored by BEMA.

she also discussed the benefits of steam showers and the reasons for their increased popularity. A transom can be added that permits the user to release excess steam.

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on "GICC and the Model Building Codes." Additionally, Kevin Sherman with Prestige Brands International gave an excellent update on Comet and their marketing plans. Marc Massa with AFG gave an outstanding presentation on the state of the glass industry and its future.

One of the most encouraging and positive aspects of the BEMA meeting was the interest expressed in BEMA for Active, Dealer and Associate membership. A number of potential new members at the show have signed up and many more are in the process of joining. There is, indeed, strength in numbers and I strongly encourage you to solicit members at all levels in your market place. More members enhance the awareness of shower doors and tub enclosures which, in turn, promote the sale and use of our products.

The "Glass and Metal: New Trends in Shower Doors" panel discussion enjoyed an overflow crowd. Informative, interesting and entertaining presentations were made by Mark Spencer, William L Bonnell Company; Kerry Barnett, Guardian Industries; Daniella Jones, CHMI; Jeffrey Granato, DuPont; Jeff Nichols, Standard Bent Glass; and Danny Donahue, C R Laurence. I would like to thank all of these individuals for their outstanding contributions to this very successful panel discussion. The positive comments I received on the panel discussion will probably make this a permanent part of future BEMA meetings.

Our next board meeting will be held in conjunction with the Glass Expo West Show September 23rd in Las Vegas and you are welcome to attend. Please contact Chris Birch for meeting details.

Thank you for being an integral part of BEMA and enjoy a happy, safe and relaxing summer.

**Bema Announces the 2003 Design Award Winners**

The 2003 design award winners were presented at the annual membership meeting in San Diego. Duschqueen won the award in the Glass under 3/8" category and Mr. Shower Door, Inc. was the winner in the Glass 3/8" and over category. The two were honored at BEMA's Annual Membership Meeting in San Diego, California in conjunction with GlassBuild America: The Glass, Window and Door Expo.

Duschqueen is the second repeat winner in the competition with their Glass under 3/8" entry. John Veras received the award last year in the same category.

"A customer in Eastern Pennsylvania contacted us because they wanted a framed-radius top, Durabrass Enclosure. We templated and fabricated exactly that. The unit consists of ¼ inch clear tempered glass, solid brass extrusions, bent where necessary and all metal is 'Durabrass' Gold Plated," said Veras.

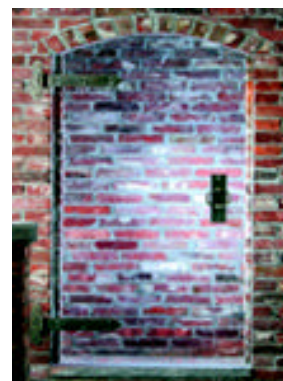
In the Glass 3/8" and over category, Tom Whitaker of Mr. Shower Door, Inc. provided a simple but unique design:

"The client wanted a rustic shower look to go with the unique brick bathroom and its distressed antique brass fixture theme," said Whitaker. "She repeatedly asked if there was something other than the standard contemporary hinges and 'd' pull...she asked us to think outside the box. The answer was in the Rocky Mountain Hardware catalogue with strap hinges and door knocker-style pull. With some adaptation work in our shop, we made these components fit the arched glass piece.



BEMA President Tom Wargel poses for a picture with John Veras of Duschqueen and Ralph DeAngelis of Mr. Shower Door, Inc.

Because the shower was steam as well, we had to fit concealed brass pieces with compression strips behind the glass on the face of the brick stops the masons had formed. The result was a door that didn't look like a shower door...the client's desire was met."



Left: Mr. Shower Door, Inc. winning entry, Glass 3/8" and under. Right: Duschqueen's winning entry, Glass under 3/8".



"The BEMA Design Awards provide an opportunity for dealers to showcase their innovative designs. All the entries this year were exceptional and demonstrate how enclosures are adapting to meet consumer needs," said Tom Wargel, BEMA President and Showerite – A Crane Plumbing Co.

To view all of the entries and winning designs, visit our Web site [www.bathenclosures.org](http://www.bathenclosures.org).

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Jeff Nichols, the Vice President of Sales and Marketing for Standard Bent Glass Corporation, presented the standard products used in shower enclosures and showed the benefits of using custom curved glass as a lower cost option. According to Nichols, custom bent glass can be more cost effective and offers a variety of choices in regard to tint, texture and thickness. Custom bent glass allows the addition of an etching which can be layered between two sheets of glass that can then be bonded without many limitations.

Jeff Granato of DuPont spoke about new laminated glass products for the shower enclosure market. New developments in glass thickness testing have led to glass products reducing the likelihood of glass-related injuries. Using Ionoplast inner layers offer structural integrity without losing the clarity many people desire in their bath enclosure. Using the Ionoplast process gives the glass five times the tear resistance of PVC and one-hundred times the strength according to the Granato.

Danny Donahue of CR Laurence discussed building codes related to the glass industry, including a newly released *Frameless Shower Door Guide*. Mr. Donahue is working with BEMA to develop guidelines for installing frameless shower enclosures. "The self-governing way of installing shower doors is over," said Donahue.

Kerry Barnett, of Guardian Industries, showed a presentation titled "Trends in Shower Door Glass" which showed that the industry has seen \$500 million in sales through more than 50 manufacturers. With one truckload of glass being the equivalent of 21 tons of float glass, the industry sells 4500-5000 truckloads annually. Mr. Barnett spoke of glass as Hydrophobic; or water repellent, Hydrophilic; water attracting, low iron clear, new pattern, low maintenance and scratch/chemical resistant glass.

Mark Spencer, of William L. Bonnell Company, concluded the discussion with his presentation "Aluminum Extrusions and Finishes," updating the audience on what is new in the industry.

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## Help BEMA Grow

BEMA members are being asked to actively participate in the recruitment of new members. BEMA president Tom Wargel suggests each BEMA member talk to people in their geographical area. Your participation will help increase BEMA membership and aid the association in reaching future goals. Membership applications are available on-line at [www.bathenclosures.org](http://www.bathenclosures.org).

## GlassBuild America 2005 Changing Dates

Since the conclusion of GlassBuild America in March, there has been considerable discussion among our exhibitors about the dates chosen for next year's exhibition in Atlanta. The show is currently scheduled to begin on Palm Sunday and conclude on the following Monday and Tuesday.

"NGA is taking the concerns of the industry very seriously and we will respond to the needs and desires of both our exhibitors and our member companies," said Phil James, President of the National Glass Association. "I would like BEMA to inform its members that the show as it is scheduled will not occur."

Following an interview of industry members, James said a decision regarding the dates will be released. For more information on GlassBuild America 2005, check on-line at [www.glassbuild.com](http://www.glassbuild.com).

## Update On Our Web Site

During the first quarter of 2004, BEMA's Web site, [www.bathenclosures.org](http://www.bathenclosures.org) has had an average of 24,596 hits per month. This is up from 3,985 just two years ago giving us an increase of more than 600 percent.

The most visited pages aside from the home page was the list of current members. Browsers seem to be searching for BEMA members in their prospective area of the country in order to purchase bath enclosures for installation. This should provide to be a good tool for manufacturer members of.

There has also been a jump in browsers searching for information about BEMA membership. The hits for that page had an average of 33 hits per month during the first quarter.

The Web site is constantly being updated. We will continue to include updates in future newsletters.

If any member has information they would like to include on the Web site, send us an email at [bema@bathenclosures.org](mailto:bema@bathenclosures.org).

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## NEW BEMA Members for 2004

### Active Members:

Coral Industries, Inc.

### Dealer Members:

Go-Glass Corp.

Frontier Glass, Inc.

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