

360 Executives Acquires Basso Botanicals

Basso founder Dale Hall named President of 360's Consumer Goods Division



Scottsdale, Mar 9, 2020 ([Issuewire.com](https://www.issuewire.com)) - 360 Executives, LLC, announced today it has completed its purchase Basso Botanicals, a Scottsdale based CBD brand, in an all-cash transaction. Dale Hall the Founder and CEO of Basso Botanicals joins the 360 Executives team as President of the Consumer Goods Division.

“We are thrilled to get this acquisition completed, said David Trecek, CEO of 360. “Adding an industry veteran like Dale Hall will speed the growth initiatives for the entire division.” Hall will oversee the following brands in the 360 portfolios:

REFYNED, <https://getrefyned.com> the non-CBD, health, beauty and nutraceutical line.

Basso Botanicals, <https://bassobotanicals.com>

True Lux CBD, <https://trueluxcbd.com> a CBD line geared more towards the female demographic.

360 Private Label, <https://360privatelabel.com> which offers custom formulation and lower minimum quantities on the existing catalog of formulations.

The Vape Alternative, <https://thevapealternative.com> which offers cutting edge delivery platforms such as oral dissolvable film, which has shown to be safer and a fast acting alternative to combat the ongoing vape crisis.

Dale Hall, 360 Division President explained, “Joining the team at 360 Executives enables us to develop and expand rapidly my vision for the multiple business units. Secondly, Basso formulations will improve. With this acquisition, products will have the capability to be manufactured in a FDA regulated, DEA licensed, cGMP pharmaceutical facility where currently, 360 Executives formulates and manufactures products. Our formulations will benefit from processes that are created under these strict guidelines. Along with this, we can continue to pilot the 7xpure verification process to gain consumer confidence behind our brands. This brings certainty to our vision of creating the best Consumer Products available today in the CBD and Hemp space.”

About 360 Executives.

360 Executives is an executive managed services company led by industry veterans involved in all aspects of growing and assisting companies. Their key expertise is based on technology, operations, logistics, sales, team development, customer service, and superior marketing.
<https://360executives.com>

About Basso Botanicals

Basso Botanicals was founded in 2017 and formed from a group of individuals with a passion for the cannabis industry. This passion evolved after learning more about the benefits of phytocannabinoids that are found in Active Hemp Extract. Their mission is to be an industry leader in providing the highest quality, phytocannabinoid products to aid in an overall active lifestyle and healthy living.
<https://bassobotanicals.com>

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