

## **FOR IMMEDIATE RELEASE**

Contact:  
Debra Wachter  
Director of Marketing  
Electric Mirror  
(425) 776-4946  
[d.wachter@electricmirror.com](mailto:d.wachter@electricmirror.com)

## **ELECTRIC MIRROR WELCOMES JACK ARMSTRONG AS NATIONAL HEALTHCARE AND SENIOR LIVING SALES MANAGER**

**NEW ROLE WILL LEAD COMPANY'S COMMITMENT TO SERVE THESE IMPORTANT MARKETS WITH PRODUCTS THAT IMPROVE SAFETY AND QUALITY OF LIFE FOR PATIENTS AND RESIDENTS**

**EVERETT, Wash.** (October 13, 2015) – Electric Mirror, the premier U.S. manufacturer of Lighted Mirrors and Mirror TVs and the global leader in Mirror Technology, announced today that the company has hired Jack Armstrong as the National Healthcare and Senior Living Sales Manager.

In this role, Armstrong will oversee healthcare and senior living product sales for the company. Additionally, he will utilize his expertise in senior living furniture design to interact with the Electric Mirror Research and Development team to design top-tier technology products that serve patients and residents by increasing nighttime safety and improving their lifestyle. He is also responsible for managing the relationships with hospital administrators, senior living facilitators, and designers and developers of healthcare and senior living facilities.

“Electric Mirror is making a strong long-term commitment to provide healthcare products that create value and are harmoniously designed to fit the operational goals of hospital administrators and senior living facilitators. We are serious about delivering products that belong in these settings because they categorically serve the needs of patients,” said Armstrong.

Armstrong, who joined the company in July 2015, most recently served as the Vice President of Marketing Sales, and as a furniture industry consultant, for Cooltree, a division of Artone Manufacturing founded by Armstrong. He brings more than 20 years of experience in the healthcare and senior living industry and served as president for several medical equipment firms including Romedic, Inc., Twin Medical, and Rane Bathing Systems.



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“Electric Mirror has a tremendous opportunity to provide value to this market with innovative products that create a home-like atmosphere for seniors,” added Armstrong. “I’m really excited to see these high tech products integrated into the daily experience for seniors to create a low tech, home-y feel. Personally, I see this role as a new opportunity to serve the people whom I care about deeply.”

“Jack’s vision and leadership at Electric Mirror will broaden our service to the healthcare and senior living markets,” said Jim Mischel, President and CEO of Electric Mirror. “His expertise combined with his dedication and commitment to our clients is a natural fit with the Electric Mirror mission. We are very pleased to welcome Jack as an invaluable addition to our growing company.”

All of the Electric Mirror Lighted Mirror products are available for use in a healthcare or senior living setting, as well as post-acute care and short-term rehabilitation centers. By adding Keen Technology, each mirror provides a means to prevent falls through its Night Light and dimming features. These features provide patients with an available light source at night to help with safe movement to a restroom or within the facility. Keen™ Technology allows hospital administrators and senior living facilitators to provide this safe lighting source to patients without having to install secondary lighting.

According to Mariana G. Figueiro, Ph.D., as reported in the *Residential Lighting* November 2013 edition, Alzheimer and elderly patients can benefit from use of warmer light sources in the evening. “We suggest a low level of warm color with horizontal/vertical cues to help with postural control to minimize falls,” Figueiro stated.

Furthermore, the soft, warm light provided by the Electric Mirror products eliminate shadowing on faces and produce a better reflection for the patient, creating an improved mood and emotional outlook.

## About Electric Mirror

Electric Mirror ([www.electricmirror.com](http://www.electricmirror.com)) is the premier U.S. manufacturer of Luxury Lighted Mirrors and Mirror TVs, offering an extensive product line that includes Lighted Mirrors, Lighted Mirror TVs, Kitchen TVs, Mirrored Cabinets, Makeup Mirrors, and In-Shower Fog Free mirrors. Electric Mirror has numerous options within each of the lines and routinely customizes them to designers’ specifications. Electric Mirror has been serving the hospitality, healthcare, commercial, and residential markets for 18 years and has a reputation for unsurpassed customer care and service. Electric Mirror is committed to delivering exceptional products to their clientele, which include well-known luxury brands worldwide.

To request more information about Electric Mirror products, please contact [sales@electricmirror.com](mailto:sales@electricmirror.com) or phone (425) 776-4946.

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