



Electric Mirror Photo

**U.S. Secretary of Commerce Penny Pritzker Recognized the Mischel Family With Top Exporting Award at a Ceremony in Washington, D.C.**

## Electric Mirror Nationally Honored With President's Export Award.

### **MARKETWIRED**

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Electric Mirror ([www.electricmirror.com](http://www.electricmirror.com)), the premier manufacturer of lighted mirrors and mirror TVs and the global leader in mirror technology, announced today it has received the President's "E" Award for Exports by U.S. Secretary of Commerce Penny Pritzker at an awards ceremony in Washington, D.C. The "E" Award is the highest recognition that any U.S. entity may receive for making a significant contribution to the expansion of U.S. exports.

"Electric Mirror's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs," said Commerce Secretary Pritzker in her congratulatory letter. "Electric Mirror has demonstrated a sustained commitment to export expansion. The 'E' Awards Committee was very impressed with Electric Mirror's exports."

"Our lighted mirrors are in over one million hotel rooms now around the world and that number is growing at a faster and faster pace," says Jim Mischel, President and CEO of Electric Mirror. "Every day, guests are enjoying using and seeing our products. We are proud to be American made and to serve clients around the globe."

A true global leader, Electric Mirror has projects in 90 countries, over 60 sales reps around the world, and products on display in over 300 kitchen and bath showrooms throughout the U.S. and Canada. Electric Mirror attends 45 tradeshows and events annually from Las Vegas to New York, and London to Dubai. In addition to its headquarters, the company has four regional branches that support its global growth: London, serving Europe and the Middle East; Dubai, serving the Middle East; Hong Kong, serving Asia; and Miami, serving Central and Latin America.

"Exports are key to our business. In fact, without exports we may not even exist as a company," said Aaron Mischel, Executive Vice President at Electric Mirror. "Exports sustained us when domestic clients felt the pinch of the economic downturn. Seeking international markets, particularly in the Middle East where the economy was booming, gave us the opportunity to place our products in luxury hotels worldwide, ranging from the Four Seasons to the Ritz-Carlton, and Hyatt to the Waldorf Astoria."

The "E" Award represents years of hard work for the members of this family-owned and managed company — Jim Mischel, President and CEO; Jim "Doc" Mischel, Sr., Chairman and Vice President of Research and Development; Aaron Mischel, Executive Vice President, Susan "Faith" Mischel, Vice President; and Mia Freymiller, Vice President of Community Relations.

Electric Mirror's innovation has contributed to its national export expansion that supports the U.S. economy and creates American jobs. The company continues to see high demand for its patent-protected technology, developed by its own engineers. Electric Mirror now holds 42 patents.

"Our lighted mirrors are masterpieces and works of art," says Jim "Doc" Mischel, Sr. "I'm so proud of the innovation that our engineering team has demonstrated to develop these top-tier products and was proud as well to receive the award with my wife Faith from Commerce Secretary Pritzker."

To meet the growing demand for Electric Mirror products around the world, the company recently opened a 125,000-square-foot global headquarters in Everett, Washington, just north of Seattle, which encompasses its corporate offices, research and development division, and its manufacturing and production facility. The company employs 400 people, including 25 engineers.

In addition to its hospitality clients, Electric Mirror produces products that serve commercial, healthcare, senior living, and residential markets.

### **About The E-Award**

President Kennedy revived the World War II "E" symbol of excellence to honor and provide recognition to America's exporters. The "E" Award Program was established by Executive Order 10978 on December 5, 1961. Four years of successive export growth and an applicant's demonstration of an innovative international marketing plan that led to the increase in exports is a significant factor in making the award.

U.S. companies are nominated for the "E" Award for Exports through the Department of Commerce's U.S. Commercial Service office network, located within the Department's International Trade Administration, which has offices in 108 U.S. cities and more than 70 countries to help U.S. exporters.

### **About Electric Mirror**

Electric Mirror is the premier 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. The company also offers numerous options within their product lines like the Seamless LED clock — Technology in Every Mirror; Keen® — Energy Saving, Night Light, and Dimming with a Touch; Vive™ — Music in Your Mirror; and DuraMirror® — The Only Mirror Made for the Bathroom, and routinely creates custom mirrors to designers' specifications. While serving the hospitality, healthcare, commercial, and residential markets for nearly two decades, Electric Mirror has developed a reputation for unsurpassed customer care and service, and is committed to delivering exceptional products to their clientele, which include well-known luxury brands worldwide.

To request a quote for Electric Mirror products, please contact [sales@electricmirror.com](mailto:sales@electricmirror.com) or phone **425.776.4946**.