

WALL STREET SELECT



Electric Mirror Photo

Electric Mirror Global Headquarters in Everett, WA.

Electric Mirror Opens New 125,000-Square-Foot Global HQ and Production Facility to Meet Growing Demand.

Family-owned company relocates to increase production, reduce lead times, launch new proprietary Cameo Designs product, and better serve its customers.

MARKETWIRED

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Electric Mirror (www.electricmirror.com), the premier manufacturer of Lighted Mirrors and Mirror TVs and the global leader in mirror technology, announced today it has relocated to a new 125,000-square-foot global headquarters in Everett, Washington, north of Seattle, which encompasses its corporate

offices, research and development division, and its manufacturing and production facility. The growth of the privately held company, founded in 1997, has been on a steady trajectory. Originating as a five-person family business offering a single product, it now employs 400 people, including 25 engineers, and offers extensive product lines. At its new location and with its new equipment the company can produce a Lighted Mirror in 40 minutes, something that took many hours in the previous facility.

"This is a true American success story and a creative story at that," said Jim Mischel, President and CEO of Electric Mirror. "It started with an idea that blossomed because it provided a beautiful and interactive feature for hotel suites and interior settings. Our company culture breeds innovation -- and this new building helps us create even more jobs and produce more top quality, industry-leading products for customers. We have the space to do new things here."

In addition to the reduced lead times, Electric Mirror will offer increased customization abilities and new design enhancements and products. The company is also installing propriety laser equipment to launch Cameo Designs -- an application that etches creative patterns into the lighted mirrors.

"This industry is growing and we are ready to meet the demand and bring new ideas to the table," added Mischel. "This new home is just the beginning of what's next."

"It's important to us that both our service and quality remain at the highest level. By maintaining our production in here in the U.S. at our new facility, we can oversee the quality of our products, as well as have the freedom to create and test new design ideas like Cameo Designs," said Mischel.

Innovation has fueled much of the company's product lines and the company continues to see high demand for its patent-protected technology -- developed by the Electric Mirror engineers and protected by 42 patents. Headlining this list is the Mirror TV innovation found in hotels throughout the world like the Four Seasons, Ritz-Carlton, Hilton, Sheraton, and many more.

"If you've seen a Mirror TV in a Vegas hotel guest suite, there's a 90 percent chance it was produced by Electric Mirror," added Mischel. In fact, the company has been awarded the "I Need That In My Hotel" award by Hotel Interiors Connect Design.

In addition to its hospitality clients, Electric Mirror serves the residential, healthcare, senior living, entertainment, and restaurant industries with its extensive product lines of Lighted Mirrors, Mirror TVs, Bathroom Mirror TVs, Entertainment Mirror TVs, Kitchen TVs, Waterproof TVs, Wardrobe Mirrors, Makeup Mirrors, In-Shower Fog Free Mirrors, and Corridor Lighting. The company also creates and produces custom designs to meet clients' specifications.

Demand for Electric Mirror products comes from clients around the globe with installations in over 85 countries since 2008. In addition to its U.S. headquarters Electric Mirror has sales offices in London, Hong Kong, and Dubai.

About Electric Mirror

Electric Mirror is the premier US 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 for mirrors, 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 or phone **425.776.4946**.