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NEWS RELEASE

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## **Electric Mirror Reports Big Sales Upswing in 2013 in the Residential Market**

### **Great Products, Innovation, and More Dealers are the Keys**

(Seattle, Washington) Sales volumes for Electric Mirror, the global leader in Lighted Mirrors and Mirror TV technology, are on a marked upswing for the first half of 2013, particularly in the Residential segment. The company is pleased to announce double digit sales growth for both its Hospitality and Residential product lines.

Electric Mirror has already cemented its first-place position in the world-wide hospitality market, selling more Lighted Mirrors and Mirror TV's than the competition. That leadership trend continues in the Residential market, with an increase of 68% in Residential sales in the first two quarters of 2013 over the same time period as last year.

Launched just four years ago, the Residential product line started small but has grown rapidly, says Travis Boyd, Project Manager for Electric Mirror's residential division. "This is our third year of substantial growth like this, so it's been the trend for us. I expect to see this continue for the next few years as we continue to build this market."



Novo Lighted Mirror - Beverly West Residences, Los Angeles, California. Photo by Joe Fletcher Photography.

Boyd said he gives much of the credit for this most recent jump in sales to the fact there are well over 200 residential showrooms around the country displaying Electric Mirror Lighted Mirrors, Mirror TV's, and Mirrored Cabinets. "People are now more knowledgeable on the product, and as a result, they're selling it a lot more effectively and with confidence," he said.

An additional factor driving the growth for Residential has been the addition of Stephen LaMachia as the National Sales Manager for this segment – LaMachia joined the company in 2012, bringing decades of sales experience to Electric Mirror. LaMachia states, "We are

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pumped about the huge momentum we are having in the Residential market. The great technology and new products coming out of Electric Mirror are driving rave reviews by our customer base.” The company also looks forward to a focused expansion into the audio-visual market and lighting showrooms in the future. A new residential price book will be released this autumn that includes a broader catalog of new products as well.

Phenomenal growth has been a theme at Electric Mirror, a small family business launched 15 years ago in the family’s garage near Seattle. The company has expanded five times in the last decade,

most recently relocating to two new warehouse facilities located in Everett, Washington. That new facility houses Electric Mirror’s entire Made-in-the-USA product line, with all metalwork, glasswork, and wiring done on-site. Its expanded workforce, now totaling more than 200 employees, has doubled Electric Mirror’s production capacity.



Trinity Lighted Mirror - Hugh Jackman Homes, Texas.

To see a detailed listing of Electric Mirror’s Residential Showrooms in North America, visit [www.electricmirror.com/project/residential-showrooms](http://www.electricmirror.com/project/residential-showrooms)

Learn more about Electric Mirror by visiting [www.electricmirror.com](http://www.electricmirror.com).

### **About Electric Mirror:**

Electric Mirror is the Leader in lighted Mirrors and Mirror TV Technology, serving the hospitality and residential industries for over fifteen years. With product lines that include modern lighted mirrors, mirror TVs, waterproof TVs, medicine cabinets, sconces, and makeup mirrors, Electric Mirror’s presence in the luxury hotel industry is known throughout the design community as simply unsurpassed. The company released Vive™ in early 2013, the world’s first and only Bluetooth-enabled Smart Mirror.

As the pioneer of Lighted Mirror and Mirror TV design, Electric Mirror’s industry-leading reputation for product innovation, customization, and quality is unmatched. Strong design and surprising technology make Electric Mirror’s products instantly communicate flawless luxury to discerning hotel guests and homeowners worldwide. The company proudly holds 33 industry-leading patents, with dozens more pending.

Learn more about Electric Mirror by visiting [www.electricmirror.com](http://www.electricmirror.com). Go to <http://www.electricmirror.com/buying-from-us/request-a-quote-2> to request a quote, send an email to [sales@electricmirror.com](mailto:sales@electricmirror.com), or call us directly at 425 776-4946.

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