

DuraMirror™

by ELECTRIC MIRROR®

Trust DuraMirror — 7 Year Warranty
The only mirror made for the bathroom



DuraMirror Glass by Electric Mirror
Common results in a damp environment



Typical Mirror from China
Common results in a damp environment

PROTECT YOUR REPUTATION

Avoid poor guestroom reviews because of mirrors with unsightly mold-like black edge corrosion

ACHIEVE SIGNIFICANT SAVINGS

Eliminate the high replacement costs associated with typical mirrors from China

SUPPORT ENVIRONMENTAL STEWARDSHIP

Reduce the environmental impact of mirrors in our landfills

DURABLE

The highest quality mirror available. Up to 3 times the life of typical mirrors from China

CORROSION RESISTANT

Made to resist de-silvering and black edges caused from high humidity and the effects of cleaners

SUPERIOR REFLECTION

No distorted “fun house” effect as seen in typical mirrors from China

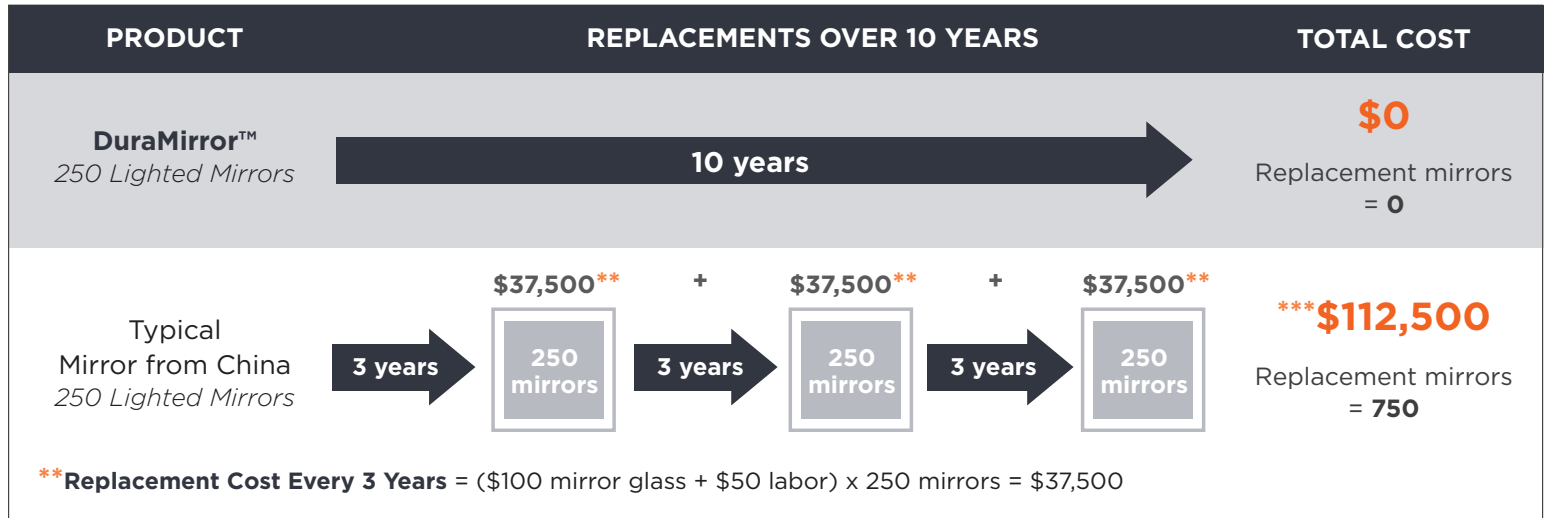
You’re deciding today what your guest’s first impression will be over the next decade. **Trust DuraMirror.**

Retain the beauty of your mirror’s stunning first impression. Who wants to stay in a tired looking guestroom with aging mirrors? Avoid black edges and mirror de-silvering problems that are common in typical mirrors from China. Present your guests a beautifully maintained hotel where impressions are paramount in our age of online reviews and word-of-mouth social opinions. DuraMirror is engineered to resist corrosion and will deliver a visibly memorable impression.



REPLACEMENT COST OVER 10 YEARS* for a 250 Guestroom Hotel

Because of corrosion and de-silvering, typical mirrors from China should be replaced **every 3 years**.



*DuraMirror has an expected life of 10 years. DuraMirror comes with a 7-year warranty.

***Cost does not include the degradation and loss of the hotel's perceived value.

LABORATORY PERFORMANCE TESTING

PERFORMANCE TEST	DuraMirror 25x magnification	Typical Mirror from China 25x magnification
Black Edge Corrosion 20% Salt Spray after 300 hours (scratch test)	Dramatically reduces the occurrence of black edge corrosion 	
Ammoniated Cleaners Exposure to ammoniated cleaners for 48 hours	Significant resistance to ammoniated cleaners (ammoniated cleaners not recommended for any mirror) 	
Copper Accelerated Salt Spray Test Test simulates approx. 2.5 years (scratch test)	Superior performance in CASS test 	