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## The New Bathroom: Luxury and Convenience

### ClearMirrors Provide a Clear Difference for Fog-Free Mirrors

WOODBURY, MINNESOTA - February 3, 1999 - What man hasn't nicked himself trying to shave in the bathroom mirror right after a shower? What family member hasn't caught a chill keeping the bathroom door open to defog the mirror? Who hasn't friendly-fought with another for a precious few square inches of clear mirror space during the morning rush?

What with the modern bathroom receiving so much attention from builders, space designers and remodelers, there had to be a better way, thought Bob Verhey, designer of the newly introduced NewHome ClearMirror™ and MystFree ClearMirror™, economic, elegant and quality solutions to mirror fogging, "As the saying should go, if we could put a man on the moon, and Jacuzzis and saunas in today's elegant bathrooms, we knew we could deliver a product with new-home or designer-home quality and reliability," says Verhey, an engineer by training and President of Woodbury, Minnesota-based NewHome Bath and Mirror, Inc.

NewHome's ClearMirror™ product line will be available initially for two distinct markets.

- The NewHome ClearMirror™ marketed to mirror manufacturers and distributors and other building and home industry professionals.
- The MystFree ClearMirror™, available on the web at [www.clearmirror.com](http://www.clearmirror.com) and at home remodeling and retail outlets such as major home improvement centers and mass merchandisers.

All ClearMirror products are currently available as a standard 18" x 20" ultra-slim (1/16" thin) adhesive-backed pad. ClearMirror, which draws as little power as a 100W light bulb, is installed in conjunction with the bathroom lighting circuit. ClearMirror thus turns on when the bathroom light is turned on, so it goes to work the moment any fog-creating steam may be generated. The ClearMirror heating element is produced for

NewHome by one of the nation's leading manufacturers of heating pads for stringent and demanding industrial applications.

UL listed, all ClearMirror products carry a two-year unconditional guarantee. Professional installation is recommended, following all applicable local, state and national electrical codes. When ClearMirror is properly installed no wires show. The suggested retail price for the MystFree ClearMirror™ is \$84.

Reid Sellgren, NewHome's Vice President and Director of Marketing, says that the firm is also designing and bringing to market additional ClearMirror sizes and applications. Future markets include hotels, motels and bed & breakfasts; cruise ships; athletic, golf and country clubs; and the military.

"While there are several competitors in the marketplace, the ClearMirror product line has been developed and engineered as a quality leader, which will meet the rigid specifications of the new home industry, as well as afford consumers a safe, reliable and cost effective-product they can trust," Sellgren adds.

NewHome Bath and Mirror, Inc. of Woodbury, Minnesota specializes in applying modern technology to enhance lifestyle, convenience and safety in our homes. NewHome products are assembled, packaged and distributed from a state-of-the-art 120,000-square foot facility in Woodbury, Minnesota. NewHome Bath and Mirror is a wholly owned subsidiary of Harvey Vogel Manufacturing Co., which prides itself on more than a half-century of manufacturing excellence.

We invite you to review the ClearMirror product family on NewHome Bath and Mirror's website at [www.clearmirror.com](http://www.clearmirror.com).

NewHome Bath and Mirror, Inc.  
The Difference is Clear