

Hotel Online Special Report

Fogless Mirror Heater a Good Fit for Hotel Bathrooms

St. Paul, MN, October 21, 1999—NewHome Bath and Mirror, Inc. today announced an agreement with American Hospitality Management Company and Capt. Hiram's Restaurant & Marina complex, the inn's developer, to install their fogless mirror heater, ClearMirror™, in the deluxe suites and Jacuzzi® rooms of their newest Key West Inn.

The deluxe suites will overlook the Indian River (Intra-coastal Waterway) in Sebastian while the Jacuzzi® rooms will open on to the pool deck. All of the Key West Inn's rooms will have balconies, internet access voice mail, in-room coffee brewers and other sought after amenities. "We were looking for a project in which to use ClearMirrors and with the special features of these rooms, it became a natural fit", said Kirby Payne, CHA, President of American Hospitality Management Company. "Next to customer service, utilizing this unique product which we feel will make our guests' stays more comfortable is one way to set ourselves apart while bringing our guests back", added Payne. American Hospitality Management Company has been engaged to manage the 56-room inn.

ClearMirror has established itself as a leader in the residential and commercial markets by being UL and C-UL listed as a 110-volt fogless mirror heater. "Our silicone heater has been used in demanding industrial applications for more than 20 years, its reliability is unparalleled and it is backed by a 5-year warranty", noted Reid Sellgren, Vice President of NewHome Bath and Mirror. Sellgren continues, "We are delighted to be included in the same category as other high-end guest comforts. The best part is that a ClearMirror is highly affordable."

ClearMirror products will be available for further review at the upcoming International Hotel/Motel and Restaurant Show at the Jacob K. Javits Convention Center in New York, November 6th-9th (Booth 8531). The Key West Inn & Suites in Sebastian is scheduled for opening in February, 2000.

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