

PRESS RELEASE

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—Peter Ollestad,
vice president of sales



Strasser Woodenworks' Hi-tech Bluetooth Mirror features built-in lighting and defogging capability

Integrated Technology Features Elevate Strasser Woodenworks' New Bathroom Mirrors

Hi-tech Bluetooth Mirrors offer built-in lighting, defogging, and Bluetooth functionality

(Woodinville, WA, February 21, 2019) The humble bathroom mirror is getting a serious upgrade with **Strasser Woodenworks' new Hi-tech Bluetooth Mirrors**. The mirrors feature Bluetooth capabilities for connecting to smartphones and tablets, along with built-in lighting and defogging capabilities. For the homeowner, this means greater functionality, versatility, and, yes, a bit of entertainment from what was once simply a piece of reflective glass.

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About Strasser Woodenworks

Strasser Woodenworks

manufactures high-quality, elegant, freestanding and floating wood bathroom furniture across a range of styles, sizes, configurations, species, and finishes, with more than 10,000 possible product combinations. Each vanity, cabinet, and accessory is crafted in the USA, built to order using cherry, maple, red oak and alder hardwoods sourced in the US and Canada. Strasser Woodenworks prides itself on detailed craftsmanship, including solid-wood dovetail construction, hand sanding, whisper-close doors and drawers, and solid-wood legs. Strasser Woodenworks was founded in 1982 and is headquartered in Woodinville, Washington. For more information about Strasser Woodenworks, call toll free 1-800-445-0494 or visit www.strasserwood.com.



Touch-controls operate backlighting, makeup lighting, defogger, and Bluetooth and speakers

Touch-control icons located on the bottom of the mirror operate four independent functionalities:

- **Integrated backlighting:** LEDs emit a glow from behind, ideal for creating a soft, ambient light for relaxing baths or late-night bathroom visits.
- **Built-in makeup lighting:** Integrated LEDs along the mirror's "frame" are switchable between a warm/soft-light setting (2700k) or a cool/bright-light setting (4000k) depending on the task.
- **Defogging:** Using a delicate heat, the defogging mirror keeps the glass free of steam during and after showers. It includes automatic shutoff.
- **Bluetooth and speakers:** Homeowners can connect smartphones or tablets to the mirror via Bluetooth to listen to music, the news, or podcasts.

"The innovation behind the Hi-tech Mirror isn't just technology for technology's sake—it gives you access to digital tools that have become an important part of everyday life," says Peter Ollestad, vice president of sales. "Built-in lighting is convenient and offers a choice to meet the varying needs of the user; the defogger helps eliminate hassles and wasted time, and the Bluetooth capabilities will keep the user entertained or help them get a jumpstart on the day's news as they get ready in the morning."

The frameless, freestanding mirrors offer a streamlined look suitable for nearly any bathroom style, they can be mounted horizontally or vertically, and they are available for order with any of Strasser Woodenworks' **bathroom vanity** lines. Available sizes include 24" x 36", 36" x 36", and 48" x 36".

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