



A DESILVERED MIRROR

AUGUST 2020

THE PRETTY SIDE OF MIRROR DESILVERING!

**Is there anything pretty about
seeing your bathroom mirror
desilver?**

When it comes to your home renovation,
there are three key focal point 'home

improvement' areas that will automatically give your home a facelift plus, increase its value; your living room, kitchen and your bathroom.

Having a beautifully renovated and upgraded bathroom of high quality, luxury design is the 'icing on the cake' in turning your home into a stunning oasis. Who doesn't want their home sweet home?

You start your bathroom renovation plan by deciding on a list of items such as your bathroom countertops, bathroom cupboards, flooring, lighting, bathroom plumbing fixtures and bathtub wall tile. But, one key item homeowners can miss is choosing the right bathroom mirror and also, a bathroom mirror that offers practical, storage solutions such as a medicine cabinet or mirrored cabinet.

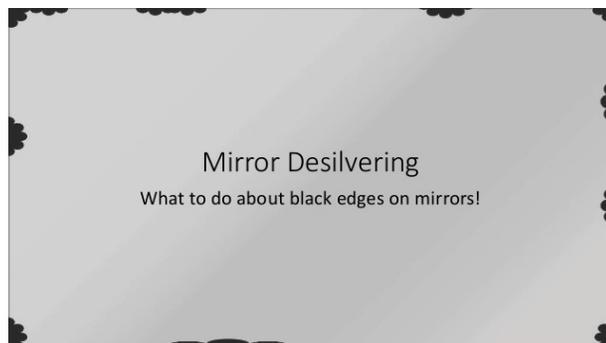
You painstakingly spend time going to various kitchen and bath supply stores, flooring and tile stores diligently shopping around for all the right items on your list or you work with a contractor/architectural designer to find these items. You want to make all of the right choices for your bathroom design because this will be a long-term home renovation commitment and investment you want to get right the first time.

You purchase the majority of your wish list of items, but your budget is getting tight. You have two more items you need, which is your bathroom light fixture and your bathroom mirror. You decide you need to invest more money into the new light fixture and spend less on your bathroom mirror. You go to a local store who sells low cost home design supplies and pick up a low cost mirror thinking "a mirror is just a mirror" so, there is no need to invest more cost into this item. You decide you can live with this compromise, right?

One month later after all the bathroom home renovations are complete you feel elated and relieved the 30 days of stress, time and investment is done and you can finally enjoy your beautiful, new bathroom design!

Then you start to realize your compromise was a huge mistake!

Time passes and your bathroom design oasis has been nothing less than perfect until, you start to notice dark streaks running through or black spots along the



DARK SPOTS AND DARK EDGES CAUSED BY MIRROR DESILVERING

edges of your bathroom mirror.
You are horrified and alarmed to see this.

And these mirror stains and streaks won't budge even though; you try desperately to clean and clean your mirror.

So, the question is what causes these black edges to form on mirrors? The quick answer is it is caused by an effect called "desilvering?"

And the next question is, what is the list of causes of mirror desilvering?

- 1) Mirrors will desilver if they are exposed to moisture from a steam bath or water splashes. Moisture results in oxidation of the silver. Also, if you live close to the ocean or sea the moisture in the air is salty, which can also cause desilvering.
- 2) Improper cleaning such as using ammonia cleaning agents can cause mirror desilvering. The moisture from the mirror will start to create the black spots on the mirror.
- 3) Mirror desilvering is caused by a breakdown of the silver backing of the mirror. The silver backing can break down due to age or poor initial craftsmanship.

So, is there a pretty side to mirror desilvering?

YES, THERE IS!

It starts in the initial manufacturing process. How a mirror is made in terms of quality, materials and craftsmanship makes a significant difference in avoiding mirror desilvering.



SIDLER'S SILVERLASTING™ DOUBLE SIDED MIRROR DOOR

There are various methods used to silver the glass when manufacturing a mirror, such as:

- 1) NO USE OF SILVER - Sheets of glass are put into a heated vacuum sealed chamber where aluminum is evaporated onto the glass. The molecules of evaporated aluminum rise and when they hit the glass it will cool and harden,

creating the reflective backing.

2) USE OF SILVER - The glass is thoroughly washed, then rinsed with distilled water. Distilled water is used to prevent the minerals from contaminating the glass. Then a layer of liquid tin is applied to the glass followed by a liquid layer of silver. The tin acts as a primer which allows the silver to stick to the glass, and the silver is applied in an extremely thin layer. The last step is the glass is heated to dry the backing, which is usually sealed on with a layer of paint.

As you can see this is how a mirror is silvered, BUT the quality craftsmanship in how a mirror is silvered is the real key factor here.

And this is where investing in a bathroom mirror or medicine cabinet (for optimum bathroom storage solutions) from a trusted and high-quality engineer and manufacturer, is the solution to mirror desilvering

“At our factory in Switzerland, SIDLER® Mirrored Cabinets are manufactured to prevent desilvering or deterioration with the SILVERLASTING™ double sided door. We only manufacture and use double-sided mirror door medicine cabinets, which are made of two single sided mirrors. This results in a ¼” thick door, which is generally thicker than what is on the market if you compare the glass itself. Due to the way our doors are manufactured, the silver layer is not exposed in order to minimize desilvering” says **Mario Sidler, Sales and Product Manager of SIDLER® International Ltd.**

Mario further elaborates in saying, *“We rarely have desilvering issues, only when harsh chemicals have been applied. You may use your regular cleaners on our mirrors without any issue. Further, these mirrors are manufactured according to EN 1036-1 (European Norm) which defines the distortion rate. We possibly have the best mirrors in the market. You can test the distortion of your mirror by moving further away to see if your reflection changes”*.

So, the ‘pretty side’ of mirror desilvering starts from the very beginning by only investing in a bathroom mirror manufactured with first-class design and high quality workmanship. This is an investment worth spending in order to ensure your bathroom renovation stands the test of time, and stays your beautiful bathroom oasis.

COMBAT MIRROR DESILVERING!

Don't live with regrets by compromising on this key design aspect of your bathroom.



TALK TO US VIA PHONE, FAX OR EMAIL!

What else is happening in the SIDLER world?

SIDLER has a new fax number!

EFFECTIVE SEPTEMBER 1, 2020, our new fax number is **604-415-2422**. Write this phone number down, memorize it or save it in your phone!

WE LOVE TO GET INVOLVED AND HELP!

SIDLER IS A COMPANY WHO CARES ABOUT PEOPLE AND THE COMMUNITY! #care #support #love #community

John Weinstein has been in the plumbing/kitchen & bath industry for almost 30 years. In the past four years, John has served as the Director of Franz Viegener; the high-end faucet and fixture brand who is a favorite amongst architects and designers. <http://www.franzviegener.us/en/>

On April 9, 2020, John's family home in Philadelphia suffered serious damage to the master bedroom and bathroom when an abrupt violent wind storm of 70-mph gusts uprooted a large pine tree falling onto his house. John and his family who were home at the time, miraculously survived with no injuries.

A select number of kitchen and bath industry leading manufactures have stepped into help!

In collaboration with other industry leading manufacturers, SIDLER has joined this home remodel project by donating the **Quadro Mirrored Cabinets** for John's new bathroom. #donation #bathroom #medicinecabinet #mirror

Please follow us on this exciting journey of "The Philadelphia Project" on SIDLER'S SOCIAL MEDIA pages! #phillybathroomproject #sidlerinternational



FALLEN PINE TREE ON JOHN WEINSTEIN'S HOUSE! FOLLOW THIS STORY ON OUR SOCIAL MEDIA!

STAY TUNED FOR UPDATES ON THIS PROJECT! #staytuned



DAVID FELSKY

MORE SIDLER NEWS!

There is a new change in one of SIDLER's sales representative agencies in Canada!

David Felsky Sales is the Sales Representative for SIDLER in the Quebec region, and he has expanded his territory to include the Ontario region!

WHO IS DAVID FELSKY?

David Felsky has been in the Decorative Hardware and Plumbing industry his entire career bringing over 40 years of experience. He managed a family owned showroom in Montreal for many years where he transformed this business into a high-end distributor of decorative hardware and plumbing lines. 7 years ago, David transitioned into becoming a Sales Representative in this industry. Due to his years of experience in all aspects of this industry, he has a well-versed and keen understanding of the needs of the customers.

On a personal note, he is a dedicated family man who has been married to his wife Heather for 41 years and has 3 daughters, and 2 granddaughters. In his spare time he loves to travel, read and hike.

NOW AVAILABLE! NEW LIGHTING SPECIFICATION CHART!!

SIDLER has developed a lighting specification chart to outline the lumen, wattage and kelvin for each size and configuration of each Lit LED Mirrored Cabinet Collection.

This chart is now available through the **Dealer Login Portal** on SIDLER's website where it can be downloaded as a PDF. Also, it is available upon request if you contact SIDLER's North America office at 1-800-415-2422 or email us at, info@sidler-international.com.

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LED CABINET COLLECTIONS: SIZE AVAILABILITY/DOOR CONFIGURATIONS/LIGHTING SPECIFICATIONS						
Collection	Width	Door Configuration	Kelvin	Lumen	Watt	Lumen/Watt
DIAMANDO LED	15 1/4"	Single	4000K	881	7	126
DIAMANDO LED	19 1/4"	Single	4000K	1102	9	123
DIAMANDO LED	23 1/4"	Single	4000K	1447	13	111
DIAMANDO LED	31 1/4"	Double	4000K	1983	18	110
DIAMANDO LED	35 1/4"	Double	4000K	2201	20	110
Collection	Width	Door Configuration	Kelvin	Lumen	Watt	Lumen/Watt
LED COLLECTION	15 1/4"	Single	4000K	881	7	126
LED COLLECTION	19 1/4"	Single	4000K	1102	9	123
LED COLLECTION	23 1/4"	Single	4000K	1447	13	111
LED COLLECTION	31 1/4"	Double	4000K	1983	18	110
LED COLLECTION	35 1/4"	Double	4000K	2201	20	110
Collection	Height	...	Kelvin	Lumen	Watt	Lumen/Watt
MODELLO	31"	N/A	3000K	2063	18	115
MODELLO	24"	N/A	4000K	2311	18	128
MODELLO	48"	N/A	3000K	2509	23	113
MODELLO	48"	N/A	4000K	2735	23	120
Collection	Width	Door Configuration	Kelvin	Lumen	Watt	Lumen/Watt
QUADRO	19 1/2"	Single	3000K	602	66	90
QUADRO	19 1/2"	Single	4000K	636	66	97
QUADRO	23 1/2"	Single	3000K	841	90	93
QUADRO	23 1/2"	Single	4000K	876	90	97
QUADRO	31 1/2"	Double	3000K	1172	126	93
QUADRO	31 1/2"	Double	4000K	1206	126	96
QUADRO	35 1/2"	Double	3000K	1548	162	96
QUADRO	35 1/2"	Double	4000K	1582	162	98
QUADRO	47 1/4"	Double/Triples	3000K	2076	216	96
QUADRO	47 1/4"	Double/Triples	4000K	2110	216	98
QUADRO	58"	Triples	3000K	2814	288	98
QUADRO	58"	Triples	4000K	2848	288	100
Collection	Width	Door Configuration	Kelvin	Lumen	Watt	Lumen/Watt
SIDE LIGHT	23 1/4"	Single	3000K	3776	28	135
SIDE LIGHT	23 1/4"	Single	4000K	3776	28	135
SIDE LIGHT	31 1/4"	Single	3000K	4968	36	138
SIDE LIGHT	31 1/4"	Single	4000K	4968	36	138
SIDE LIGHT	35 1/4"	Single	3000K	6160	45	137
SIDE LIGHT	35 1/4"	Single	4000K	6160	45	137
SIDE LIGHT	47 1/4"	Single	3000K	7920	57	139
SIDE LIGHT	47 1/4"	Single	4000K	7920	57	139

SIDLER LIT CABINET COLLECTION-
LIGHTING SPECIFICATION CHART

PLEASE USE THIS CHART AS A REFERENCE GUIDE WITH YOUR CLIENTS AND CUSTOMERS!

SIDLER'S COMEDY CABINET

This is a feature of our newsletter where we will share a joke or pun with you! We invite everyone to share your jokes/puns with us!



"A year ago today, I installed a second mirror on the opposite wall from our first.... it's something I always love to look back on".



FOLLOW SIDLER AND TALK ABOUT US!

PLEASE TALK BEHIND OUR BACKS AND GOSSIP ABOUT SIDLER!

Just a friendly reminder to follow us, comment, share your experience on any of our social media feeds. Please share with your business partners, clients, colleagues and friends!

Click on any of the icons below!

VIIISIT OUR WEBSITE OR SUBSCRIBE TO OUR NEWSLETTER!

*Written by, Sally Mark
Marketing and Communications Manager
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