Mirror Paneling for Multi-Unit Housing

Unique Foam Backing Offers Contractors Half the Installation Cost, With Better Strength and Safety.

A unique, proprietary foam backing makes possible new mirrored wall paneling for multi-unit housing—at less than half the conventional cost, with greater strength and safety.

The installed cost by a wall and ceiling contractor is estimated at under $250 for a complete 14-foot wall of standard eight-foot height. Prices range from $2 to $2.80 a square foot versus $8 to $13 per sq. ft. for other mirrored walls.

The mirror paneling also eliminates the mess, delay and expense of custom installations. Paneling can be installed without any tools by even an inexperienced worker—anyone who can hang a picture. With a simple patent-pending system, one laborer applies a fastener, then presses the bonded foam backing through a spindle, and applies a lock washer. The mirror is easily removed if an error is made in placing it.

Installation time is much less than an hour a room. For example, two men installed the paneling in 200 rooms of a Holiday Inn in only four days.

Saves Finishing Time...

In new construction, where building codes permit, this mirror paneling replaces wall board and provides a good sound barrier and “R” rating. It covers unfinished wall board because there’s no need to grout, tape and smooth wall board that will be covered with mirror. It covers raw plywood, gypsum or cement.

To refurbish existing walls, a workman applies the mirror directly to the wall.

In addition to several standard sizes, usually in three foot widths, customized sections of any manageable dimension are available: for example, for arches, doorways, bookcase and fireplace wraps. The mirror paneling is also available with etching or beveling, and with beveled overlays or as butted panels.

Because of the stiff backing of foam insulation sheathing, the panels are...
Installing three mirror panels with bevelled overlays requires less than an hour per room by inexperienced labor.

only 3/4ths-inch thick—half the weight of conventional wall mirror and six times stronger. Lighter weight saves shipping costs and eases installation—by one person.

The mirror quality is as good or better than mirrors with no backing. The glass is standard float plate glass with four coats of 100 percent pure silver, two coats of pure copper, and baked-on epoxy finish. Mechanical Mirror Works performs the complete manufacturing job in its factory: silvering, cutting, beveling, polishing.

For additional protection, each mirror is laminated, much like a car windshield, to make it shatterproof. The mirror remains unharmed when hit by a 2½-pound steel ball dropped from a height of six feet.

The foam does not affect the mirror; rather the foam protects the mirror during shipment, supports it on the wall, and eases and speeds installation.

For Multiple Dwellings . . .

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“Studies indicate that apartment buyers and renters perceive a 36% increase in room size when one wall is fully mirrored. Building owners can add the mirror paneling and increase the rent accordingly.”

Owners and developers may doubt that this sales advantage is worth the $500 to $1000 a local glazier has to charge for each wall.

But, for $250 a mirrored wall using existing labor—with no need to finish wall board beneath the mirrored wall—a building owner must seriously consider the glamour and value of floor-to-ceiling, wall-to-wall mirror.

Architects will be able to design smaller rooms because with mirror paneling, the rooms will appear 36 percent larger than without a mirrored wall. Building owners can add the mirror paneling and increase the rent accordingly.

For use in coastal areas with high atmospheric salt content, extra corrosion protection is available through a double coated paneling edge. Federal agencies recommend that mirrors withstand 120-140 hours of steady exposure to salt spray. Mirror paneling still looks like new after 300 hours of exposure.

Some 30 years ago, the process and material that adheres the backing to the mirror was developed. The company has used it for millions of square feet of decorative mirror for home and commercial use. Now, for the first time, this proprietary technology has been applied to mirrored walls.

Initial applications will be in the multi-housing market; these will be followed by use in hotel rooms, lobbies, dining rooms, restaurants, and all other public areas.

For more information about wall mirrors for multi-unit dwellings, contact Joseph Bezzy, Mechanical Mirror Works, Inc., 800-Mirrors Division, 230 Fifth Avenue, New York, NY 10001.