

For Immediate Release

Andy Schaidler Joins Regal Mirror & Art Company as Vice President of Sales & Marketing.

Regal Mirror & Art Company revitalizes marketing and sales effort to hotels, motels, resorts, and timeshares with Andy Schaidler in the new position of Vice President of Sales & Marketing.

Miami, Florida (August 16, 2010) – Regal Mirror & Art Company, (www.RegalMirror.com) one of the industry's leading manufacturers and distributors of decorative framed mirrors and framed artwork for hotel and resort guestrooms and public spaces is pleased to announce the appointment of Andy Schaidler, NEWH as their Vice President of Sales & Marketing.



Mr. Schaidler's responsibilities include managing Regal's national independent hospitality sales team, marketing, quotations, and development of new promotions to the hospitality industry. Andy and his team will work directly with hotel, motel and other hospitality specification professionals to bring to market over 7000 mirror designs and over 300,000 artwork prints that Regal Mirror & Art Company offers. Regal is committed to reducing it's carbon footprint using the greenest core materials available with the most eco-conscious manufacturing.

"Regal Mirror & Art is ready to grow our image and brand as well as our customer base and project list, so the timing is right to gain the additional support and direction of a seasoned professional like Andy with experience in the hospitality market," says Lenny Sklawer, President & CEO.

Andy brings to Regal Mirror & Art Company the experience and leadership of 10 years in sales to the hospitality industry and 20 years of sales and marketing working for both manufacturers and rep agencies. He also currently serves as NEWH Director of Leadership Conferences and was previously NEWH Director of Regional Trade Shows. "Regal Mirror & Art's 20+ year history in shipping from the Miami 55,000 square ft. warehouse coupled with their custom US manufacturing capabilities, quality craftsmanship, and outstanding Customer Service are what drew me to join their Regal team," notes Mr. Schaidler.

About the company:

Regal Mirror & Art Company (www.RegalMirror.com) is a complete source of the finest standard and custom framed mirrors and framed artwork for hotel guestrooms and public areas, with over twenty years experience supplying exclusively to the hospitality industry. Regal has completed numerous projects in North and South America, the Middle East, Europe, Asia and the Caribbean. Regal takes great pride in working with many of the finest design and purchasing firms throughout the world, and provides complete art consulting to its clients at no additional charge. Regal Mirror and Art is a certified MBE company.

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