



Refloor Installs The Sussman Agency For In-Home Flooring Advertising

TROY, MICH. Aug 1, 2022 - Refloor, the fastest growing in-home shopping flooring company in America, has selected The Sussman Agency, a Southfield-Mich.-based marketing and advertising firm specializing in strategic planning and execution.

Refloor was founded in 2002 by home improvement entrepreneur, Brian Elias, and offers a complete line of laminate, hardwood and luxury vinyl plank flooring. With a variety of colors and materials to fit any need and any budget, Refloor can find the perfect match for any room in your home.

“We offer hardwood, laminate and vinyl floors with free shop at home convenience and expert installation the next day,” said David Elias, president, Refloor. “Our plan is to expand regionally and then nationally. We needed an agency that could help us scale our messaging and reach new customers in new markets. Sussman is that agency.”

The Sussman Agency is a marketing and advertising firm that specializes in building, sustaining and growing brands through product and service positioning, audience and channel analytics and measurement. Marketing capabilities include brand planning, research, public relations, and analytics

About The Sussman Agency

The Sussman Agency was founded in 1987 by President Alan Sussman who guided the company to become one of the top “retail” marketing firms in the country. Recognized for its unique approach and keen insight to consumer behavior, the Sussman Agency has enjoyed several advertising and marketing triumphs for some of the country’s

biggest brands. The Sussman Agency, based in Southfield, Mich., is one of the most innovative and aggressive marketing and advertising firms in America.

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Family-owned and operated since 1912, Gardner White has been a staple in metro Detroit. Irwin Kahn became the second-generation owner in the mid-1950s. Irwin's daughter Barb Tronstein and son-in-law Steve are the third-generation owners. They are still very active in the day-to-day operations of Gardner White. As president, Rachel Stewartis positioned to lead the organization into the future.