



## **Furniture Retailer The Room Place Taps The Sussman Agency for Marketing**

**LOMBARD, ILL. May 1, 2022** ---Chicago and Indiana's leading furniture retailer, The RoomPlace, has hired The Sussman Agency, for its strategic marketing and advertising.

The Room Place uniquely features fully furnished rooms as showrooms to help a customer envision a "total-room concept" with the assistance of the company's expert designers. The Room Place has more than 27 store locations to date.

"We know the great work Sussman did for decades for Art Van in Michigan," said Paul Adams, President and CEO of The RoomPlace. "I knew from our very first meeting they were the perfect agency for us."

For over a century, The RoomPlace Furniture and Mattress stores have made its mission helping Illinois, Indiana, and Wisconsin residents design the homes of their dreams. The company began in 1912, when Sam Berman founded Harlem Furniture, bringing furniture directly to customers doors in Chicago. Now, with over 27 locations, The RoomPlace serves a much wider base of furniture shoppers, but with the same commitment to meeting personalized tastes. Over the course of these hundred odd years, they have remained a family-owned and community-oriented business, delivering exquisite furniture at affordable prices.

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.