



Gardner White Furniture Hires The Sussman Agency To Take Marketing To the Next Level

AUBURN HILLS, MI – October 1, 2020 - Gardner White Furniture has hired the Sussman Agency, a Southfield-Mich.-based marketing and advertising firm specializing in strategic planning and execution, for its advertising and marketing.

“As Michigan’s #1 furniture and mattress retailer, we are ready to make aggressive marketing moves to retain our leadership spot and grow our market share,” said Rachel Stewart, president, Gardner White. “There’s nobody better in furniture marketing than Alan Sussman and his team. They understand the furniture market and bring incredible customer insights into the mix.”

In addition to two Warren locations, Gardner White’s locations include Ann Arbor, Auburn Hills, Brighton, Novi, Southfield, Taylor and Waterford.

Each Gardner White location includes the Gardner White Design Studio and Clearance Center, with furniture and mattresses for all types of interiors and budgets. The stores feature top furniture brands like Rowe, Century, Southern Motion, Flexsteel and more. Gardner White offers the largest bedding selection in the State, with brands including Tempur-Pedic, Beautyrest, Serta, Aireloom, Stearns & Foster and Sealy.

In another historic move, Gardner White became the presenting sponsor of America’s Thanksgiving Day Parade in downtown Detroit, and in 2020 extended their sponsorship for the next five years.

Gardner White was named the “Best Place to Work” in a national competition in 2021 by *Furniture Today* magazine, the leading source of news and information for the furniture industry.

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 Stewart is positioned to lead the organization into the future.

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.

MEDIA CONTACT: Colleen Robar, 313-207-5960, crobar@robarpr.com

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.