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## The RoomPlace To Offer Eco-Friendly Furniture Protection

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By: [Furniture World Magazine](#) | [Print Page](#) | [Send This Article By E-mail](#) | [Click to Review](#)

The RoomPlace, a Chicago-based furniture retailer, announced that it has signed an agreement with Crypton Inc. to offer eco-friendly furniture protection products in its 22 stores.

"We are impressed with the unique performance of the Crypton products and how environmentally-friendly the products are, as well as Guardian's strong commitment to customer service. By selecting Crypton and Guardian™ Protection Products Inc. to be our product care partners, we believe our stores will provide an exceptional service to our customers at the best possible value," says Geoff Maxwell, COO of The RoomPlace.

With the program, The RoomPlace offers its customers a major point of difference in the way fabrics and furnishings are protected. It will leverage Crypton's expertise in performance textile manufacturing and promote Crypton's "Live Clean, Live Green" philosophy. The RoomPlace will also tap into the experience of industry leader Guardian, with its A+ rating by the Better Business Bureau for its furniture protection programs.

Crypton Manufactured Exclusively for Guardian Protection Products now include programs for furniture dealers wanting a "wet" program of fabric and leather protection treatments that are environmentally responsible, as well as for dealers who desire a "dry" program that does not use aftercare treatments. Related cleaning product kits include solutions that can be used on fabric, leather, wood and stone.

According to Vice President of National Sales for Guardian Tim Vaughan, "In this economy, we had to have something very special, new and valuable to value-conscious customers to feel secure with their furniture investment. This is not a time for business as usual. We needed an edge, and this new alliance with Crypton clearly makes us best in class."

The two companies are a great match: Guardian has led in the protection products industry since 1977, and Crypton, which makes fabrics and cleaning products, has 70 million yards of fabric installed in hotels, restaurants and health care chains — some of the harshest environments for fabrics in the world.

"By signing on with Crypton, The RoomPlace will not only continue to deliver beautiful furniture its customers adore, but also furniture that is designed for mess-free, stress-free living," says Randy Rubin, co-founder, Crypton Inc. "When customers see what Crypton fabric protection can do to keep furniture forever clean and fresh looking without the toxic chemicals traditionally used in other protection programs, they'll be asking for the Crypton-Guardian Protection Program when they walk into the store."

For more information regarding Crypton or any of its products visit [www.cryptonfabric.com](http://www.cryptonfabric.com).

### About Guardian Protection Products:

Guardian Protection Products has been an established manufacturer of high quality furniture protection products as well as a warranty service provider for furniture retailers since 1977. Guardian delivers our warranted programs and products through a network of national distributors who as independent business people are fully committed to a retailer's success. Now, partnered with Crypton, Guardian brings eco-friendly care and protection products to their warranty offerings. For more information, visit [www.guardianproducts.net](http://www.guardianproducts.net).

**About The RoomPlace:** Serving Chicagoland since Sam Berman first began selling furniture door-to-door in 1912, the first brick-and-mortar RoomPlace began as Chicagoland's destination for value-conscious consumers to buy furniture at affordable prices while boasting excellent customer service. Until 1985, The RoomPlace operated as a single store in Chicago. Today, corporate headquarters are located in Lombard, Ill.

Today, The RoomPlace operates 22 stores, including three showrooms in metro Chicago; 14 in suburban Chicago; and showrooms in Rockford, Ill, and Merrillville, Indianapolis and Mishawaka, Ind. The company's state-of-the-art distribution center is located in Woodridge, Ill.

With over 900 employees companywide, The RoomPlace is a forward-looking retailer, with an aggressive marketing and development plan designed to support the firm's continued growth throughout the Midwest. For more information, visit the Web site at [www.theroomplace.com](http://www.theroomplace.com)

**About Crypton:** Celebrating its 15-year anniversary, Crypton has been revolutionizing the health care, hospitality, education, government and other global industries with environmentally friendly fabrics and products. More than 70 million yards of Crypton Super Fabrics have been installed worldwide. From the White House to Buckingham Palace to your house, Crypton Super Fabrics empower everyone with the freedom to Live Clean®. For more information, visit [www.cryptoncare.com](http://www.cryptoncare.com).



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