



## 2017 Year in Review: Ron Lanzo, AFR Furniture Rental

December 19, 2017 - Spotlights

Name & Title: Ron Lanzo

Company Name: AFR Furniture Rental & Event Furnishings Inc.

Address: 116 West 23rd Street, Ste 500-65, New York, NY 10010

What was your most notable project, deal, transaction or professional achievement in 2017?

There were many notable and significant projects during 2017, but if I had to pick one it would be supplying all the new GLOBAL furniture for MODSPACE's new Bay Shore, NY sales and distribution office.

What was the best decision you made in 2017 and why?

I'd have to say that despite having a solid base of existing customer relationships, my decision to continue my strong "networking" activities at both IFMA Greater New York and Marshland Connections.

Who or what contributed to your success in 2017 and why?;My strong corporate organization along with a very strong operations team from Secaucus, NJ, helped insure our success throughout the year.

What trends will impact your business in 2018?

The biggest single trend in our industry continues to be the de-emphasis of the panel system or cubicles. DILBERT has long joked about this, and it appears that more companies are opting for open space and low panels or what's called "benching" in our industry.

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