



Comcast Business Offers Security Solutions for AFR Furniture Rental

Reliable connectivity and security solutions help enhance operations and customer experience while supporting New Jersey-based company's growth across the United States

PENNSAUKEN, NEW JERSEY – FEB. 6, 2024 – [Comcast Business](#) today announced it is providing premier furniture rental company [AFR Furniture Rental](#) with Comcast Business [Ethernet Dedicated Internet](#), along with security solutions to support the company's growing operations, providing a reliable and positive experience for AFR Furniture Rental customers and staff.

AFR Furniture Rental was founded in 1975 as a local Philadelphia residential furniture company. It has since grown into one of the country's largest suppliers of rental furniture for residential, commercial, special events, trade shows, and clearance centers with 28 distribution centers across the United States. As the company has expanded into new markets and grown with strategic acquisitions, its technological requirements have continued to evolve, leading the company to need a more sophisticated infrastructure.

"Reliable connectivity and security are critical to the operational success of AFR Furniture Rental. This success wouldn't be possible without the technology foundation provided by Comcast Business," said Steven Singer, Chief Information Officer, AFR Furniture Rental. "The company's ongoing support is evidence of how Comcast Business views our relationship – a true partnership. Comcast Business is right there alongside us ready to support our needs."

With dozens of locations and a large remote workforce, it was important for AFR Furniture Rental to add Ethernet Dedicated Internet to support bandwidth-intensive applications with a robust connection. The need for distributed-denial-of-service (DDoS) mitigation was also prompted by the company's desire to help protect against security events. This capability was one of the key reasons AFR Furniture Rental chose to partner with Comcast Business for expanded support, providing company leadership with added peace of mind. Enhanced network management provided by Comcast Business' SD-WAN Solutions has contributed to AFR Furniture Rental's agility while a wireless 4G LTE back-up helps keep operations up and running.

"A complex and growing business like AFR Furniture Rental requires advanced technological support to be successful. Whether it's network connectivity to keep teams across the country connected or advanced security to help protect data, Comcast Business can deliver the right technology solutions to support and enhance operations," said Michael Loudon, Regional Vice President of Comcast's Freedom Region. "Comcast Business is proud of its long-standing relationship with AFR Furniture Rental and the ability to meet their needs today and into the future."

About Comcast Business

Comcast Business offers a suite of Connectivity, Communications, Networking, Cybersecurity, Wireless, and Managed Solutions to help organizations of different sizes prepare for what's next. Powered by the nation's largest Gig-speed broadband network, and backed by 24/7 customer support, Comcast Business is the nation's largest cable provider to small and mid-size businesses and one of the leading service providers to the Enterprise market. Comcast Business has been [consistently recognized](#) by industry analysts and associations as a leader and innovator, and one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About AFR Furniture Rental®

Headquartered in Pennsauken, New Jersey, AFR Furniture Rental® is the nation's second-largest furniture rental company. Established in 1975, award-winning AFR Furniture Rental provides the perfect solution for every type of furniture rental situation, including residential, home staging, commercial, special event and trade show. With 28 strategic locations across the United States, AFR offers customers a different rental experience through stylish and quality products matched with a commitment to excellence of service. See our full inventory of furnishings and find out more about AFR at www.rentfurniture.com.

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