

RoomPlace opens store in Chicago suburb of Hillside

The RoomPlace is opening a 27,000-square-foot showroom in the Chicago suburb of Hillside, IL.

July 7, 2009 - [PRLog](#) -- LOMBARD, Ill. — The RoomPlace is opening a 27,000-square-foot showroom in the Chicago suburb of Hillside, replacing an older store that was converted to an outlet center.

The store, on Mannheim Road in Hillside Town Center Shopping Plaza, will soft-open Thursday and have a grand opening July 17.

It features a new design with "a fresh contemporary look and unique architecture that allows for an enhanced shopping experience," the Top 100 company said. RoomPlace has added new paint colors, ceiling treatments and more hardwood surfaces to the design.

"The updated design and layout will make the shopping experience easier and more enjoyable for our customers," said Bruce Berman, president and CEO of the Lombard, Ill.-based chain. RoomPlace has 24 stores, including two outlet centers.

The store also includes a new bedding gallery, called The MattressPlace, which was introduced earlier this year at the retailer's Cicero Avenue store in Chicago. Its design features a more private shopping experience for consumers to test bedding, with a spa-like feel and product displayed by comfort level.

RoomStore has another new store planned for Avon, Ind., later this summer - its third Indianapolis-area store - and also plans to expand The MattressPlace concept with freestanding bedding stores, though it hasn't said when.

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Founder Sam Berman sold furniture door-to-door before opening his first store in Chicago in 1912. Today, The RoomPlace is headquartered in Lombard, Ill and operates 20 stores in Illinois and Indiana. The company also operates a state-of-the-art distribution center in Woodridge, Ill. For more, visit The RoomPlace online at <http://www.theroomplace.com> or their blog at <http://www.roomplace-furniture.com>

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