



September 16, 1991

In a small garage unit in Colwyn, PA, Norman Longman and Ken Kelk embarked on a remarkable journey, starting Choice Party Linens with little more than a dream and a horseshoe hung in the window for good luck. With no employees and no inventory, the duo dedicated themselves to building a strong client base over the next seven years, working tirelessly to stock the shelves and fulfill customers' needs.



By 1999

Choice had expanded into adjacent industrial units becoming a 10,000 sq ft full-service linen rental and laundry facility. This expansion allowed us to increase our workforce and to enhance our inventory, boasting thousands of tablecloths, skirts, and accessories to cater to a diverse range of events. A fleet of seven vans now ensured prompt and efficient delivery, serving clients within a 100-mile radius of Philadelphia.



September 16, 1999

Exactly eight years after our inception, Choice faced an unprecedented challenge when Hurricane Floyd's floodwaters engulfed the Colwyn facility with 14ft of water. Despite the loss of invaluable resources, including linens, machinery, and vehicles, everyone made it out of the facility in time. The only thing still in place after the flood waters receded the next day was the horseshoe that Norm and Ken had placed in the window eight years earlier.

September 18, 1999

Within just two days of the flood, Choice began the process of rebuilding and enhancing our services, reflecting our dedication to customer satisfaction and support.



December 2008

Choice Party Linens relocates to 1200 Pennsylvania Avenue in Prospect Park, PA. The move to the 18,000sq ft facility allowed Choice to continue to grow in volume and provide even more selection and services to customers. Choice was also awarded the American Rental Association's Region Two Presidential Image Award for a commitment to improve the rental industry through a remodel, rebuild or renovation project. Moving all equipment, linens and infrastructure while never closing was definitely an award-worthy endeavor!



February 2010

Choice launches WeRentLinens, a significant enhancement to our support offerings. This private label brand was designed to empower our clients by providing them with comprehensive marketing and implementation support, enabling them to better serve their customers and streamline their operations.





March 2011

Choice introduces new shipping bags, designed to enhance the convenience and cost-effectiveness of returning linens. These innovative bags streamline the return process and align with our commitment to customer satisfaction and ease of service. These reusable bags also reduce cardboard usage.

January 2012

The new era of Choice Party Linens as a nationwide company begins! Choice now ships linens and accessories throughout the United States. As in the early days, Choice expands to adjacent warehouse spaces to increase the warehouse to 24,000sq ft. This increased space enables Choice to accommodate a larger national customer base and continue our 24/7 commitment to excellence for our local and shipping customers.



January 2016

Choice takes a significant step towards sustainability by partnering with Point of Rental software. This collaboration enables us to transition to a paperless packing system, saving valuable time and resources. Choice GM, Chris Cox wins the Innovator of the Year from Point of Rental for pushing the boundaries of the software and helping the entire rental community.



2017-2018

Choice invests in substantial advancements in laundry operations, marked by the acquisition of additional state-of-the-art Lapauw and Ellis machines. This investment not only modernizes our equipment but also enhances the quality and reliability of our linen services. Additionally, we upgraded all facility lighting to energy-efficient LED options, further improving our productivity and commitment to sustainability.



November 2019

Choice launches its customer portal. This innovative platform provides customers with the convenience of placing orders anytime, day or night. With an emphasis on speed and accuracy, the portal streamlines the ordering process, reflecting our commitment to delivering exceptional service and satisfaction.

2020

The Covid pandemic devastates the hospitality industry, including Choice. Choice invests in employee education and warehouse redesign projects to enhance storage capabilities while awaiting the "reopening" of the hospitality industry. These initiatives not only position Choice for future growth but also ensure the continued employment of our dedicated staff during trying times.





2021

As Choice marked its 30th anniversary, the installation of additional Toto folding elements in our warehouse was a pivotal improvement that dramatically reduced turnaround times for our linens. This upgrade ensures that linens are promptly laundered, folded, and returned to inventory, allowing us to better meet the demands of our valued clients.

2022

The conversion of our exterior space into a dedicated staging and loading area, complemented by paving and roofing, adds significant square footage to our productive work environment. This enhancement not only streamlines logistics but also allows for more efficient loading and deliveries. Additionally, we implemented technological upgrades throughout our warehouse and office, enabling faster order processing and providing us with a comprehensive view of our business needs.



2023

Our 32nd year started off by acquiring an additional 5,000sq ft of warehouse space. This significant improvement not only streamlines our receiving process for linen returned from clients nationwide but also creates a dedicated customer pickup area designed specifically to cater to the needs of our local clients, making our services more accessible than ever.



2025

Choice acquires adjacent warehouse space bringing the total Choice footprint to 37,000sq ft of sales, laundry, production, shipping and storage.

