AFR at 50: Designing the Past, Present, and Future of Furniture Rental

AFR Furniture Rental began in 1975 with a simple mission: to help people feel at home—wherever life or business takes them. What started as a local residential rental company has grown into one of the nation's premier providers of rental furniture across four major segments: Residential, Commercial, Special Events, and Trade Shows.

A Foundation Built on Service and Adaptability

Originally focused on residential rentals, AFR quickly earned a reputation for reliability, quality, and customer-first service. As the marketplace evolved, so did AFR. The company expanded into commercial and event furnishings, all while maintaining the same attention to detail and responsiveness that defined its early years.

A Key Player in the Trade Show and Events Industry

The company's entry into the trade show and events industry marked a pivotal shift, not just for AFR but for how environments are experienced on the show floor. AFR began transforming booths, lounges, and entire exhibit spaces into branded, immersive environments—working hand-in-hand with producers, designers, and agencies to bring bold creative visions to life.

With a vast inventory of on-trend furnishings, a national footprint, and flexible logistics, AFR became a go-to resource for high-impact, fast-turn solutions. That operational strength—combined with a creative mindset, has made AFR a trusted partner for thousands of events nationwide.

Innovation with Purpose

Now celebrating five decades of creativity and customer-driven innovation, AFR continues to evolve with purpose, advancing sustainability efforts, modernizing operations, and curating design-forward collections that meet today's dynamic demands.

Whether launching new collections, supporting DEI initiatives, or investing in technology and logistics, AFR stays focused on what matters most: creating spaces that elevate experiences.

A Legacy—and a Future

As AFR reflects on 50 years of service and style, it does so with deep gratitude for the clients, partners, and employees who have shaped its journey. From humble beginnings to industry leader, AFR's story is one of vision, resilience, and reinvention.

The future is bright—and AFR is just getting started.