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## **Rec Room Furniture and Games is now SuitePlay!**

The playful new logo features a bright green pool ball and a slanted white pool cue inside, reminiscent of an exclamation mark, with the new name “suiteplay,” according to Ted Selame, President of BrandEquity ([www.BrandEquity.com](http://www.BrandEquity.com)), headquartered in Newton, Mass. The company’s new tagline “fun home furnishings” accentuates what makes it unique beyond its new name: gigantic new showrooms that feature products designed for entertaining spaces, with the widest selection of furniture, games, and accessories in the United States.

BrandEquity recently developed the name fire dog for Circuit City’s in-home service business after Circuit City tested more than 5,000 names.

BrandEquity came up with SuitePlay!, an intentional play on words, since the company offers products for people who like to “play” at home, while accessorizing the “suites” or spaces where they entertain, Selame said.

“The term ‘rec room’ just didn’t feel like a good match for us any longer, as we’ve spent the past 15 years providing high quality, customized entertainment furniture and game tables to families throughout Chicagoland,” said Rick Weber, Chairman and CEO of SuitePlay!, headquartered in Naperville, Ill. “As we continued our expansion plans, we spent a lot of time brainstorming new name concepts that would convey the depth and breadth of merchandise we offer and better define who we are. We chose SuitePlay! because it was memorable and totally ownable to our brand.”

The SuitePlay! chain has replaced the ‘rec room’ with what it calls “a toy store for adults.” Its state-of-the-art entertainment suites feature high-end furniture, home theatre seating, casino and arcade games, pool tables, poker and game tables, bars and bar stools, wine storage, juke boxes, neon signs, and authentic sports memorabilia.

“We continue to see a trend toward families spending more quality time at home with their loved ones and friends—and they are choosing to be more creative with their entertaining spaces,” said Judy Quye, SuitePlay President and COO. “Our customers want exceptional looking, high quality entertaining furniture, games and accessories that reflect their personalities and interests; we are delighted that we can provide a vast selection for them to choose from.”

BrandEquity has also rebranded such companies as: Goodwill, Nantucket Nectars, Staples, Boston Museum of Science, Kodak, Sheraton, Levis, Amoco, and The Jimmy Fund.

**suite play** 