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*"The Superstar of Rental Centers"*

Houston's Own "Acme Party & Tent" Celebrates 10 Years

In the year 1997, Lure Capital Corporation took under its wing, Acme Rental Center. In the ten years John Loughran, president, continues to guide the company through remarkable growth and is not going to stop till it reaches the top. Competition comes and goes. Economy is forever changing. Acquisitions costs are always on the increase. But to Acme these kinds of things are what makes the company grow and prosper in its own way.

In 1997, Acme Rental Center was a full service rental company providing businesses, homeowners, contractors, party planners, caterers and event planners with rental equipment at reasonable prices. In addition to the equipment & party rentals, Acme produced some of the largest casino parties in the Houston area.

Between 1997 and the year 2000 Acme made a big transformation. The tools and equipment items were sold off and "Acme Party & Tent" was born. This change started the new millennium with a bang. With the revenue from the sale of the equipment, Acme purchased new tents, tables, chairs, catering equipment and much more. New cliental were discovering the "Acme Superstar" way of doing things.

From that time forward Acme has been exploring and creating optional avenues of growth. They used new avenues of marketing such as with a new logo, signage on the delivery trucks and their website, [www.acmerental.net](http://www.acmerental.net). Today, they also have [www.acmerental.com](http://www.acmerental.com). The most valuable tool they have found is the personalization they apply in all aspects of the job.

Now they proudly say they are the "Houston Texans Preferred Provider" and "The Houston Cougars Preferred Provider". Continuing to grow in Houston and the surrounding area, Acme Party & Tent is your full service party and event rental center, the Superstar of rental centers!