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Samuelson Furniture Partners with Independent Living Community in New Jersey

SAMUELSON FURNITURE MADE ITS DEBUT INTO THE ASSISTED LIVING INDUSTRY IN APRIL 2021; THE BRAND IS DEDICATED TO MAKING POSITIVE IMPACTS THROUGH THE BUILT ENVIRONMENT WITH BEAUTIFUL, HIGHLY FUNCTIONAL PRODUCTS THAT IMPROVE THE EVERYDAY LIVES OF RESIDENTS.

Samuelson Furniture has donated Allure, a Sound by Samuelson chair to the Miriam Apartments at Daughters of Miriam Center, a local nonprofit independent living facility providing care to senior residents in Northern New Jersey. The Paterson-based manufacturer contributed the upscale, bluetooth-enabled lounge chair to the long-standing organization to promote wellness and empower community members. The fully-upholstered Allure chair is installed in a communal space in the Esther and Sam Schwartz Building, located on the campus of The Daughters of Miriam Center/The Gallen Institute on Hazel Street in Clifton, New Jersey.

“Our team loves exploring new ways to give back to our local community,” said Michael Chalfin, executive vice president. “We’re honored to offer our support to the residents of The Miriam Apartments — our hope is that Allure benefits their day-to-day lives by giving each person the opportunity to have a unique, immersive sound experience within their common space whether it be relaxing with music, watching movies, or listening to audiobooks.”

Samuelson Furniture’s thoughtful seating design is the result of years of extensive ergonomic research, with each piece thoroughly tested and engineered to meet the needs of seniors. Allure provides optimal back support with a height and depth that has been engineered for ease of entry and exit.

The patent-pending Bluetooth system is built into the brand’s seating through high-grade technology, transforming the chair



itself into the speaker for a private sound experience. The integrated technology eliminates the need for invasive earbuds or a volume level that is uncomfortable for those nearby. Additionally, the engaging, personalized audio experience makes it an effective means for sound therapy and memory care applications, such as playing calming music or other soothing sounds for community members.

“Music is indeed a universal language so all our seniors can benefit from this gift,” said Daughters of Miriam’s Executive Vice President Fred Feinstein, quoting American poet Henry Wadsworth Longfellow.

Samuelson Furniture made its debut into the assisted living industry in April 2021; the brand is dedicated to making positive impacts through the built environment with

beautiful, highly functional products that improve the everyday lives of residents.

The family got its start in the furniture industry when Michael Chalfin's great grandfather, a Russian immigrant woodworker began producing "white wood" frame products — unfinished furniture that would be used by others to make the final product. It was a good business to support the family, but the Great Depression hit.

His grandfather, Sam, was born in 1910 and got into the furniture business as well, starting out as a shipping clerk and later a salesman at a fabric company. In the 1930s, when the Depression was at its worst, the family was forced to close the original frame business, so he went to Sam and asked him if he had any money saved. Sam had saved up \$500 and the father and son went into business together.

Sam Chalfin provided the working capital, and his father provided the woodworking and chair making background. The company started out in the Bronx, New York for one year and then moved to Patterson, New Jersey in 1936. And that is where the company has been ever since.

They used to make sofas and chairs and accent furniture for the local furniture trade. At that time the furniture industry was centralized around the New York area, Philadelphia and Grand Rapids. There was no North Carolina furniture manufacturing in those days.

At the time, two club chairs and a sofa frame sold for \$6.75 for the three pieces. The father and son could make 53 suites a week so they had \$300 a week production.

They did that until the mid-1950s. At that time, Sam Chalfin began importing hand-carved furniture from Europe and selling it to the fine furniture showrooms in New York. He also sold the white wood furniture as an OEM supplier to the manufacturers in North Carolina, companies like Baker, Henredon and Century. They were the largest importer of hand-carved, reproduction furniture, white-wood product to the furniture industry at one time.

Sam's son, Lawrence Chalfin joined the business in the 1970s and told his father he thought the company could sell finished furniture products. Sam Chalfin gave his blessing with one condition: they could not sell products that would compete with their own customers.

In the 1990s, when China started to come into play, the family realized business as usual was over for the market and they started to investigate the hospitality market.

Sam Chalfin passed away in 2003. As his name was Samuel, the company was rebranded as Samuelson Furniture and it had a new focus: hospitality furniture. It took another five years to transfer completely out of residential. Lawrence now runs the family with his son, Michael.

Today Samuelson Furniture is 100 percent focused on the four and five star hospitality furniture market. Its roots making and selling high quality furniture has made the transition easy. The company continues to focus on personal relationships and quality-driven, design-driven furniture at the upper end of the market. That culture hasn't changed from the company's founding until now. **BoF**