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SAMUELSON LAUNCHES ONLINE EDUCATION CENTER

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Samuelson Furniture, a family-owned furniture manufacturer that has served the hospitality industry for more than eight decades, has revealed a free, online resource called 'Samuelson University' that is dedicated to the design and hospitality community. Users are able to easily navigate through dozens of downloadable fact sheets, white papers and educational videos that provide valuable insights on the technicalities of furniture including structure, design and quality.

"At Samuelson Furniture, we strive to create new, innovative ways to make a meaningful impact on the hospitality sector," says Michael Chalfin, EVP of Samuelson Furniture. "With the launch of our online portal we aim to serve as a valued resource for hospitality professionals across the nation by providing easy access to educational materials crafted by our experts."

To join 'Samuelson University's' online platform, individuals are able to sign up with an email on Samuelson Furniture's main website. Once submitted, users instantly gain access to educational materials that explore the fundamentals of furniture with topics ranging from the craftsmanship of solid wood frames to detailed upholstery. All materials are unbiased and are encouraged to be utilized as a reference tool for anyone who is interested in learning more about the principles of furniture design. The online portal is divided into three categories:

- White papers: The six-part paper series ranges in categories from the fundamentals of furniture design to how specifications affect ROI.
- Fact sheets: Includes more than 10 downloadable fact sheets to be used as reference guides to make furniture facts easy to follow. Categories range from finishes and veneer cuts to hinges and drawer slides.
- Viewtorials: Provides brief videos demonstrating essential furniture facts presented by Michael Chalfin. Topics range from drawer box joints to furniture corner blocking.