

Daily News

From Home Furnishing Business

Samuelson Furniture Launches Sound by Samuelson and the Sound Chair

© March 18, 2026 by [Karen Parrish](#) in [Business Strategy](#), [Industry](#)



For over 90 years, [Samuelson Furniture](#) has been making furniture for the hospitality and senior living sectors, leading the industry with quality craftsmanship, advanced technology, and innovation. This year, the brand brings its expertise to people's homes, officially launching [Sound by Samuelson and](#) [introducing](#) its patented technology and furniture to the consumer market with the Sound Chair.

“The launch of the Sound by Samuelson brand marks an exciting evolution for Samuelson Furniture. The last four generations have built the foundation for what we do at Samuelson, and now we are bringing all that we've learned directly to people's homes,” said Michael Chalfin, President

of Samuelson Furniture. “We aspire to redefine what can be achieved through blending craftsmanship with technology. Our new platform allows us to deliver an entirely new audio and sensory experience directly to customers, fulfilling a gap in the market that has been unaddressed.”

Sound by Samuelson, a patented technology by the brand of the same namesake, delivers rich, personal audio that is both heard and subtly felt for complete sensory immersion. With seamless Bluetooth connectivity, The Sound Chair transforms everyday moments into immersive escapes, offering posture support, calming ambiance, and enveloping sound in a one-of-a-kind luxury chair where fine furniture craftsmanship meets breakthrough acoustic engineering.

The captivating nature of the individual sound experience makes it a powerful tool for therapeutic applications, including use in music therapy and memory care, where the chair can play music or other soothing sounds. Reducing the strain on hearing, the Sound Chair's embedded audio experience offers private listening to a favorite song, an audiobook, meditative sounds, a favorite movie or TV show, and even videos sent from family.

Each chair is handcrafted in New Jersey from European beechwood, using the finest construction techniques. The Sound Chair has been thoughtfully engineered in form and material and is crafted with intention, from hand-applied finishes to high-performance moisture-resistant upholstery, with each piece handled and hand-inspected during final quality review.

Sound by Samuelson is reinventing immersive sound and redefining the future of functional furniture. To learn more, please visit soundbysamuelson.com.