

The Business of Furniture | September 27, 2025

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**Introducing the New eM Mobile Glass
Markerboard – Smart Simplicity by Fellowes**

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The Business of Furniture
Saturday, September 27, 2025

HIGHLIGHTS

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Introducing the New eM Mobile Glass Markerboard – Smart Simplicity by Fellowes

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Unemployed For Too Long? Let Me Help You.

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<54 **With a Focus on Biophilia, SurfaceWorks Launches the All-New Plantable Collection**
Plantable is a celebration of how to integrate biophilia in a multitude of settings.

Groupe Lacasse Announces Key Leadership Appointment of Geneviève Fortier, Vice President - Operations

Groupe Lacasse announced the arrival and appointment of Geneviève Fortier as Vice President, Operations, effective September 29.

➡ An engineer by training, Geneviève brings extensive experience in management and leadership for operational teams, having held various strategic roles at Procter & Gamble in North America and France. Most recently, for the past twelve years, she served as General Manager of W.R. Grace Canada Corp.



Recognized for her leadership rooted in operational excellence, Geneviève has an impressive track record of continuous improvement, process and cost control, quality management, as well as implementing or auditing standards and certifications. She also places particular importance on prevention and occupational health and safety.

“Geneviève’s strong track record and proven leadership will be instrumental in advancing our mission to deliver innovative, world-class products to clients across North America,” said Sylvain Garneau, President and CEO of Groupe Lacasse. **BoF**

Samuelson Furniture Receives Patent for its Innovative BUILD Walls Platform

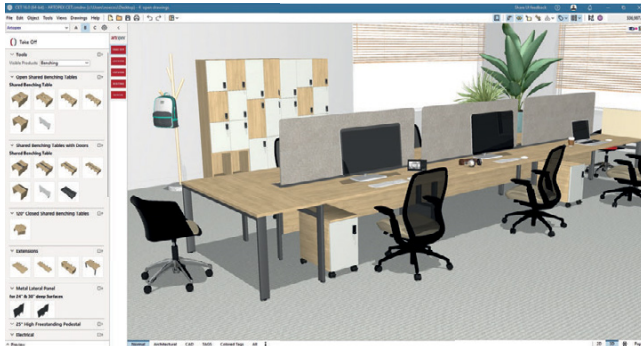
The patented millwork and building program defines how interiors are designed, specified, and built.

➡ This milestone reinforces Samuelson’s commitment to developing solutions that transform the design and construction process while prioritizing safety, functionality, and aesthetics.

BUILD Walls by Samuelson is a patented modular platform that empowers designers, architects, and owners to rapidly create customized interiors with unmatched efficiency and flexibility. The user-friendly platform simplifies the creation of customized millwork, presenting transformational design concepts and materials while streamlining the selection process and eliminating time-sensitive and costly CAD revisions. Its patent covers the proprietary bracket-based attachment system, modular panel construction, and component add-on options that together enable flexibility, safety, and significantly reduced lead time.



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“Receiving this patent further validates the years of engineering behind this breakthrough system,” said Michael Chalfin, Executive Vice President of Samuelson Furniture. “Innovation has always been at the core of our company, and this milestone reflects our commitment to pushing boundaries in how interiors are imagined.”

The BUILD Walls platform gives architects, designers, and owners a faster, more flexible way to realize custom interiors without sacrificing precision or safety. Its modular panel system integrates seamlessly with more than 100 add-on elements from Samuelson, including shelving, cabinetry, lighting, headboards, and work surfaces, allowing for tailored solutions that adapt to both aesthetic and functional requirements. Proprietary software further streamlines the process by generating accurate renderings and parts lists within minutes, reducing costly CAD revisions and accelerating project timelines.

Equally important, the system ensures safety and structural integrity through its patented bracket system, which securely attaches components to panels for full weight support. By combining creative freedom with technical reliability, BUILD Walls offers a vital new tool for the A&D community, one that streamlines specification while expanding design possibilities across hospitality, corporate, healthcare, and residential interiors.

“With our newly acquired patent, Samuelson is set to further expand adoption among specifiers seeking both creativity and reliability in built environments,” said Lawrence Chalfin, President of Samuelson Furniture. **BoF**

