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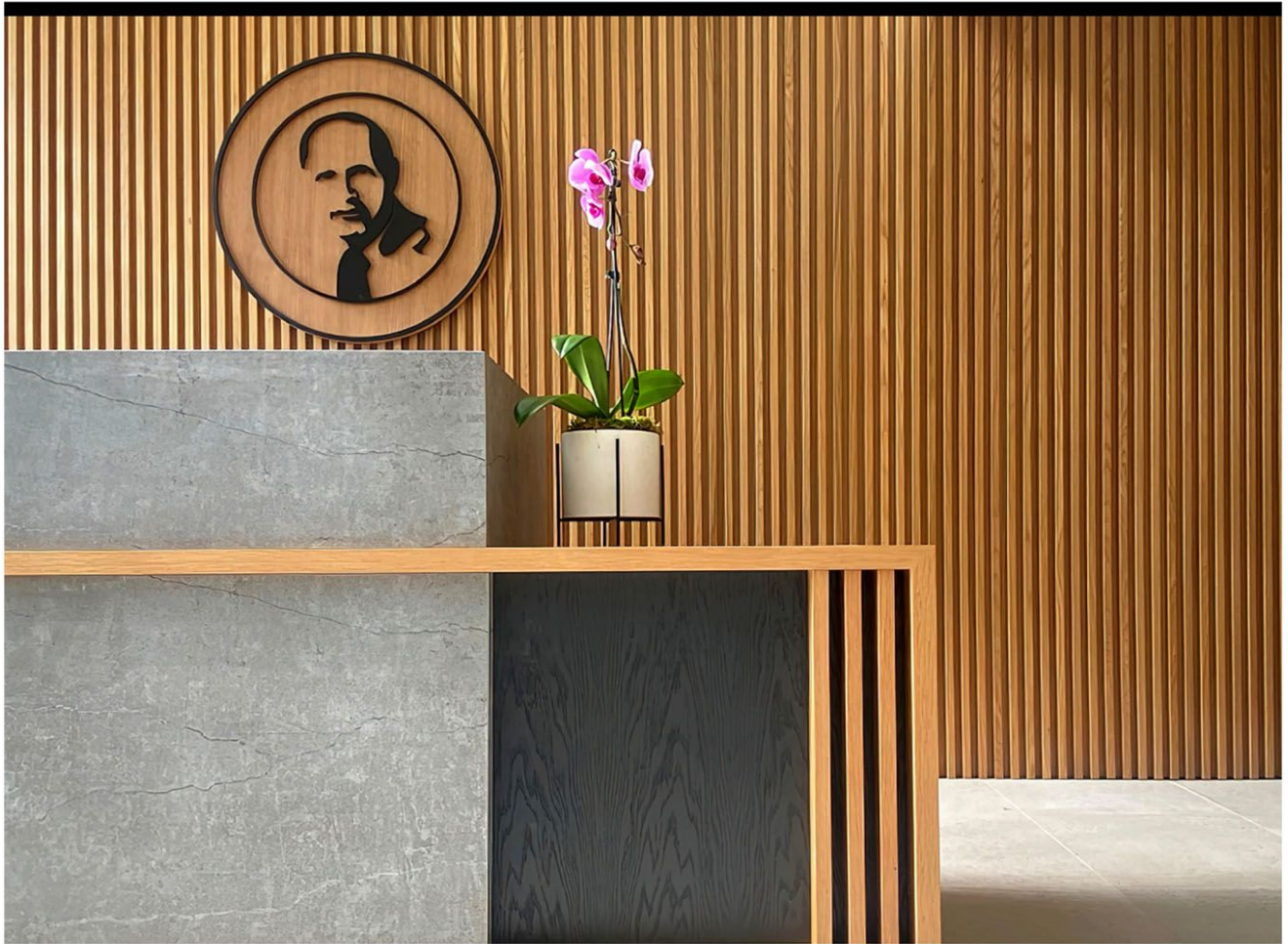
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## Samuelson Furniture Opens New Showroom

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.

**S**amuelson Furniture recently opened its reimagined showroom, curated in collaboration with the manufacturer's in-house design studio and Creative Director Lisa Wilkie. Located in the brand's factory and corporate headquarters in

Paterson, N.J., the new showroom immerses guests in the future of hospitality and senior living environments through upscale, user-centric design.

The 4,500-square-foot showroom spans two floors and is divided into different



“lifestyles” including a coastal escape, metropolitan getaway, desert oasis, and mountain retreat. The lifestyles create a unique path for designers, architects, specifiers, and others in the design community to discover new concepts for their upcoming hospitality and senior living projects. As visitors walk through the lifestyles, they connect with the familiarity of Samuelson Furniture and its signature style through pieces that speak to the celebrated manufacturer’s unmatched craftsmanship and design excellence. To further complement Samuelson Furniture’s high-quality products, guests encounter unexpected pops of color and the playful juxtaposition of varied materials and patterns throughout the showroom.


“It’s fulfilling to see the showroom come to fruition, as a tremendous amount of effort has been put into the renovation,” said President Lawrence Chalfin. “We want the showroom to act as a design haven of custom-made furniture that speaks to the extraordinary capabilities of our in-house design team.”

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Upon ascending the staircase to the showroom, visitors are greeted with an elevated display of seating from the Living by Samuelson collection. Guests can try out the one-of-a-kind Sound by Samuelson technology that transforms the chair into a personal speaker, immersing users in an individualized experience for wellness or entertainment purposes. Visitors can also see CATCH by Samuelson in action; the patented hardware suspends a folded

walker, purse, or other personal item on the back of a chair, transforming chair functionality and empowering users with direct access to their belongings. When entering the main showroom floor, visitors are transported into a multifaceted hospitality experience that shows the diversity of the brand's offerings. Guests are greeted by high ceilings, a sofa featuring cabinetry on the outside back with a complementary, eye-catching tete-a-tete,



and a backlit, custom modular feature wall unit. The luxurious main room is a sleek, yet comfortable space that invites those walking through to stay awhile.

When venturing into other areas within the showroom, visitors may find themselves in a rich desert resort blanketed in earthy tones and brass elements featuring eclectic pieces such as a plush tulip chair. Others may wander all the way to a coastal bungalow, drenched in beachy white and blue hues spanning from a curved sofa to the geometrical coffee table from the Phorm Collection. Guests can also catch some altitude in a mountain retreat featuring airy color palettes and picturesque furnishings, such as a custom modular wall unit and a copper credenza.

“We want the showroom to pave the way for new avenues for Samuelson Furniture,” said Executive Vice President Michael Chalfin. “We’re embracing bold colors and unique designs that express our personality as a brand. A new era of hospitality is in the midst, and we believe this demonstrates that we’re not only ahead of the curve, but we’re helping to define it.”

Founded in 1935 Samuelson Furniture has nearly 100 years of manufacturing experience. History is important for this company that has such deep roots in the industry. But the future is even more critical. It is a company that began with a Russian immigrant woodworker coming to America in 1908, but it is also about the integration of USB and Bluetooth into hotel







furniture to make the traveling experience more pleasant for guests.

Lawrence Chalfin's grandfather is the aforementioned Russian immigrant woodworker. His grandfather produced "white wood" frame products — unfinished furniture that would be used by others to make the final product. It was a good business to support his family, but the Great Depression hit. Lawrence Chalfin's father, 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, Lawrence

Chalfin's grandfather was forced to close his business, so he went to his son and asked him if he had any money saved. The two each put in \$500 to start the company.

His father provided the working capital, and his grandfather provided the woodworking and chair making background. The company started out in the Bronx, New York for one year and then moved to Patterson in 1936, 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 really centralized around the New York area, Philadelphia





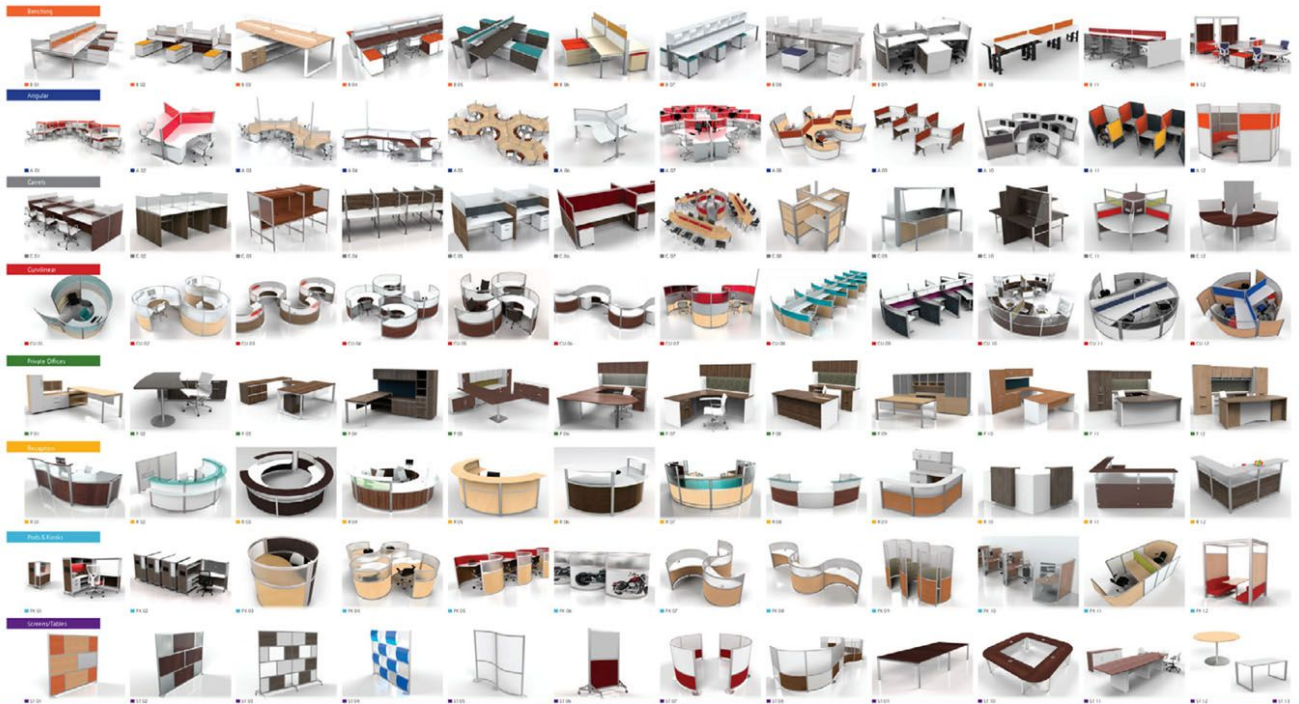
and Grand Rapids, Michigan. There was no North Carolina furniture manufacturing in those days.

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. When Lawrence Chalfin joined the business in the 1970s, he went to his father and said 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, he realized “business as usual” was over for the market and he 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.

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**



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