



Samuelson Furniture Announces Michael Chalfin as President

The family legacy continues with a new chapter of leadership

Samuelson Furniture, the only fourth-generation family-owned company dedicated to the hospitality and senior living sectors, is pleased to announce the appointment of **Michael Chalfin** as President, effective October 1. The transition marks a new era in the company's 90-year legacy of family leadership.

Michael succeeds his father, **Lawrence Chalfin**, who will transition to the role of Chief Executive Officer and Chairman. After more than five decades of leadership, Lawrence will continue to be active in shaping the company's strategy and guiding the brand's future.

As President, Michael brings over 20 years of leadership experience, having served as Executive Vice President, where he led product development, operations, and business growth. In his new role, he will oversee day-to-day operations, strengthen client and partner relationships, guide financial performance, and expand market opportunities, while providing strategic leadership that continues the family's commitment to craftsmanship, service and integrity.



Michael Chalfin

“I am honored to step into the role of President and continue to build upon the foundation that has been created for the brand,” said Michael Chalfin, President of Samuelson Furniture. “My focus will remain on maintaining our standards of excellence, grounded in the principles of quality, service, and integrity that have defined Samuelson for four generations. I’m excited to shape the next chapter of Samuelson’s story by embracing new opportunities and continuing to evolve through innovation.”

Founded in 1935, Samuelson has solidified itself as a trusted partner, designing and manufacturing custom and high-end furniture for hospitality and senior living markets. Since joining the company in 1974 alongside his own father, Lawrence Chalfin steered Samuelson through a pivotal transformation, from hand-carved reproduction furniture to premium casegoods and seating for hospitality, and later to innovative custom solutions for senior living spaces. His leadership, alongside Michael’s, has balanced artisanal heritage with forward-thinking technology, ensuring that Samuelson remains a pioneer in design.

“Michael will be invaluable as we continue to expand our brand and market presence,” said Lawrence Chalfin, Chief Executive Officer and Chairman of Samuelson Furniture. “His vision and commitment to our customers will ensure Samuelson’s legacy continues to thrive.”

Samuelson Furniture has long been recognized for its exceptional craftsmanship, outstanding service, and innovative design leadership. Michael’s leadership marks a new chapter in the company’s ongoing commitment to blending heritage with visionary integration of technology, defining how the industry designs for senior living and hospitality spaces.

To learn more about Samuelson Furniture, please visit www.samuelsonfurniture.com.

About Samuelson Furniture:

Samuelson Furniture is the only fourth generation family-owned company dedicated to the hospitality and senior living sectors, providing high-end casegoods and seating for 3.5, 4 and 5 Star projects. Based in New Jersey and led by its President Michael Chalfin and Chief Executive Officer and Chairman Lawrence Chalfin, the Samuelson Furniture team distributes to the international market and global design community servicing the world's finest hotels, timeshares, restaurants, country clubs and corporate environments. Samuelson's 87+ years of manufacturing experience lends valuable insight to design interpretation and solutions, providing in-house CAD design, drawings, model making and concept development. Through talented wood working, exceptional finishes and the finest quality of upholstery, Samuelson Furniture executes the vision provided by the designer at proper cost and value to the client. Samuelson's foundation has always been quality, service, integrity, and innovation.