

SAMUELSON FURNITURE



3046111 Chair, 30461L12 LA Loveseat, 30461R12 RA Loveseat, 302110 Ottoman

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SAMUELSON FURNITURE EMBRACES GREEN INITIATIVE

With New "Verified Sustainable" Upholstery Program.

(Paterson, NJ. - March 13, 2009) Samuelson Furniture is making strides towards its commitment to the green movement. The company announced today its launch of a socially responsible contract upholstery program that will be manufactured in the U.S.

Samuelson Contract's upholstery program is an Environmental "Green" Initiative. The initiative includes all lumber that is purchased from the Appalachian region, which has been verified as a sustainable forestland by the U.S. Forest Service. Under the Appalachian Hardwood Manufacturer's new "Verified Sustainable" program, Samuelson can verify the requirement harvested from this region. The steel mechanisms are made from 60% recycled metal and the sinuous seat and back springs are made from 70% recycled metal. All polyester bonded fibers are made from 50% recycled materials.



"Establishing environmental responsibility in creating superbly crafted solid hardwood furniture has been a mainstay of Samuelson for nearly 75 years," stated Larry Chalfin, CEO and third generation leader of the family-owned company. "Our green initiative upholstery program incorporates the company's commitment to responsible manufacturing, sustainable design, and the environment."

Key features of the Samuelson Contract Green Initiative Program include shipping lead times of 6-8 weeks and availability of TB133 fire-retardant foam, for a surcharge. In addition to the green furniture, Samuelson's packaging materials, two inner liners, are made from 15% recycled materials. The company also utilizes reclaimed packaging materials, like cardboard, foam and plastic whenever possible in an effort to limit the carbon footprint.

About the Appalachian Hardwood Sustainable Program

The U.S. Department of Agriculture's Forest Inventory and Analysis research has found that annual timber harvest levels in the 344-county Appalachian Hardwood Region have been substantially less than net annual growth for more than 50 years. Appalachian Hardwood Manufacturers, Inc. (AHMI) has verified data from the U.S. Forest Service that timber harvesting from the Appalachian Hardwood Territory as defined by AHMI is able to meet present needs without compromising those of future generations sustainably.

The Appalachian Hardwood Timber resource includes more than 65.4 million acres in the eastern United States and provides the world with a bounty of the finest hardwood species. AHMI is an association of lumber producers and suppliers who manufacture and distribute the lumber and products from this region.

About Samuelson Furniture

Samuelson Furniture is renowned for beautifully crafted furnishings built to last a lifetime. The company can trace its roots making the finest furniture for the residential market to rather humble beginnings in Paterson, NJ and a father-and-son team with inspired dreams. Now in its fourth generation, Samuelson offers a magnificent collection of traditional and contemporary furniture and is ideally suited to provide custom seating and casegoods for the contract industry. Please allow us the opportunity to show you who we are and what we do.

For more information about Samuelson Furniture's Green Initiative, visit samuelsonfurniture.com or call 888-289-4489.

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