

Thank You to Our SPONSOR!

wholescate

CHESS
CHIEF HOUSEWARES
EXECUTIVE SUPERSESSION

IHA
THE HOME AUTHORITY

ABOUT US

wholescate

*How to give trust, scale, affordability and freedom to retailers,
marketplaces, suppliers and brands*

CHESS, October 7, 2025

The International Housewares Association®

Problem and Solution

"If you want less of something, tax it."

- (1) Collecting reviews is difficult for wholesale suppliers.
- (2) Review syndication is exclusive and expensive.

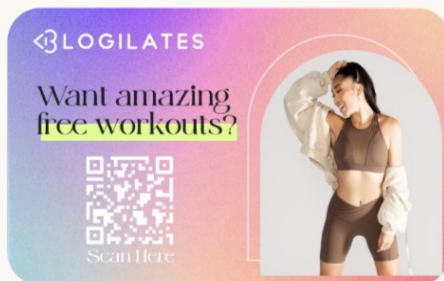
- (1) Authentic review collection through *Wholesale Collection*.
- (2) Open syndication through Wholesale's *ReviewHub*.



The Hook and QR Codes

A. Content Hook

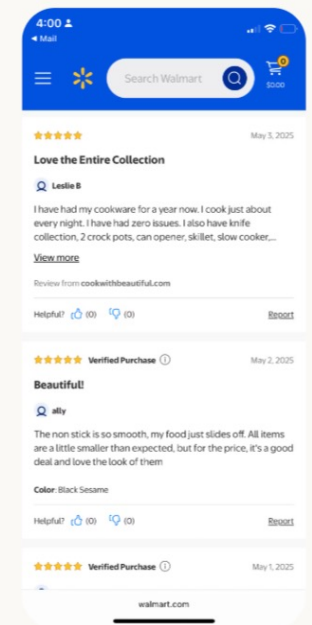
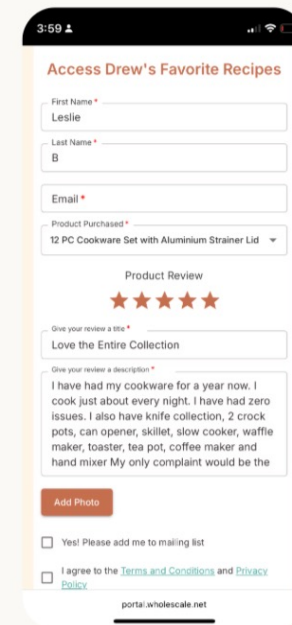
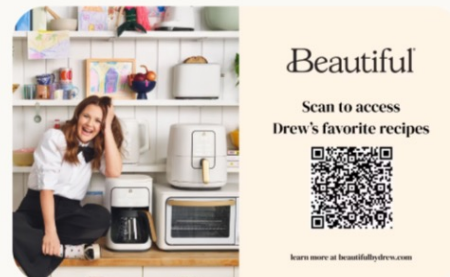
Offer access to content as an incentive to drive scans.



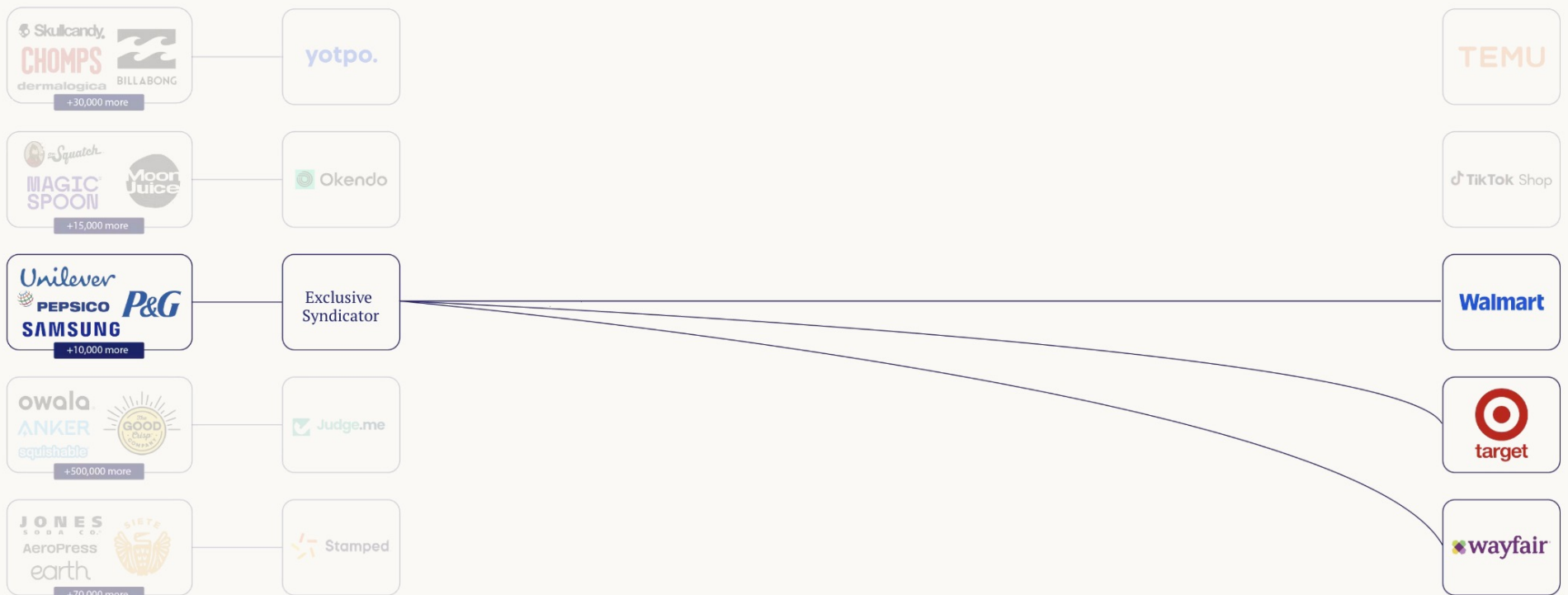
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B. Warranty Hook

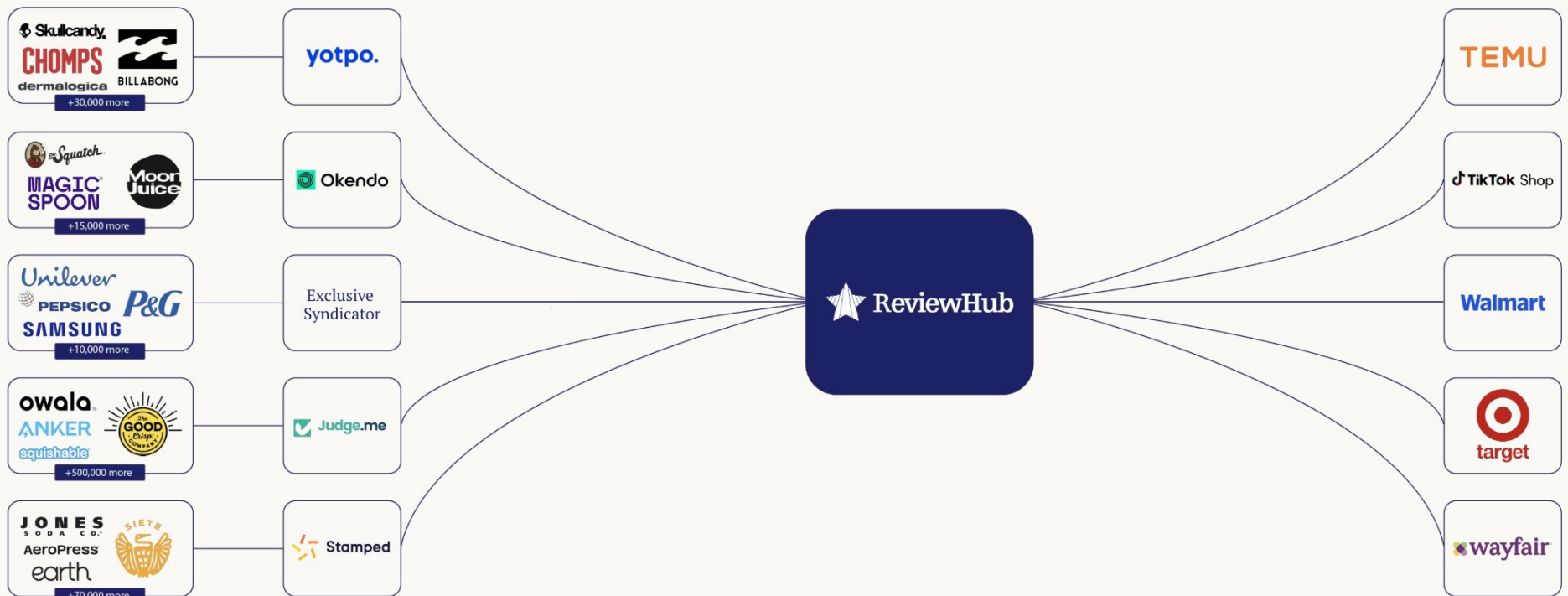
Leverage product registrations to drive scans.



Closed Syndication



Open Syndication



How to Win with Reviews Today



Marketplaces & Retailers

- ✓ Connect with us here
- ✓ Integrate with ReviewHub



Connect with me and
my team



Brands & Sellers

- ✓ Connect with us here
- ✓ Sign-up to ReviewHub



Schedule white-glove
onboarding