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CHIEF HOUSEWARES  
EXECUTIVE SUPERSESSION

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# PROBLEM

## Product companies:

- Struggle to collect authentic ratings and reviews
- Rely on costly sampling programs that are not scalable
- Don't receive insights from unbiased customers
- Can't upsell their customers who purchase through retailers and marketplaces

# SOLUTION

## We help companies:

- Maximize authentic reviews
- Minimize product sampling and review costs
- Analyze customer insights
- Upsell their customers in innovative ways

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# ABOUT US

**Wholesale** helps private brand and national brand suppliers collect, display and syndicate authentic ratings & reviews at scale on DTC sites and across leading retailers and marketplaces. We partner with over 200 brands and retailers, including Lifetime Brands, Shark Ninja, Hamilton Beach, Serta Simmons, Blackstone and Walmart Inc.

More recently, Wholesale launched **Wholecare**, a turnkey extended warranty solution through which brands upsell extended warranties to their end-consumers, which drives pure profit revenue streams.

Clement Vasseur, Director of Business Development

[clement.vasseur@wholesale.com](mailto:clement.vasseur@wholesale.com)

[www.wholesale.com](http://www.wholesale.com)

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