



Thank you for your interest in wholerange.com

The **Wholerange Directory** is a comprehensive listing of all UK vendors and will be **free access for UK office, retail and craft dealers** - and **end users too**. Each month dealers will receive a newsletter that will focus on chosen key areas, list new products and promotions and direct them to where they can buy stock. As the programme develops end users will also receive monthly e-mailers - the cost to you? Nothing!

Wholerange Listing

An online store of products that will feature the whole range of products you supply, not just those that you currently have in distribution. All products will be available to dealers through the **Wholerange Alliance** of wholesalers & distributors – either as stock or as specials. All products will be available to end users through dealer web stores. The purpose is to market your whole range and to take the focus off price and back onto product – when only a selection of products are available to dealers inevitably the focus drops to price. We want to change that.

Vendor sites and stores

By putting all your products online with wholerange you have an opportunity to have a low cost, easily managed online site – or if you wish a store to sell direct to the trade from. Operating your web presence via wholerange saves you the cost of setting this up yourself and of course managing it.

Sales and Marketing

By combining with other vendors on wholerange you can take your products to market at a fraction of the price that it currently costs – joint promotions, mailings and emarketing mean that the cost of reaching the market is shared amongst your chosen partners.

New and Existing – products and markets!

We are going to take your whole range to the whole of the office products market. We are going to target the growth markets of craft and retail – there are 1000 office dealers selling craft products – and 7500 craft dealers who you should be talking to! Wholerange aims to make that process easy – by providing a full product directory with retail and craft subsets that aim to make selection and sourcing easy.

Sign up Now – and get your whole range to market!

To sign up as a wholerange supplier, simply complete the online form by clicking [here](#) or download a printed copy [here](#), complete and fax or post it to us. The directory goes online immediately and the online range store in February.

Best regards,

Tim Chew
Managing Director

