

## Whoppah, the new online marketplace for first class secondhand at home

Scoring design pearls through smart technology

**Amsterdam, 21 May 2019** - Today Whoppah, the smart marketplace for first class secondhand items for home, launched. Whoppah, founded by serial entrepreneur Thomas Bunnik and his partner Evelien Remmelts, brings a largely offline market of high quality interior online and offers great ease of use. From art to furniture, from antiques to modern designs, Whoppah offers something for every home space, from the living room all the way to the kids' room. Alongside a trading platform for consumers, Whoppah offers a platform for companies such as antique shops and international art and interior dealers. Interior shops can sell their returned merchandise and showroom models. The platform helps drive sustainability by stimulating recommerce. With innovative tools such as searching on the basis of a photo, videos in advertisements, a chatbot and door-to-door insured transport, Whoppah introduces a next generation curated secondhand marketplace.



### High-end interior items for home

What can you find on the new marketplace? High quality secondhand design items from well known brands such as Charles Eames, Artifort and Philippe Starck, as well as exclusive handmade objects like sculptures and paintings. Thomas Bunnik, CEO and co-founder:

“Whoppah is about quality, findability and reliability. On other marketplaces it is considered difficult to quickly find high quality and special items. Our team guards the quality level and selects special items so that, through our app, shoppers have easy access to a treasure of unique items for their home.”



### Effortless discovery in a full-service platform

The online search process for interior items is simplified with the help of technological innovations like recognising items in pictures. Have you seen a beautiful interior on Pinterest, a blog or in a magazine? Finally you will easily find that real design lamp in a snap. *“If you see a beautiful item somewhere, take a picture and upload this in our app. We will immediately show you whether we have it for sale or anything alike”*, explains Bunnik. Whoppah also has a built-in chatbot that addresses a broad range of questions, if the answers are known, to smoothen communication between buyers and sellers while saving them both time. Transactions are handled securely within the platform and Whoppah offers door-to-door insured transportation.

By combining the latest technologies to bring ease and convenience to clients, Whoppah is determined to make secondhand shopping a pleasure.



### Suitable sales channel

The newcomer offers consumers as well as design stores, furniture designers, artists, antique shops and international interior dealers an online sales channel for high quality items. Bunnik: *“The Netherlands is an important hub when it comes to the design and interior trade. Whoppah offers a suitable online sales channel for the various artists and designers seeking to easily reach their target audience.”*



### About Whoppah

Whoppah is a smart online marketplace for first class secondhand items for at home. The service is downloadable in the form of an app via the App Store and Play Store. De startup is founded by serial entrepreneur Thomas Bunnik, also known as founder of digital wealth manager Pritle, and his partner Evelien Remmelts. Whoppah is financed by its founders and a group of experienced entrepreneurs in interior, technology, e-commerce and finance. Whoppah has the ambition to expand across Europe within 6 months. *“We are also investigating where to start in Asia”*, says Bunnik.

**whoppah.com**

-END OF PRESS RELEASE-



**For more information please contact:**

**Lianne Schneider** • Het PR Bureau  
lianne@hetprbureau.nl • 06-11768512