

## WINSOME TRADING

Higher Recovery on Returns,  
More Focus on Core Business



### AT A GLANCE

#### Return Challenges

- One Return Location for 40 retailers
- Low Recovery
- High Storage and Receiving Cost

#### Returns By Rush Benefits

- 2.98X higher Recovery Compared To Liquidation
- No Overhead Costs
- 85% sell through

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*"We have benefited from not having to handle the returns and the reporting provided by Rush ReCommerce is detailed. Their solution allows us to focus on our main business, while knowing the returns are being handled."*

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**President Anita Tsoi**  
Winsome Trading

### THE BRAND

As a premier manufacturer and distributor of solid wood furniture, Winsome Trading holds a prestigious position in the industry. Renowned for its exceptional craftsmanship and affordability, Winsome Trading stands out as a premier brand in the world of lifestyle furniture. With a strong emphasis on innovative designs, the company takes pride in its ability to strike an unbeatable balance between style and affordability.

### THE CHALLENGE

Winsome Trading partners with Target, Wayfair, Walmart, BestBuy and other retailers to sell their products. Before partnering with Rush ReCommerce, Winsome Trading was sending returns, from all retailers to their single US warehouse location. Therefore creating high shipping costs, and overall limited recovery for their returns.

### THE SOLUTION

In 2020 Winsome Trading partnered with Rush ReCommerce to implement an environmentally conscious approach for managing their ecommerce returns. Now Rush ReCommerce handles everything from the moment the item leaves the customer until it is sold. Using our exclusive technology and the extensive recommerce network, the entire process is optimized.

### THE RESULT

#### Better Customer Experience

WinsomeTrading no longer burdens customers with having to keep or donate damaged products. Important returns data is provided to improve Winsome Trading's internal processes.

#### 85% Sell-Through

With an increase in volume by adding more retailer's returns, sell through remains 85% through 2023.

#### 2.98X Liquidation

Compared to traditional liquidations, Winsome Trading is 2.98 times more profitable.