

IONE

HomeDecoHub

The 3D Interior Platform

colijn is
POWERED



WELCOME TO

HomeDecoHub

You have been in contact with one of our experts and have shown interest in our platform **HomeDecoHub**.

We are convinced of the power of your products and look forward to seeing your collections available on our fast growing visualization platform.

Join for FREE! Continue reading for more information



HomeDecoHub is an online 3D visualization platform that brings together furniture brands, retailers and interior designers from across Europe.

Here, brands showcase their collections, allowing retailers and consumers to explore and experience them in an interactive 3D room planner.r.

With proven conversion rates of 70-80%, HomeDecoHub becomes the ultimate sales tool for retailers, and indirectly benefits brands and manufacturers. The result? Significant revenue growth and the creation of new, easily accessible sales channels within an extensive dealer network across Europe.



Why HomeDecoHub?

🕒 One Centralized Hub

HomeDecoHub is the place where all (configurable) furniture and products from numerous brands come together. It serves as a central hub where furniture brands showcase their collections, and where retailers and consumers can explore, combine, and experience them in an interactive 3D room planner.

🕒 The Power of Combination

One of our biggest strengths lies in the ability to combine products. It's not just about individual items anymore; it's the experience of assembling entire rooms and spaces through an interactive 3D room planner. Unleash your creativity as you discover endless combinations without limitations.

🕒 Global Visibility and Accessibility

Reach a global network of retailers and consumers. Connect with diverse markets, inspire consumers worldwide, and make your brand stand out.



Greener!

🕒 Towards a better world

By participating in HomeDecoHub, you automatically contribute to a greener planet. HomeDecoHub not only increases satisfaction in purchases, significantly reducing returns, but also prevents order errors through integrated catalogs and a product configurator. The result is a substantial reduction in logistical movements for (large) products that could have been avoided, along with a reduction in waste.

🕒 HomeDecoHub vs. “Fast Furniture”

At HomeDecoHub, we join forces against fast furniture. This segment often attracts hesitant consumers who opt for cheaper options to minimize risks. We are committed to a more sustainable approach, promoting quality and customer satisfaction while reducing the harmful impact of disposable products. **We achieve this by providing trust and confidence to consumers.**

How? It's all made possible by the 3D room planner. Here, consumers are guaranteed that their interior not only meets their expectations, but even exceeds them with the right advice. They can experience and fully furnish their own rooms in 3D, providing them with the confidence they need. As a result, they are willing to invest in an interior that not only withstands the test of time, but ensures an interior they will truly enjoy for years to come.

The room planner from HomeDecoHub provides consumers with the opportunity to confidently make their investment in sustainable interior choices.



The Challenge

Bridging the Imagination Gap

HomeDecoHub addresses one of the oldest and biggest challenges in the furniture and home decor industry: “the imagination gap.” More than half of your end-customers postpone purchases, and a third ultimately cancel altogether! Why? Questions remain unanswered: Is it the right color? Which layout do I like best? Does it fit in terms of dimensions? How do these products look together? When these questions remain unanswered, they turn into doubts and uncertainties, blocking the buying process.

More than

50%

postpones purchases

More than

30%

Cancels completely

The Solution

Answer their Questions

Here’s the good news: the opposite is just as true! By providing answers, doubts and uncertainties disappear. HomeDecoHub is the tool to instill confidence, stimulate purchases, and, perhaps most importantly, satisfy customers with the outcome.

Make Your Collections Accessible and Combinable

HomeDecoHub is developed with and for the furniture and home decor industry. It is accessible at very affordable rates for retailers. This makes the platform, including room planning software, accessible to everyone and allows the collections of all leading suppliers to be combined. And the best part is:

In 2024, suppliers can join FREE of charge!

HOW TO JOIN?

To make your collection available on HomeDecoHub and allow all your retailers and stylists to use it immediately, we need a few things from you:

- 1** Export of Product Catalog
- 2** 3D Files
- 3** Dealers list

1 Export of Product Catalog

The first and most important step is sharing an export of your current collections with us. We will incorporate this data into the HomeDecoHub database. For optimal usability, we recommend repeating this regularly so that your dealers can always rely on a complete and up-to-date collection.

Guidelines for Submitting Your Product Catalog

Preferred export format: .csv

- Other formats can be discussed
- Submitted at agreed intervals, preferably automated

Essential Product Data

- Product ID (item number)
- Product Name
- Commercial Description
- Product Category
- Brand

Images/Thumbnails

- Include the location (path) of one primary product image/thumbnail
- Alternatively, provide a collection of thumbnail images with clear references to products

Reference to 3D Files

- If possible, include the location (path) of associated 3D files

Additional Desirable Information

- In general, the more product details, the better.

2 3D Files

In addition to the basic information about your products, we also welcome your 3D files. These files will be linked to the imported product catalog.

Guidelines for Providing 3D Files

For the best result:

- Provide files in .GLB format with a maximum file size of approximately 10 MB.

Unable to obtain .GLB files? Most formats can be effectively converted. Based on a few sample models, we will investigate this and provide feedback.

3 Dealers List

Once the catalog, including 3D files, is ready in HomeDecoHub, it's essential to ensure that your sales points will make use of it so that both they and you can experience the benefits mentioned earlier. To streamline this process and ensure minimal effort on your part, we kindly request an overview of your sales points with their corresponding email addresses. We will use this information to create a free account for each sales point and send them an invitation email so they can get started right away

Free accounts for your dealers

Your dealers receive an optional invitation to participate. Upon acceptance, they can immediately begin using the free subscription version of HomeDecoHub, where your collections are ready for them. To help them get started, we offer free access to an e-learning course. Here, they learn step-by-step how to use the application and receive practical tips on effective platform utilization. This enables them to quickly and successfully increase sales through HomeDecoHub.

Guidelines for delivering your Dealers List

Provide a file containing:

- Names of sales points
- Email addresses of suitable contacts

Optional

- Address details of dealers
- Website of dealers

Important to note:

- The provided information will only be used for registration and information regarding HomeDecoHub.
- Data processing follows ISO27001 guidelines.
- No costs/obligations associated with the free account.
- Freedom to switch to a paid version if desired.

UNLEASH THE FULL POTENTIAL

With a 3D Product Configurator

Based on the provided catalog and 3D files, the products will be made available in HomeDecoHub's 3D room planner. Initially, these products will be available as non-configurable items.

However, the HomeDecoHub platform also boasts the **most powerful product configurator in the furniture and home decor industry**, and that opens up possibilities! We have the capability to convert your 3D collection, partially or entirely, into interactive, configurable products. This means that fabrics can be changed, product options can be displayed, and layouts and setups can be adjusted to fully align with the end customer's preferences. If this interests you, please don't hesitate to contact us so we can discuss the possibilities together.

We hope you're as excited as we are about the opportunities our collaboration offers, and we look forward to receiving your confirmation of participation soon. If you have any questions, please feel free to contact us. We'd be happy to schedule a (digital) meeting!

On behalf of the management of HomeDecoHub,
part of the Colijn group of Companies

Marc Colijn *David Colijn*

Ruben Colijn

