

**For Immediate Release**

Media Contact: Neshama Abraham  
[neshama@abrahampaiss.com](mailto:neshama@abrahampaiss.com)  
303-413-8252 (O); 303-596-4628 (M)

### **RAWmarket.place Brings Credibility and Visibility to the Hemp Industry**

SAN JOSE, CA; Feb. 28, 2020 – The RAWmarket.place ([www.RAWmarket.place](http://www.RAWmarket.place)), the world’s largest and most active online Hemp Marketplace for connecting all things hemp, has brought needed credibility and professionalism to the newly reborn hemp industry in the U.S. and worldwide.

RAWmarket.place was created from a beneficial collaboration between **Joheem Loh**, a Silicon Valley award-winning high-tech expert, and **Zev Paiss**, a Boulder, Colorado national industrial hemp expert. Joheem brings more than 20 years in building systems, applications, and experiences for major brands and Fortune 500 companies (Sony PlayStation, Google), rock stars (Black Eyed Peas) and startups (ReaderBee, SummitK12). Zev is a well-respected educator and national consultant to hemp farmers, businesses and organizations, who served from 2013-2016 as the founding Executive Director of the [National Hemp Association](#) that helped industrial hemp become legal at the federal level.

“We are the ‘go-to’ platform in the U.S. to bring together interested parties for all types of hemp products and services,” said Zev Paiss, Chief Operating Officer of the Hemp Marketplace. “As a result of consistent customer responsiveness and effective communications over the past two years, we have become the most trusted, easy-to-use, and affordable platform available in the hemp industry. We saw early on the important need to help hemp businesses gain widespread visibility. We serve farmers, processors, product manufacturers, providers of ancillary services, and the consumer.”

#### **More Than a Marketplace**

“We are much more than a marketplace, we’re a community,” said RAWmarket.place Chief Executive Officer Joheem Loh. “We bring order to a young and dynamic industry with an integrated platform across the entire vertical. We provide an established process that rigorously vets sellers, connects buyers and sellers, and creates an easy way for community members to post, ask questions, share their expertise, and exchange helpful resources,” adds Joheem whose team has received numerous industry awards and recognitions, including Apple Featured “Best New App”, Dr. Toy Best Tech, Parents Choice Gold, IAC Internet Ad Award, and Google’s featured Augmented Reality launch title.

Many Marketplace users credit the online platform for generating significant sales. “Fifty percent of last year’s sales for our hemp harvesting machines came from the Hemp RAWmarket.place,” said Rafael Redwood from [USA Hemp Harvesting](#). “Of the 33 combines we sold in 2019, about 15 were leads we’d credit to the Hemp Marketplace platform amounting to \$1 million in sales.” (Additional user testimonials at <https://rawmarket.place/#testimonials>).

## **RAWmarket.place Brings Credibility .../2**

The RAWmarket.place is responsive to market needs. The platform initially provided a place for hemp farmers to post their hemp for sale under the *Raw* category. Soon extractors and processors requested a way to list not only their products but also services. In response, the RAWmarket.place created a *Premium* category for more than 25 different products and services, including CBD extracted products, equipment, finance, freight, lab testing, and many others. In 2020, the platform built a new category for *Packaged* shelf-ready goods to serve wholesale and consumer needs, such as apparel, bath, beauty, building, food, health, pets, etc.

The RAWmarket.place earned its reputation as a trusted resource because of the rigorous vetting which takes place before listings receive the green check mark of “reviewed” status. Documents which sellers are required to provide include: a federal tax I.D. number; business license; grower or processor license from their state department of agriculture; certificate of analysis (COA) of independent test results showing the product is certified industrial hemp; verification of email and website, etc.

The online hemp platform provides a suite of services, including paid product and service listings, traditional featured advertising, and custom emails distributed to subscribers. In addition, the website offers multiple ways for community members to communicate with each other and share knowledge. The *Forums* section allows any user to ask and answer questions and interact with fellow community members. *Forums* categories include: Building Materials, Fiber & Textiles, Food & Beverages, Growing Hemp, Hemp Economics, Legal & Legislative, Manufacturing, Product Testing, and the popular *The Insights* section includes timely hemp educational material, news and information generated by the Hemp RAWmarket.place team. Recently the company launched a mobile app for both Android and iOS products.

### **About the Hemp RAWmarket.place**

RAWmarket.place is the world’s most active online hemp marketplace, and a woman-owned company co-created by Silicon Valley tech expert Joheem Loh. The platform has received millions of impressions and earned hundreds of thousands of users since its launch in early 2018. With deep industry knowledge and a rigorous vetting process, the RAWmarket.place has become a trusted and dependable resource in the hemp industry. Company owners strive to make the RAWmarket.place an affordable service by charging zero commissions, offering low listing prices, and making it free to join by the hemp community. More info at: [www.RAWmarket.place](http://www.RAWmarket.place).

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