



CUSTOMER PROFILE: **Aria Vent Inc.**

# More business, less space, no problem



Aria Vent Inc. is a family business, owned and managed by father-daughter duo, Roberta and Paolo Mantenuto. Launched in 2016, the company has grown rapidly, their selling point—a new and aesthetically pleasing twist on air registers.

Aria Vent has 17 different products, manufactured in Canada, and sold online and through distributors and retailers across Canada and the U.S.

The success of their small business came as a surprise to the Mantenuto's. Paolo, who originally pitched the idea to his daughter as a means to entice her to come back home from her trip across South America, didn't anticipate the reaction they've received from their customers.





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"People get so excited about it and when they find out who we are, how we started and it's just me and my dad, they get so happy. Selling these has not been a difficult task. I had a customer who built a multi-million dollar home tell me, 'when people come through my house, the only thing they comment on, are the vents!' that was really cool."

Featured on *Property Brothers*, *House & Home Magazine*, *Cityline*, *Architectural Digest*, and more, Aria Vent products are a customizable air vent that can be adapted and used with any surface material, including tile, carpet, cork, hardwood, drywall, etc. The designs are modern and minimalist, transforming traditional grille vents.

Their success posed an unforeseeable challenge though. They were growing out of their space and orders were coming in faster than they could fulfill them.

"Our customers are pretty much everywhere in Canada and as a small, young company, fulfillment is very time consuming. We wanted to make sure we could get our products to our customers as quickly as possible. That's why we chose to outsource fulfillment."

The UPS Small Package Fulfillment Service is ideal for small and medium sized customers who have grown nationally or out of their current space and need to expand their distribution

footprint with minimal costs. Businesses can use the fulfillment program at any time, with no minimums. The utilization of UPS' professional distribution facilities in Burlington, Ontario and Calgary, Alberta can help customers speed their time to market, without exhausting additional capital expenditures, employees or technology assets.

After jumping through hoops to fulfill orders correctly with other fulfillment partners, Aria Vent joined the UPS Fulfillment program and hasn't looked back since.

"UPS Fulfillment is incredibly accurate. They have never incorrectly fulfilled an order—so customer satisfaction is at an all-time high. UPS is great for small to medium sized businesses. It's very difficult to find a company that serves this market, most fulfillment services focus on large-scale businesses."

Using the UPS Fulfillment program also helps Aria Vent save costs on upsizing their space. Instead of moving to a bigger warehouse, they ship overstock to be held at a secure UPS Fulfillment facility.

Building trust with customers is integral for the growth of small businesses and good customer service is dependent on timely and correct deliveries. Working with a logistics expert allows small business owners to focus on growing the business, with confidence that once a sale is made, their customers' experience is a positive experience—right up to the final delivery.

***“We are building our business on return customer sales. If our fulfillment messes up, we mess up, our customers lose trust in our company and may not return again. Our business is growing rapidly. With this solution we can serve our customers better and faster, and build our reputation as a reliable vendor.”***



Check out Aria Vent at <https://www.ariavent.com/>

For more information about the UPS Small Package Fulfillment Service, visit [ups.com/bizhelp](https://ups.com/bizhelp).