



Piñatas Aldi and UPS export Mexican traditions around the world.

Piñatas Aldi is a family-owned business, which manufactures and sells piñatas online, mainly in the United States and some countries in Europe. The company began operations in 2013 in Guadalajara, Jalisco, Mexico. It offers around 400 models of piñatas through a customized service that suits the requirements and needs of its customers.

Daniel Arellano and his wife, Denisse Pérez, founded Piñatas Aldi. Denisse knew well the manufacturing process of piñatas since years before she had ventured into another event planning business, Happy Party, where she designed the decorations and piñatas for all the events.

That was how she got the idea of making, marketing and shipping their own creations directly to their clients. Denisse was in charge of manufacturing the piñatas and Daniel was responsible for online sales, as well as looking for parcel services to make deliveries.

Shortly after starting their business they realized that the piñatas were very successful in the US market, so they decided to expand outside Mexico.

Challenge

When the business started to prosper, the number of shipments increased, thus package handling became more complex. They had to ensure that all of their customers received their products in good condition, that means, intact and on time.

They started shipping between 2 and 3 piñatas a week. Soon, the number of orders began to rise, and as the United States became its main market, distance became a challenge, but they had no experience in export processes. In addition, they wanted this fragile product to arrive in good condition and on time. Daniel needed a logistics solution that could meet the requirements of their company.



Solution

Daniel turned to different package delivery companies with international shipping options. A UPS representative studied the situation, analyzed the packaging needs and distribution process of Piñatas Aldi, and defined that the best strategy for the company was to make shipments from a **UPS Shipping Center**.

Once the solution for the shipments was raised, the UPS representative advised Daniel Arellano on the most optimal packaging for the piñatas. As a result, Piñatas Aldi customized a double corrugated box to bring their packages to the **UPS Shipping Center**, where the counter clerk ensures that the packaging is adequately reinforced for the protection of the piñatas.

“It was very valuable for us to find UPS. We analyzed the different services they offer, and we found the one that meets our objective to guarantee delivery in a cost-benefit scheme”, commented Daniel Arellano, Commercial Director of Piñatas Aldi.

Now, they just have to drop off their packages at the closest **UPS Shipping Center**. The counter clerk will print the labels, process the shipment and each piñata will be shipped to its destination. Then, the company can check the status of their shipments, and even verify that their packages were delivered using UPS Mobile™, a mobile application that sends an alert and can be reviewed from

a cell phone or an electronic tablet on the go.

With door-to-door delivery service, UPS helps Piñatas Aldi through the UPS Standard® Ground delivery service, an economical choice with guaranteed delivery in three to seven business days to cities in the 48 contiguous United States.

Should a customer require an urgent delivery, Piñatas Aldi can take advantage of the UPS Worldwide Express Saver® or UPS Worldwide Expedited® services, the first guaranteed next business day delivery to the United States and Canada, and two to three business days to Europe and Latin America, with guaranteed two business days delivery by the end of the day.

The infrastructure and services offered by UPS to date have allowed Piñatas Aldi to continue expanding their business from Mexico to the United States, mainly.

“Finding UPS has been very positive for us. It has allowed us to expand our business beyond borders and get everything we needed in terms of logistics.”

Denisse Pérez
General Director of Piñatas Aldi



Outcome

Year after year, Piñatas Aldi has increased the number of shipments to its main market, the United States. 90% of its products are sent to the USA and the remaining 10% go to other destinations in the world.

The company has seen an increase in its production volume, attributed to the high quality of its piñatas and the logistics service, which has allowed them to increase its customer base, number of orders and profitability.

Quality, efficiency and mainly delivery flexibility with

faster times are vital for Piñatas Aldi, and are features that potential buyers recognize in customer reviews, published on their website.

Piñatas Aldi and UPS Mexico continue working together to overcome the logistics challenges and continue bringing joy through their piñatas to other markets. Visit **www.aldimysshop.com**