



Case Study



The Challenge

Within the two short years of their founding, the accessories company grew exponentially. While running their business from their homes in Southern California, the two co-founders ran out of physical space and sought help from a 3PL provider. With the desire to continue their travels and test their products, the co-founders needed a trusted partner to fulfill their orders accurately and continue to service their customers.

Introduced to NRI by a mutual friend, the two co-founders wanted to find a trusted partner, and one that aligned with their values. NRI is always willing to help small brands grow through being consultative and creative to build the correct strategy.

In early 2017, NRI developed a program for Aloha Collection that included custom shipping and messaging inclusion to ensure that the brand touch was still felt, despite fulfillment being outsourced; as well as a reverse logistics plan to efficiently deal with returns and exchanges.

The Strategy

The Results

From humble beginnings of a 25,000 piece inventory in the home of one of the co-founders, to seeing 800% growth in just under four years at our distribution center in Los Angeles, NRI has provided Aloha Collection with the scalable and custom logistics solutions required to continuously deliver amazing product and service to their customers.

“Dedicated and reliable partners like NRI enable us to achieve success in sharing ALOHA around the world”

