

AROMA

company profile

C o n t e n t s



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Before starting



Products and services

Our amazing products



Company Structures

Exceptional team



Main market and main customers

What we did, what we do



Company's competency

Factory capability



Brief introduction

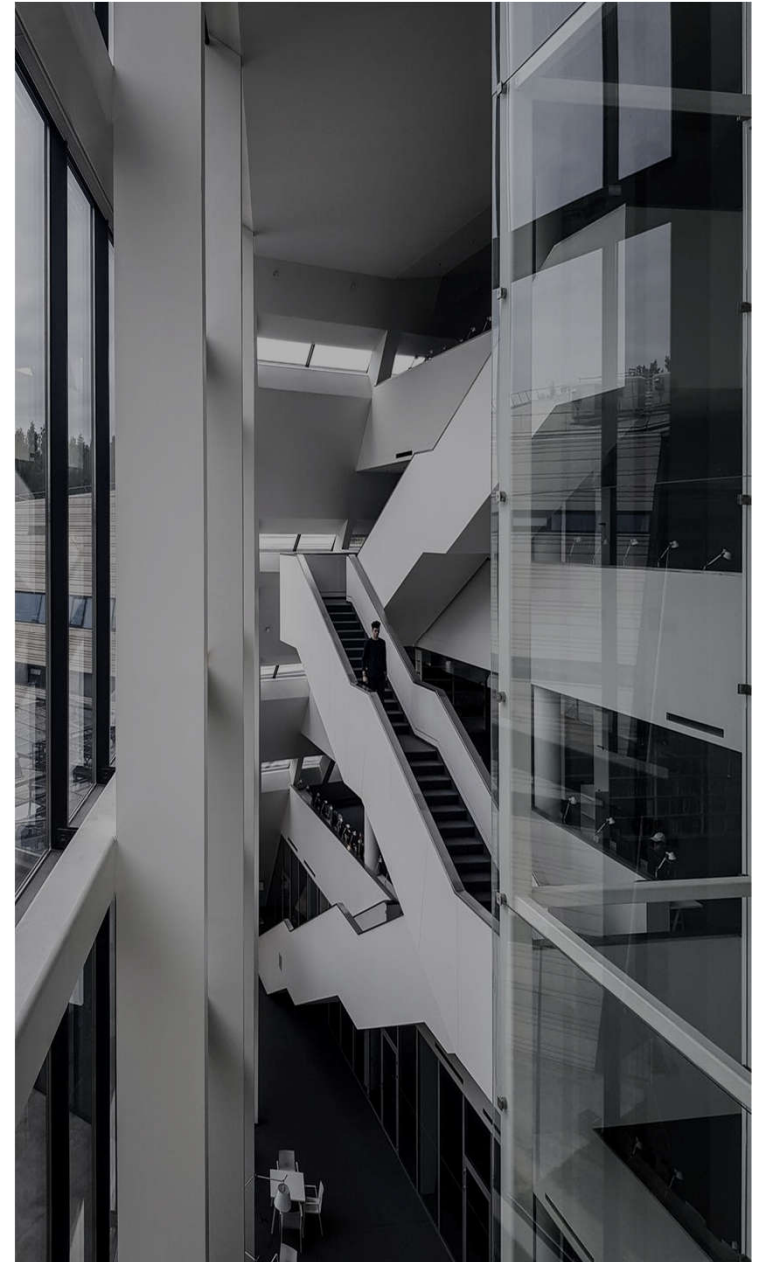
B e f o r e s t a r t i n g

Aroma has been specializing in Halloween decorations and animations for 24 years now. We offer an extensive range of Halloween decorations, including Life-size animatronics, home decorations, table tops, skeletons, and outdoor decors. Our products cater to almost every aspect of Halloween decor.

As a stable vendor, we have built strong partnerships with numerous US and European Chain Stores over the years. Our annual turnover exceeds 20 million USD, reflecting our successful track record and reliability in the industry.

Company History

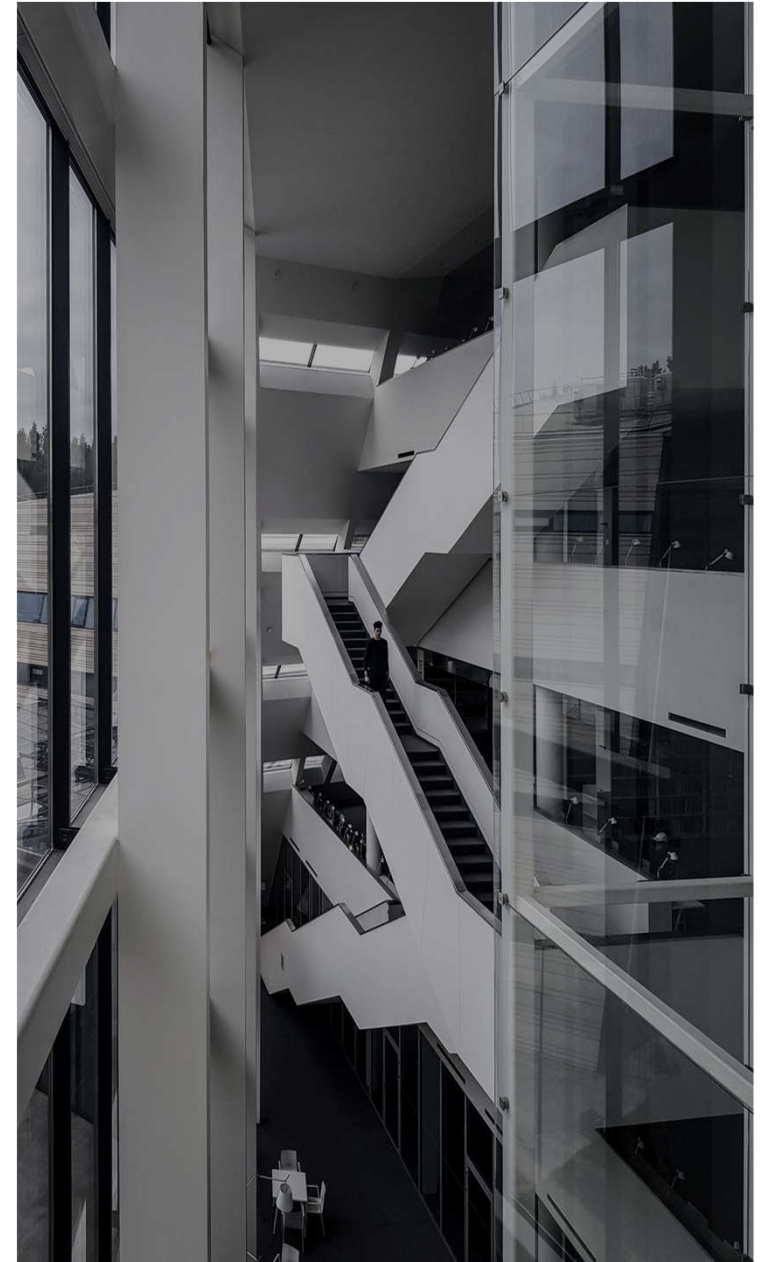
Liaoning AROMA International Trade Co., Ltd. was established back in 1999, and for the past 24 years, we have been dedicated to designing and producing popular, high-quality Halloween decorations. Our products have found their way to various corners of the world, gaining widespread distribution. We have established a stable supplier relationship with a lot of overseas customers.



Company History

we have fostered stable and strong relationships with numerous overseas customers, serving as their reliable supplier. We take pride in having **27** retail chain customers along with more than **3,000** chain stores, **31** customers having over **1,000** chain stores, and **54** customers with more than **100** chain stores. Moreover, more than 100 global importers and more than 10 e-commerce enterprises, who regularly purchase Halloween decorations from us.

Aroma has earned the No. 1 ranking in the Seasonal Home Decor industry in Liaoning Province. We take pride in being the exclusive designated VIP Canton Fair exhibitor representing Liaoning Province. Our booth is located in the core area of the brand enterprises exhibition zone, further showcasing our commitment to being a leading force in the Halloween industry.



Our Journey Through Time

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Aroma's Beginnings

- Aroma was established as a trading company specializing in Seasonal items, including Christmas, Easter, and Halloween decorations.
- Initially, our products were sold to Grandinroad, Homedepot, Walmart, and other chain stores, with the help of a US agent.

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From Trading to Specialization

- As we progressed, we recognized the potential for growth and success in the Halloween market. To focus our efforts, we made the strategic decision to specialize solely in Halloween items.
- This shift allowed us to channel our passion and creativity into improving our designs, fostering a more dedicated and professional approach to serving our customers.

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Innovating for Customer Delight

- we realized that simple decorations might not be enough to stand out in the market. To meet these demands and exceed expectations, we embarked on a journey of innovation. We began incorporating lights, sounds, and various interactive functions into our Halloween items.
- In pursuit of even more unique designs, we established our own Design Department, which allowed us to retain full creative control and own the copyrights of our designs.

Our Journey Through Time

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Opportunity & Growth

- We Met exceptional customers, became mentors and friends.They Shared ideas and resources, leading to significant product design advancements.
- Despite facing economic downturn, we embraced the opportunity for growth and maintained stable relationships with our valued customers.

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Success & Expansion

- Through constant efforts, Aroma's items have achieved widespread recognition and can now be found in numerous US and European chain stores.
- As our reputation grew, so did our team. We are proud to have assembled a talented team of 7 designers and over 10 sales professionals. Our annual turnover exceeding 20 million in 2021.

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Looking Ahead

- After years of develop, we have proudly claimed the position of the number one seasonal decoration supplier in Liaoning.
- But our ambitions don't stop there.we aspire to become one of the top 3 suppliers in the Seasonal Decoration industry worldwide.



Company value view

Our company philosophy is providing customers with excellent designs, reasonable pricing, high-quality products, stunning packaging, on-time delivery, and professional service!

Our vision

Our goal is to secure a position among the Top 3 companies in the arts and crafts industry in China.

Whenever people think of purchasing Halloween decorations, Aroma is the go-to, one-stop solution that immediately comes to mind.



Standing animatronics



Hanging figures



Table tops



Outdoor decor




Home decor



Ground breakers

We specialized in Halloween decorations and props. The main products as above. Our commitment to continuous improvement on fresh and innovative designs. Hope in the near future, whenever Halloween decorations are mentioned, Aroma will be the first name that naturally springs to mind!



Our Exceptional Team Services

Our awesome services

- ★ Our dedicated team of designers continuously develops captivating new designs throughout the year, ensuring our products stay at the front of trends.
- ★ Our team of experienced export specialists possesses excellent problem-solving skills and actively engages with customers, gather feedback and ideas from our customers, allowing us to continuously improve our services.
- ★ Our quality control team cooperating with third-party inspection companies such as TUV, BV and ITS to study laws and regulations overseas, to understand the test requirements from the customers to ensure the safety and sales of our products in overseas market, They actively participate in every phase of production to guarantee that our products meet and exceed our customers' expectations.

Our Design team



Meet Our Facilities



Marketing research

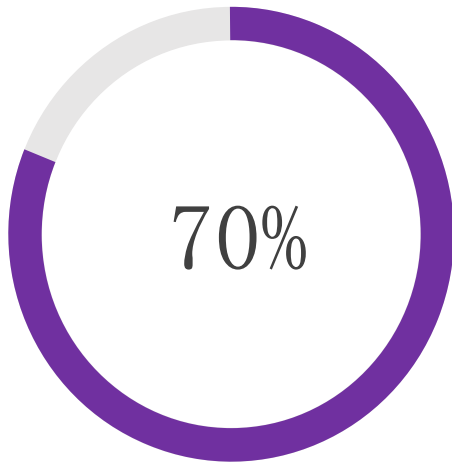


◀ Main Chain retail customers

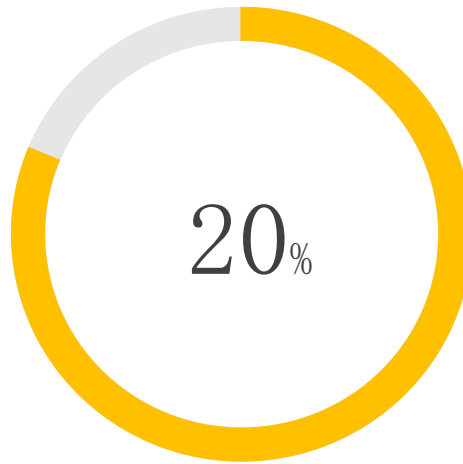
Our Primary market is US and Europe, about 70% turnovers come from US, Our products have gained popularity and widespread recognition in the market, thanks to their presence in numerous major chain stores.

In recent years, the European Halloween market has obtained significant growth. Many chain stores now seek direct cooperation with us instead of purchasing through local importers. This shift opens up exciting opportunities for us to expand our market share further in Europe.

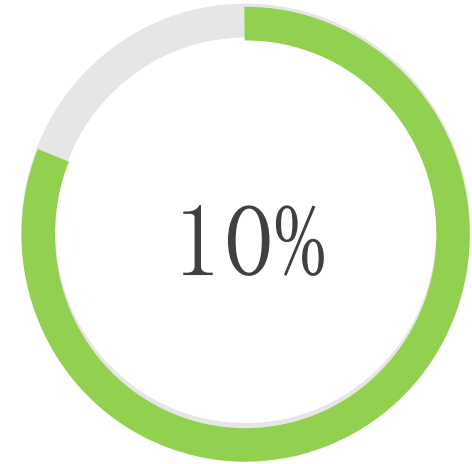
Main market share



US market

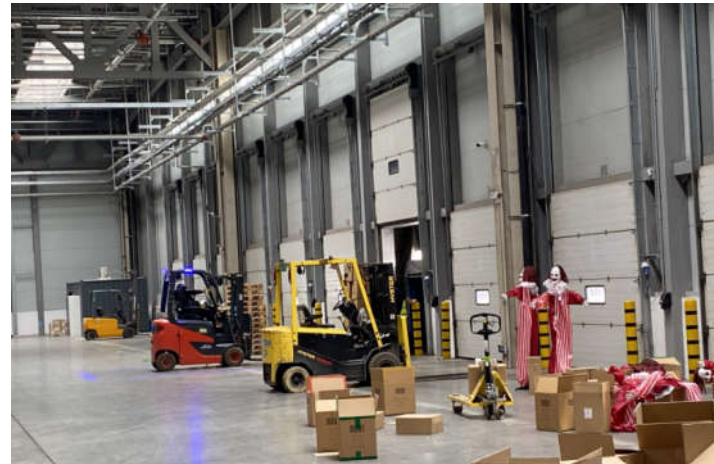


Europe&UK



Oceania&South America

Aroma Warehouse



Factory Area	Warehouse Area	Showroom Area	annual export container	factory capability
13000square meter	10000 square meter	600 square meter	Over 800	2 million pcs/month

Thank you for watching !