

arper

How Arper Transformed Its Resource Center and Accelerated Content Access by 55%



INTRODUCTION

Arper is a global Italian design brand specializing in contemporary furniture for workspaces, public spaces, and residential environments. With operations in over 90 countries, the company manages a large volume of digital assets across diverse audiences.

OBJECTIVE

Arper aimed to create a centralized, user-friendly platform to simplify access to brand and media assets, improve content discoverability, and deliver a consistent, on-brand experience.

CHALLENGES

Arper's resource center was hard to navigate, with unintuitive filtering that made finding content difficult. And distributing a growing volume of assets to different user groups added complexity, making it harder to deliver the right content without overloading teams.

Key Data

Industry: Furniture Manufacturing & Design

Use Case: Media Download Portal

Content Source: THRON

Number of Portals: 1

CUSTOMER FEEDBACK

"Managing and sharing a large number of resources has become much simpler, and the constant support from the Smint.io team has made the collaboration very positive."

Digital Content Specialist

Results

- ✓ 55% faster access to content
- ✓ 35% drop in asset management time
- ✓ 40% increase in content downloads

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