

CUSTOMER STORY · VENTILATION EQUIPMENT

Flying solo, with no ERP.

Working alone in his warehouse in western France, Arnaud Gendron estimates he now packs 15 to 20 orders an hour, up from 10. Purchasing, inventory, order prep, labels and dropshipping all run through myFulfillment.



Arnaud Gendron
Founder and CEO · Ventildirect



THE STORY

A ventilation specialist based in La Gravelle, selling on its own site and on home improvement marketplaces

From La Gravelle, in western France, Ventildirect sells ventilation equipment online, for homes as well as commercial buildings.



“We specialize in mechanical ventilation equipment and, more broadly, building ventilation: everything that brings fresh air into a building. Homes, of course, but it can also be commercial buildings, offices and stores, and sometimes even industrial or agricultural sites.”

Arnaud Gendron · Founder and CEO · Ventildirect — *condensed extract*



Home and building ventilation equipment,
sold online

COUNTRY

France

ONLINE STORE

PrestaShop

WEBSITE

ventildirect.fr

BOOSTMYSHOP PRODUCT

myFulfillment

PARTNER

Soledis

ORDERS A MONTH

1,000

the pace reached in September 2026

WAREHOUSE

150 m²

SKUS IN STOCK

≈ 600

plus about 50 dropshipped

ORDERS ON MONDAYS

Up to 100

WORKING TOGETHER

The mini ERP he was looking for

THE CHOICE

Arnaud had worked at companies that all ran an ERP, and as he saw it, you couldn't run a business without one. When he set up Ventildirect, he asked his web agency how to handle stock and order prep, which to him meant an ERP. What he wanted, in his words, was a mini ERP.

That's when his agency told him about Boostmyshop, and he saw a demo before launch. He started out selling with just PrestaShop. A year in, as volumes climbed to 15 to 20 orders a day, he came back to Boostmyshop: without an ERP, he needed a tool that would also handle his purchasing. Setup took a month and a half at most, with two or three remote sessions and a dry run.

“For me, at my scale and for my business, Boostmyshop does the job. I manage my stock, I prepare my orders and, above all, I also manage all my purchasing. Everything runs through Boostmyshop.”

Arnaud Gendron · Founder and CEO · Ventildirect — *condensed extract*

DAY TO DAY

Follow the method, don't bend the tool

Arnaud used the tool as it was, without trying to bend it, and since he was just starting out, that was easy. He got organized by setting up locations in his warehouse, and he follows the method he was shown.

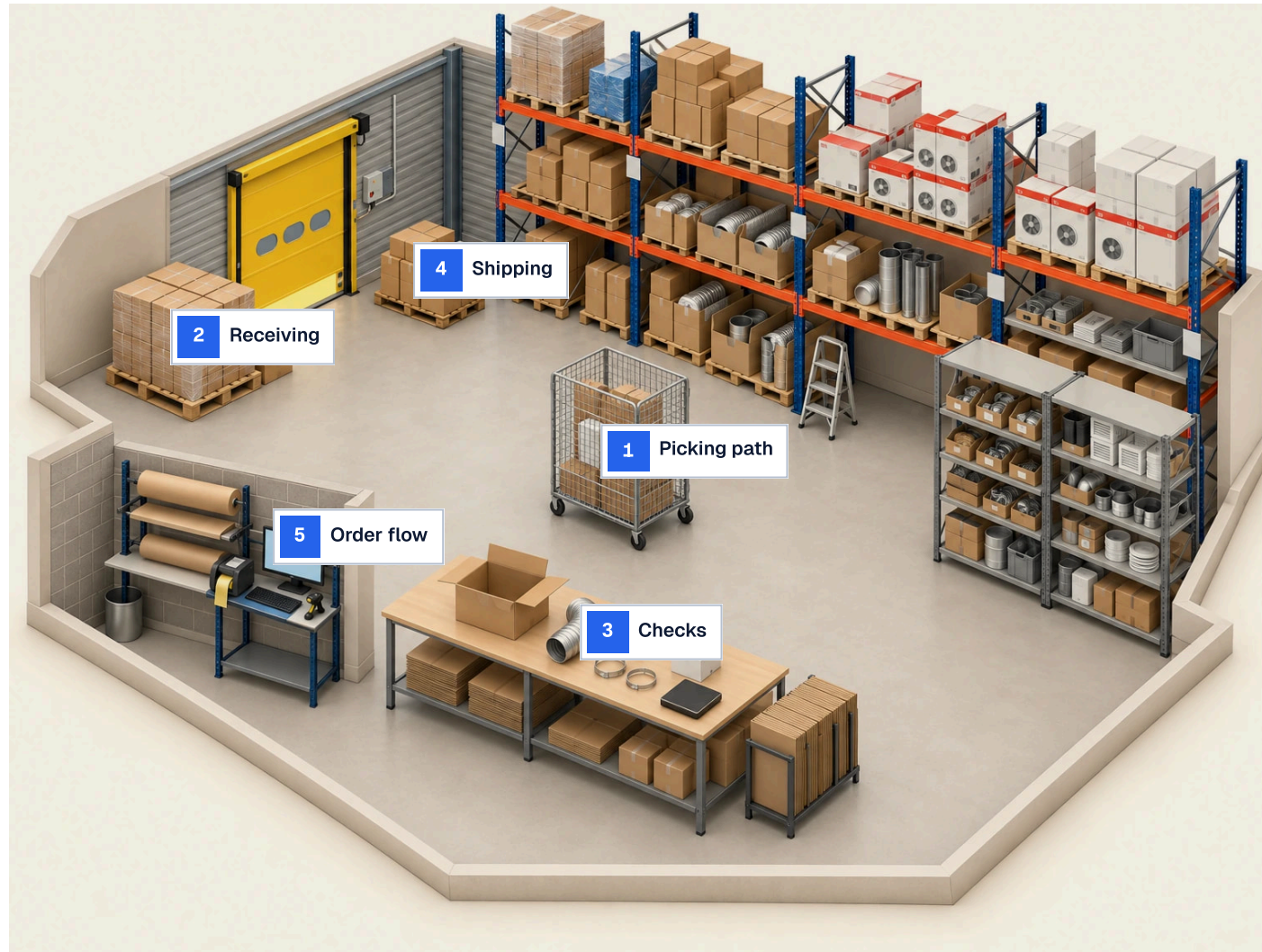
Day to day, Arnaud also relies on the replenishment tool to prepare his supplier orders. Orders waiting on an item ordered on demand stay on a separate list, and the weights entered in PrestaShop sync to myFulfillment. Since he works alone, his biggest gain is reliability.

“It's not just software. It's a way of working, too.”

Arnaud Gendron · Founder and CEO · Ventildirect

THE OPERATIONAL JOURNEY

From rack to package, single-handed



Illustrated cutaway, not to scale: the La Gravelle warehouse, its racking, the packing table and the workstation.

Ventildirect occupies 150 m² in a shared building, with about 100 pallet locations and products of every size, from duct clamps to ventilation units. Arnaud does everything there, from receiving to labeling. His method comes down to a few simple rules, applied in myFulfillment.

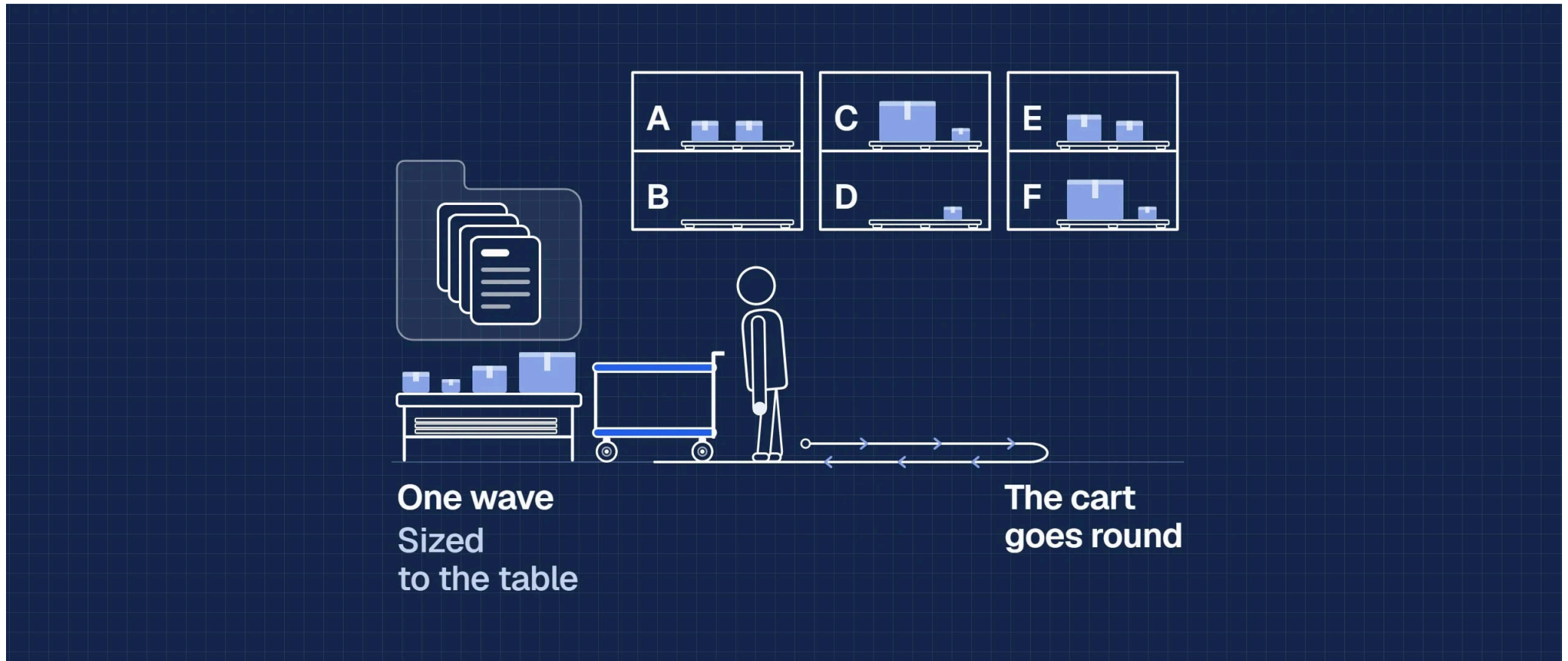
- 1 PICKING PATH**
One path, in waves
- 2 RECEIVING**
Receiving on screen
- 3 CHECKS**
Two steps, then the scale
- 4 SHIPPING**
Everything ships, even on Mondays
- 5 ORDER FLOW**
PrestaShop and dropshipping, connected

01 / PICKING PATH

One path, in waves

Arnaud has given every rack and every level a zone, in alphabetical order. It's still fairly broad, he says, but it gives him a picking path.

Orders are released in waves of 20 to 30, never more than the packing table can hold, so each wave can be finished before the carrier comes by. Next step: exact bin locations, each with a barcode.



02 / RECEIVING

Receiving on screen

“And to be thorough, I enter the packing slip number for the backorder.”

Arnaud Gendron · Founder and CEO · Ventildirect

Arnaud creates his supplier orders in myFulfillment, with help from the replenishment tool. When a delivery arrives, he receives it against the order: he enters the quantities received, any missing item stays on backorder, and inventory updates on its own.

- 1 **Open the order**
The expected supplier order opens on screen, in the receiving view.
- 2 **Enter quantities**
He enters the quantities received. A missing item stays on backorder.
- 3 **Log the packing slip**
He logs the packing slip number, then the one for the backordered items when they arrive.
- 4 **Put away**
The items go to their zone. Inventory is already up to date.



The workstation, drawn from the La Gravelle warehouse.

03 / CHECKS

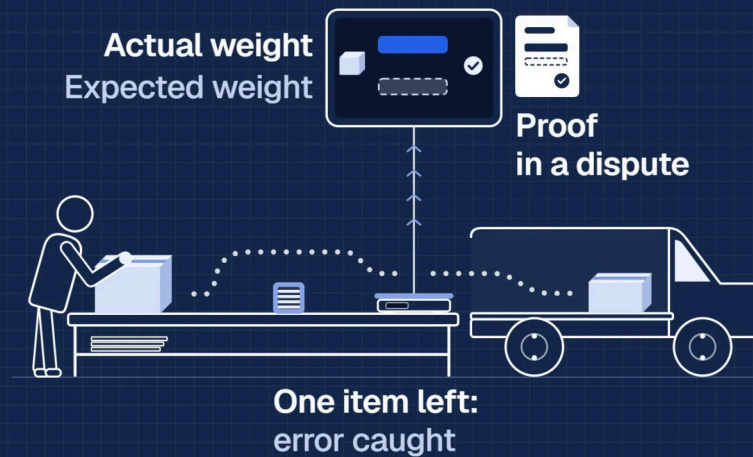
Two steps, then the scale

First, the wave is picked onto the cart. Then Arnaud packs each order, one by one: an item left on the table gives away a picking mistake.

“If you made a mistake when picking, you should catch it when you pack the order. Those two steps keep the risk of error down.”

Arnaud Gendron · Founder and CEO · Ventildirect — *condensed extract*

Website orders are scanned. Every package is weighed, and the actual weight shows next to the expected weight, calculated from the product data: any difference flags a mistake.



04 / SHIPPING

Everything ships, even on Mondays

On Mondays, with the weekend backlog, Arnaud spends six hours on order prep, but everything ships.

“Same with printing the shipping labels on the thermal printer: it’s really smooth.”

Arnaud Gendron · Founder and CEO · Ventildirect —
condensed extract

Most packages ship with GLS, which picks up early, and a few with Chronopost.

- 1 Seal**
The package is sealed with Ventildirect packing tape.
- 2 Label**
The carrier label comes out of the thermal printer at the workstation.
- 3 Ship**
The package waits for pickup with the rest of its wave.



The packing table, drawn from the La Gravelle warehouse.

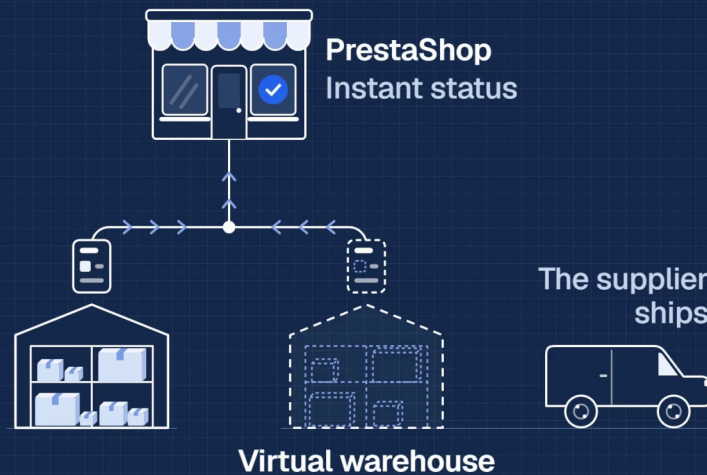
PrestaShop and dropshipping, connected

Orders from ventildirect.fr sync from PrestaShop into myFulfillment, and statuses sync back almost instantly.

“Dropshipping is only a small part of my business, but I find it really well thought out. With this virtual dropshipping warehouse, products that are eligible for dropshipping are routed automatically.”

Arnaud Gendron · Founder and CEO · Ventildirect — *condensed extract*

About 50 SKUs are sold through dropshipping. A virtual warehouse routes eligible orders automatically, and in a few clicks the order goes to the supplier with the end customer’s address and a packing slip to put in the box. Arnaud then confirms the shipment, and the order status changes to shipped.



WHAT CHANGED

What changed for Arnaud

15 to 20

orders prepared an hour

Order prep at Ventildirect with myFulfillment, according to Arnaud Gendron · at the time of filming

“I’d estimate I used to do about 10 orders an hour. Now it’s more like 15 to 20. It’s not quite double, but close.”

Arnaud Gendron · Founder and CEO · Ventildirect — *condensed extract*

Order prep

BEFORE

About 10 orders an hour.

AFTER

More like 15 to 20 orders an hour.

Not quite double, he says, but close.

Mistakes

BEFORE

He lacked a bit of method, he says, since he doesn’t have a logistics background.

AFTER

Two steps, then the scale: a mistake shows up on the table or on the scale.

Far fewer order prep mistakes and very few stock errors. When you work alone, every support case you avoid counts.

Purchasing

BEFORE

Supplier orders on paper, or in an Excel file.

AFTER

Supplier orders, receiving, backorders and inventory in myFulfillment, and dropshipping in a few clicks.

He saves a lot of time, and dropshipping spares him from juggling different documents.

Arnaud credits the method as much as the software: zones, waves sized to the table and order prep in two steps.

CONTINUE THE CONVERSATION

What if everything shipped on Mondays, with far fewer mistakes?

Think back to your last busy Monday: where did the mistakes slip in, during picking, packing or labeling?

Tell the Boostmyshop team about it: that specific case is a better place to start than a generic demo.

Talk to the Boostmyshop team



Get in touch
boostmyshop.com/en/contact



Watch the film and read the story
boostmyshop.com/en/customers/ventildirect

“If you don’t have an ERP, if you don’t want to get stuck with an overengineered system or be sold an ERP with all the integration headaches, and you want a complete, robust solution that handles inventory and purchasing on top of order prep, Boostmyshop is a very good product.”

Arnaud Gendron · Founder and CEO · Ventildirect — *condensed extract*

Thank you to Arnaud Gendron for welcoming us to La Gravelle and showing us how he works.

Interview with Arnaud Gendron, founder and CEO at Ventildirect, October 2026.

The interview was conducted in French; quotations are translated, and those shortened for reading are marked “condensed extract”.



The Boostmyshop team.