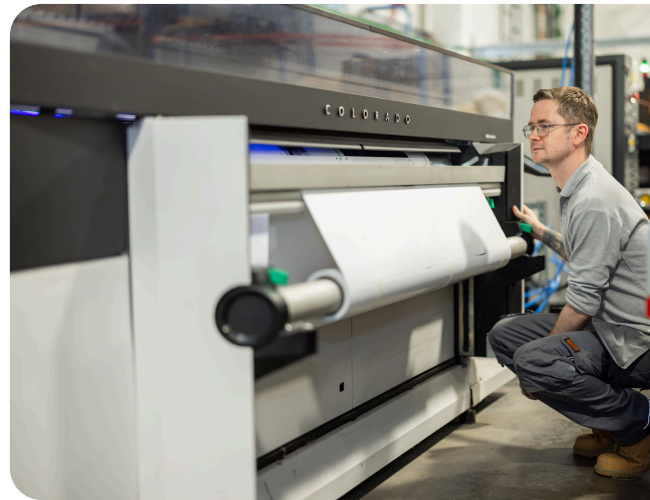


 **esp colour**  
DIGITAL

 **GelatoConnect**

**Canon**



**Powering the future of print  
with **Canon** technology and  
GelatoConnect intelligence**

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# Powering the future of print with Canon technology and GelatoConnect intelligence



When imaging excellence meets intelligent automation, Print Service Providers scale faster, increase efficiency, and operate with total confidence. Canon's advanced digital press technology and GelatoConnect's AI-first operating system work as one solution—unifying procurement, production, and logistics—helping customers like ESP Colour to onboard SKUs rapidly, deliver at speed, and grow sustainably.

## Customer introduction

ESP Colour, based in the UK, are market leaders in digital and inkjet printing, photogift production, print on demand and e-commerce fulfillment. Led by CEO Simon Smogur, ESP has built its reputation on speed, versatility, and a relentless customer-first mindset.

The company operates three distinct businesses:

### ESP Smile

Primarily an e-commerce gifting business (fastest-growing division)

### ESP Litho

A lithographic production business

### InterPrint

A large-format signage provider for the construction sector

ESP Smile produces cut-and-sew garments, PUR books, canvases and mugs, reflecting the market's growing demand for personalization and rapid delivery.



Simon Smogur, CEO, ESP Colour

“ Our USP is speed of delivery and convenience... that's what our customers want, and that's what we're known for.”

## The challenge

Before Canon and GelatoConnect, ESP faced **five critical barriers** that created obstacles to growth:



**Production bottlenecks** - Five digital presses created redundancy, maintenance overhead, and inefficiencies



**Fragmented workflows** - Manual touchpoints slowed jobs from pre-flighting through production management to dispatch



**Procurement inefficiencies** - Reactive, manual ordering caused costly stockouts and waste



**Logistics constraints** - Shipping delays and incorrect addresses disrupted fulfillment, increasing waste and emissions



**Competitive pressures** - Rising delivery expectations (often same-day and next-day) demanded a faster, more integrated approach

Together, these challenges created a barrier to growth: ESP risked losing agility and profitability in a market where speed, quality and sustainability define success.

## The solution

ESP's transformation began with a dual investment: Canon presses to consolidate and scale production digitally and GelatoConnect as the intelligent operating system for procurement, workflow, and logistics.

### Canon Technology Integration



#### Hardware consolidation

Replaced five digital presses with two **Canon varioPRINT iX3200** devices

#### Wide format production

Four **Canon Colorado** digital inkjet presses produce up to 500,000 canvases annually

#### Automated finishing

Tecnau BookReady system eliminated manual guillotining and sorting for book production

**“ We had five different machines beforehand, and those five machines consolidated down into two iX3200s. That saved us ink costs, labour costs and improved our efficiencies in production.**

## GelatoConnect Software Implementation

ESP reimaged their production model with GelatoConnect, automating processes across:



### Procurement

Centralized, automated ordering eliminated stockouts and overstocking



### Workflow

Intelligent batching and full press integration created a near touchless "click-to-print" flow



### Logistics

Address resolution, carrier optimization, and packaging automation streamlined dispatch and reduced shipping costs



### AI-Powered Quoting

The GelatoConnect AI Estimator reduced quote times from hours to seconds

## Measurable results

### Growth achievement

ESP scaled confidently, onboarding new customers and increasing profitability significantly without increasing headcount.

**“ GelatoConnect has helped us grow by doing more with the same amount. Last year we increased our profitability massively, and that was due to winning new contracts without adding more labour.**



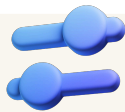
**“ The timeframe from order received to order dispatched is much shorter, much more efficient, and we've saved a lot of labour time in that process.**

## Operational efficiency



By integrating Canon print technology with GelatoConnect automation, ESP cut manual labour, shortened cycle times, and streamlined decision-making.

## Innovation speed

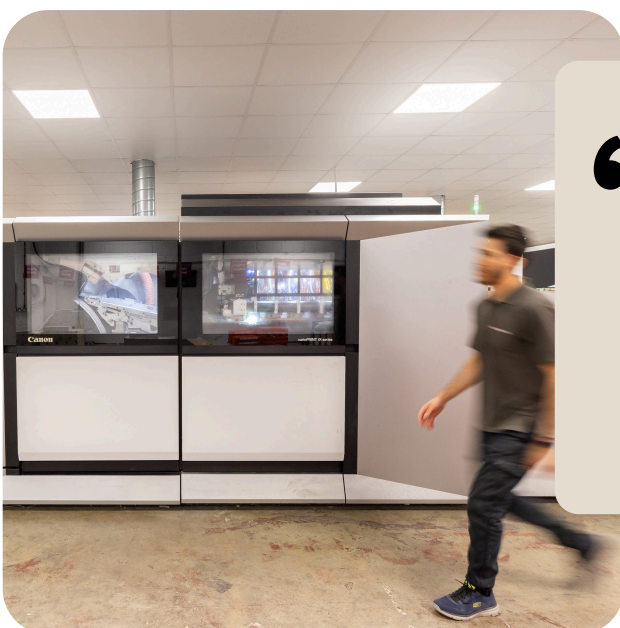


GelatoConnect's rapid development and deployment capabilities enabled quick solutions to operational challenges.

**“ GelatoConnect is top tier for speed of innovation... I've never seen delivery at this pace.**

## The synergy effect

Canon's digital press technology provides the scale, versatility, and quality needed to meet customer demand. Integrated with the press, GelatoConnect automates and connects every process—across procurement, workflow, and logistics—turning complexity into a streamlined, data-driven operation.



**“ The technologies work really well together. We've got an end-to-end, seamless process between orders received in GelatoConnect and orders output on our Canon iX3200.**

## Future vision

Looking ahead, ESP is committed to deepening its partnership with Canon and GelatoConnect to accelerate digital transformation:



### Print technology evolution

Expansion of inkjet technology across ESP's litho operations, with larger B2 inkjet presses enabling disruption of traditional lithographic production



### AI-powered optimization

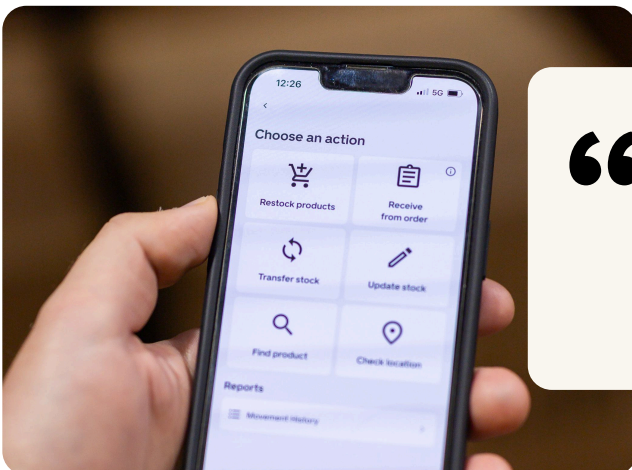
Beyond the AI Estimator, AI-powered scheduling represents the next major breakthrough for minimizing factory hours and optimizing job production



### Sustainability focus

Leveraging Canon and GelatoConnect efficiencies to further reduce waste and energy consumption

By combining Canon's world-class imaging technology with GelatoConnect's intelligent operating system, ESP is not only growing faster—it is also shaping the future of print.



“ The future of print is inkjet technology... AI in scheduling will be the next big win. ”

Learn how Gelato can help your business scale  
Visit us at [Gelato.com](https://www.gelato.com)

