

The \$100B print boom:

How PSPs can win the on-demand race

2025



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Executive summary



It's no secret that the global print market is undergoing a seismic transformation, moving away from traditional, high-volume offset production towards a dynamic, digital-first, on-demand model. This shift is not a distant forecast; it is the present reality, propelled by the explosive growth of e-commerce, a widespread consumer demand for personalized products, and a non-negotiable corporate mandate for sustainability. **The print-on-demand (POD) sector is expanding at a compound annual growth rate (CAGR) exceeding 25%, creating a multi-billion-dollar opportunity that most local Print Service Providers (PSPs) are struggling to access.**^[1]

Among the key drivers of this new economy are global print aggregators - sophisticated technology platforms that have emerged as the new gatekeepers of demand. They connect the world's largest brands and e-commerce creators with a distributed network of local PSPs, solving critical supply chain challenges related to cost, speed, and brand consistency. For PSPs, these aggregator networks represent a gateway to unprecedented order volumes from enterprise clients like Honeywell and Square, as well as from the booming Creator Economy.^[3]





-12%

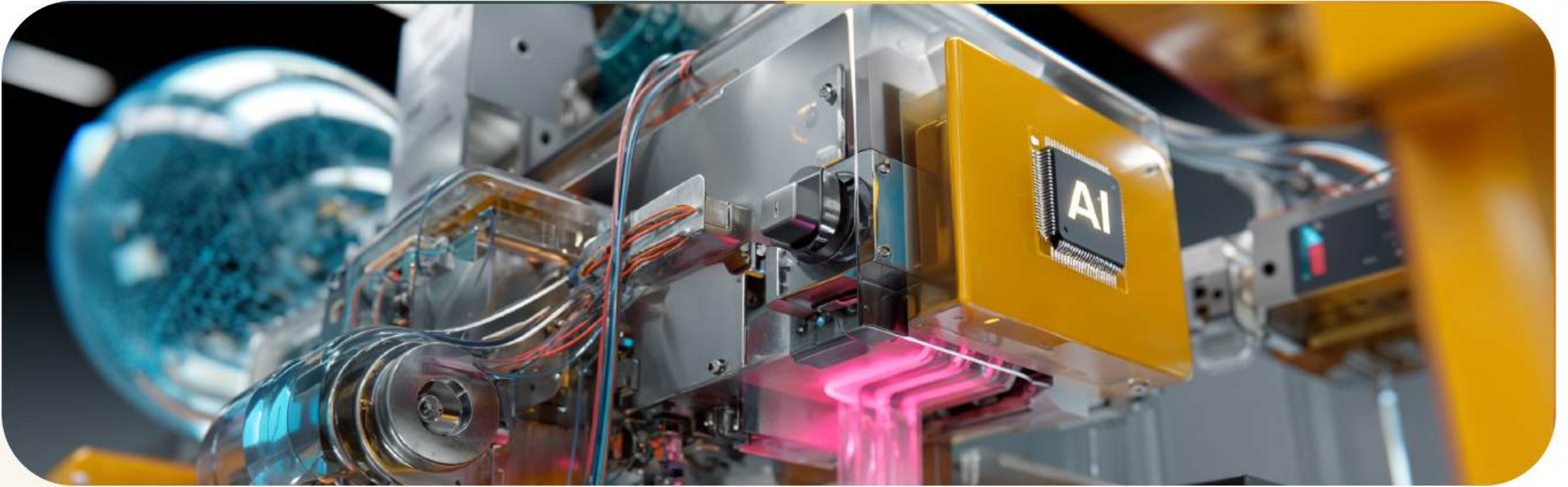
Number of PSPs between 2018-2022

However, this opportunity is coupled with significant operational complexity. PSPs face several challenges, including slow and manual product onboarding, intense pressure on profit margins, and the constant struggle for visibility and order prioritization within competitive global networks.^[3] Legacy systems and manual workflows are ill-equipped to handle the speed, scale, and data-intensive requirements of this new ecosystem.

This report provides a definitive guide for PSPs navigating this new landscape. It analyzes the market forces driving the on-demand revolution, deconstructs the aggregator business model, and quantifies the tangible benefits of localized production.

Most critically, this report demonstrates that a stark technological divide is reshaping the industry. **As the market consolidates - with the number of printing companies falling by nearly 12% between 2018 and 2022 - the risk of being left behind is real.** To capitalize on the aggregator opportunity and overcome its inherent challenges, PSPs must embrace a new foundation built on the right software, automation, and AI.

The analysis concludes that by leveraging such advanced platforms, PSPs can transform their operations, turning complexity into a competitive advantage. This enables them to move beyond being simple suppliers and become indispensable, high-value partners in the global on-demand economy, securing a future of scalable and profitable growth.



The unstoppable shift: navigating the new era of on-demand print

01

1.1 The new market reality: a story of explosive growth

The print industry is at a pivotal inflection point, characterized by two diverging paths. One path, that of traditional analog printing, is marked by stagnation and decline. The other, paved by digital on-demand technology, is experiencing a period of unprecedented and explosive growth. For Print Service Providers (PSPs), understanding the scale and velocity of this divergence is not merely an academic exercise; it is a strategic imperative for survival and prosperity.

The data paints an undeniable picture of transformation. The global print-on-demand (POD) market, valued at approximately \$12.96 billion in 2025, is forecast to surge to an astonishing \$102.99 billion by 2034.^[1] This trajectory represents a compound annual growth rate (CAGR) of 26%, a figure consistently corroborated by multiple market analyses which place the growth rate between 25.3% and 27.8%.^[4, 5, 6]

This is not a fleeting trend but a sustained, long-term structural realignment of the entire industry, driven by fundamental changes in how goods are designed, marketed, sold, and produced.^[7] North America currently leads this transformation, accounting for the largest market share, while the Asia Pacific region is expanding at the fastest rate, signaling the global nature of this shift.^[1, 5]





This meteoric rise of on-demand digital print stands in stark contrast to the fortunes of the broader printing industry. The overall market is projected to grow at a modest CAGR of just 4.3%, a fraction of the digital segment's pace.^[8] More telling is the specific decline of traditional offset lithography, long the bedrock of the commercial printing world.

Offset revenues are projected to fall from \$354.4 billion in 2019 to \$307.9 billion by 2029, a clear indicator of a market in retreat.^[9] This data underscores a critical reality: the center of gravity in the print world is shifting. The future of volume, value, and growth lies squarely in the digital, on-demand sector. For PSPs whose operations are heavily invested in traditional models, this is a clear signal that a strategic pivot is not just advantageous, but essential.



1.2. The four tectonic forces reshaping the print landscape

This market realignment is not happening in a vacuum. It is the direct result of four powerful, interlocking macro-trends that have fundamentally altered both consumer and corporate behavior. PSPs must understand these forces to grasp why their own operational models need to evolve.

Force 1: The ecommerce engine

The rapid and continuing expansion of e-commerce is the primary engine driving the on-demand economy.^[1, 6, 10] **The rise of accessible and powerful platforms like Shopify, where an estimated 11.4% of all stores operate on a POD model, has democratized commerce and created a massive, decentralized global marketplace for customized goods.**^[4]

This digital-first retail environment has shattered traditional supply chain models. Businesses no longer need to invest in large inventory runs or manage complex logistics. Instead, they can connect to a network of producers who can manufacture and ship products directly to the end customer, one at a time.^[11, 12] The growth of e-commerce packaging, in particular, has become a significant driver for the printing market, as every online sale requires a printed, often branded, package.^[8, 13] This shift to online ordering and direct-to-consumer fulfillment demands a supply chain that is inherently agile, automated, and digitally integrated - qualities that define the on-demand print model.



Force 2: The demand for personalization

The modern consumer has come to expect a level of personalization that was once a niche luxury. Today, it is a baseline expectation. **Market data reveals that 36% of consumers now consider personalization a default service, and nearly half (48%) are willing to wait longer to receive a product that has been customized specifically for them.**^[14] This trend represents a fundamental shift from an economy of mass production to one of mass customization.^[11]

Digital printing technology is uniquely positioned to capitalize on this demand. Unlike offset printing, which requires plates and significant setup for each job, digital presses can produce unique items in a run of one just as easily as a run of one thousand.^[15,16] This capability allows brands to leverage Variable Data Printing (VDP) to create hyper-personalized marketing materials, packaging, and products that resonate deeply with individual consumers, moving beyond simple name changes to incorporate unique images, offers, and messaging based on customer data. Custom apparel, home decor, and accessories continue to climb, creating a vast market for products that simply cannot be produced economically using traditional methods.^[2,19]

36% of consumers now consider personalization a default service

48% are willing to wait longer to receive a product that has been customized specifically for them



Force 3: The B2B expectation shift

The demand for speed, personalization, and digital convenience is not confined to the consumer world. **Business-to-business (B2B)** buyers are also consumers in their personal lives, and their seamless experiences with e-commerce giants are fundamentally reshaping their professional expectations. Research shows that a staggering 89% of B2B customers now expect companies to understand their unique needs and anticipate their demands.

This shift has profound implications for corporate print. Businesses now require the same on-demand agility for their marketing collateral, sales materials, and internal communications. They need to:

- 1 Maintain brand consistency:** For global companies with decentralized teams, ensuring every business card, brochure, and banner adheres to brand guidelines is a major challenge. On-demand models, often managed through centralized web-to-print portals, allow corporate headquarters to maintain control over brand assets while empowering local offices to order what they need, when they need it.
- 2 Enable personalized B2B marketing:** The B2B sales process is complex, often involving multiple decision-makers with different priorities. Variable Data Printing (VDP) is a powerful tool in this environment, allowing sales teams to create hyper-targeted materials that speak directly to the specific pain points of a CFO (cost savings) versus a marketing manager (brand impact) within the same target company.
- 3 Reduce waste and control costs:** The days of ordering ten thousand brochures that become obsolete after a minor product update are over. On-demand printing allows companies to produce smaller, more targeted runs, eliminating waste and the high costs of warehousing and inventory management. This "just-in-time" approach to print is perfectly aligned with modern, lean business operations.



Force 4: The sustainability imperative

Environmental consciousness has evolved from a peripheral concern to a core driver of purchasing decisions for both consumers and corporations. **A staggering 73% of millennials state they are willing to pay a premium for products from sustainable brands.**^[14] This has created a powerful market incentive for businesses to adopt greener practices. The on-demand production model aligns perfectly with this imperative in two critical ways. First, by producing items only after they are sold, it virtually eliminates the immense waste associated with overproduction and unsold inventory - a chronic issue in traditional retail and publishing.^[20, 21]

Second, by enabling localized production, it dramatically shortens supply chains, reducing the transportation distances that are a major source of carbon emissions.^[3, 22] This focus on sustainability is not just a marketing claim; it is a measurable benefit. **Projections indicate that by 2025, 30% of all POD products will be made from eco-friendly materials, and many POD providers are actively promoting their use of water-based inks and recycled materials to attract environmentally-conscious consumers and brands.**^[14, 23, 24]

The confluence of these four forces has created a perfect storm that legacy print models are ill-equipped to weather. The core business of a traditional PSP, which is built on the economies of scale derived from long, standardized print runs, is the very antithesis of what this new market requires. The challenge, therefore, is not merely to add a digital press to the shop floor. It is to fundamentally re-engineer the entire business model to profitably manage a high volume of unique, small-batch, geographically distributed orders. This represents a profound strategic crisis for unprepared PSPs, but an equally profound opportunity for those ready to evolve.





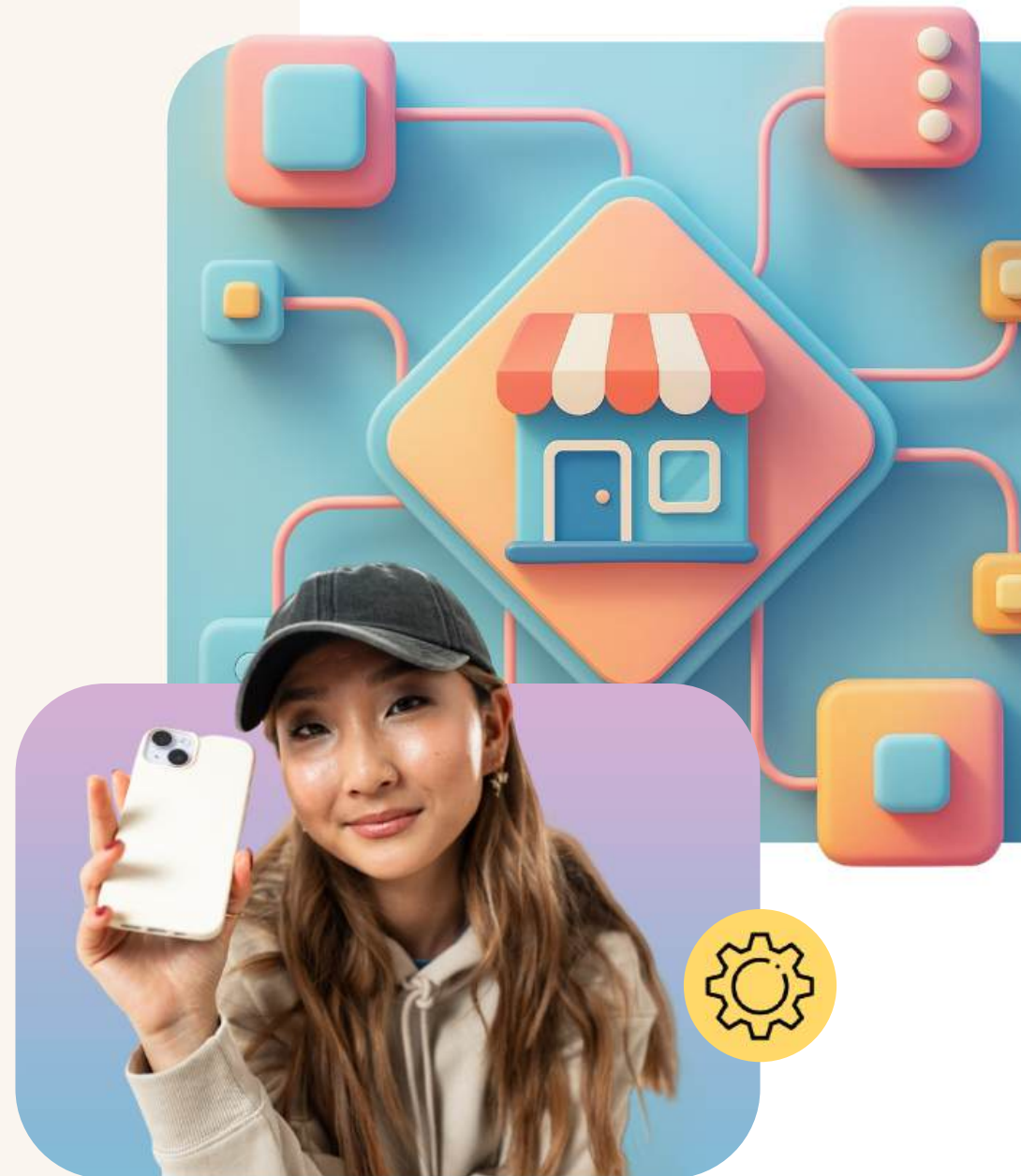
The rise of the global print aggregator

02

2.1. Defining the new intermediary: what is a print aggregator?

In response to the operational challenges created by the on-demand economy, a new and powerful business model has emerged: the global print aggregator. These entities are not printers themselves, but sophisticated technology platforms that act as the central nervous system for a global, distributed production network.^[3] They connect a fragmented supply side, composed of thousands of local PSPs, with a consolidated demand side, which includes the world's largest brands, e-commerce giants, and the burgeoning creator economy.^[11]

In essence, an aggregator functions as a software-driven intermediary that orchestrates the entire on-demand fulfillment process. When an order is placed on a client's website - be it for a single custom t-shirt or ten thousand branded notebooks for a corporate event - the aggregator's platform automatically routes that order to the most suitable PSP in its network, typically the one closest to the end customer, and best equipped to produce the specific item with the best quality.^[12] The aggregator manages everything from file intake and quality control to production monitoring, logistics, and payment, providing a seamless, end-to-end solution for its clients.^[23]



SECTION 2

This model is now dominated by a host of key players who have become the primary gateways to on-demand volume. **Companies like Cloudprinter and Ciloo specialize in connecting enterprise-level clients with production partners.**^[3] Others, such as **GelatoCreate, HelloPrint, Printify, and Printerpix**, serve a massive market of e-commerce entrepreneurs and creators, effectively aggregating millions of small orders into a significant and consistent stream of production work.^[11] For PSPs, these platforms are no longer a niche channel; they are the new hubs of global print demand.



2.2. The aggregator value proposition: solving the global brand's nightmare

To understand the power and position of aggregators, one must first understand the immense problems they solve for their large customers: global enterprises. A multinational corporation like Honeywell, with 100,000 employees spread across more than 60 countries, or a fast-growing tech company like Square, faces a logistical nightmare when trying to source printed materials and merchandise using a traditional, centralized model.^[3]

The pain points of centralized production for a distributed organization are acute and costly. **Producing all materials in one location and shipping them globally results in exorbitant freight charges, unpredictable and lengthy customs delays, and significant administrative overhead.**^[3] This model also leads to massive waste from overproduction, as forecasting demand across dozens of markets is nearly impossible, forcing companies to hold large, expensive inventories in warehouses. Furthermore, when local offices are left to source their own materials, it creates a cascade of new problems: brand identity becomes diluted and inconsistent, there is a complete lack of centralized data for cost control and spending analysis, and managing dozens or even hundreds of small, fragmented vendors becomes a full-time job.^[3]



SECTION 2

The print aggregator model was purpose-built to solve this exact set of problems. By providing a single, unified platform, an aggregator offers a global brand one point of contact to access a worldwide network of local producers. This solution directly attacks every pain point of the old model:



Cost & speed:

Local, on-demand production slashes shipping distances, dramatically reducing freight costs and accelerating delivery times from weeks to mere days.^[3]



Sustainability & efficiency:

It reduces the carbon footprint associated with long-haul shipping and eliminates the waste and carrying costs of overproduction and warehousing.^[15]



Simplicity & risk mitigation:

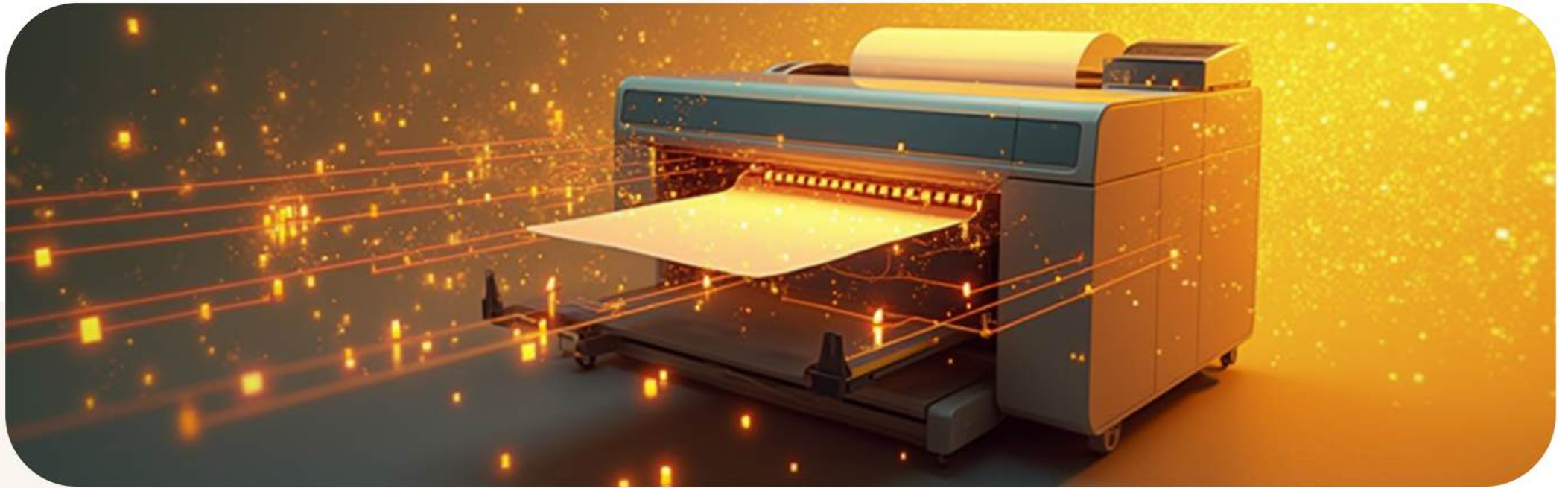
It eliminates the complexities and delays of international customs and tariffs, streamlining the supply chain.^[3]



Brand control & data insight:

Through the platform, the global brands can enforce the use of brand-controlled templates, ensuring consistency across all markets. Simultaneously, it captures integrated order data, providing unprecedented visibility into spending and usage patterns.^[3]

This value proposition is so compelling that it has fundamentally changed how large organizations procure print. For a PSP to succeed in this ecosystem, it is crucial to recognize that they are no longer just selling "printing." They are participating in a much larger, more complex value chain. The aggregator is selling a sophisticated solution for logistics, brand compliance, and risk management to its enterprise client. The PSP, in turn, is the critical execution partner that makes this solution possible. **Therefore, the PSP's value is measured not just by the quality of their ink on paper, but by their performance on the metrics that matter to the end client: reliability, speed, data accuracy, and compliance.**



The print service provider's dilemma: opportunity vs. complexity

03

3.1. The lure of unprecedented volume

For the individual Print Service Provider, the rise of the aggregator model presents the single greatest growth opportunity in a generation. These platforms act as a conduit to a massive, consolidated stream of print volume that was previously inaccessible to all but the largest national or international printing corporations. **Through a single integration, a local PSP can suddenly find itself in a position to fulfill orders for Fortune 500 companies, major e-commerce brands, and the millions of creators powering the digital economy.**^[3]

The scale of this opportunity is not theoretical. Aggregators are channeling substantial revenue to their production partners. Ciloo, for instance, is on a trajectory to funnel approximately \$10 million in order volume from its portfolio of global brands directly to the PSPs within its network.^[3] This represents a fundamental shift in customer acquisition. **Instead of relying solely on a local sales team to win accounts one by one, PSPs can plug into a ready-made pipeline of global demand, transforming their growth potential overnight.**



3.2. The operational reality: a new set of challenges

While the promise of volume is alluring, the operational reality of servicing aggregator networks is fraught with new and significant challenges. Many PSPs who eagerly join these networks soon find themselves struggling to cope with the unique demands of the model, which can strain their resources, erode their profitability, and ultimately hinder their success.



Challenge 1: Onboarding & SKU management

The single greatest technical barrier for many PSPs is the process of onboarding and managing Stock Keeping Units (SKUs). Aggregator catalogs can contain tens of thousands of unique product variations, from different apparel sizes and colors to various paper types and finishes. **The process of manually creating, pricing, and configuring each of these SKUs in a legacy Management Information System (MIS) is extraordinarily time-consuming, complex, and prone to error.**

This "SKU onboarding" becomes a major bottleneck, significantly slowing a PSP's time-to-market and severely limiting their ability to accept the full range of jobs available in the network.^[3] A process that can take months effectively locks them out of revenue opportunities from day one.





Challenge 2: Margin compression & profitability

The economics of the aggregator model can be unforgiving. While the volume is high, the orders are often characterized by low margins. Global brands and e-commerce platforms leverage their scale to negotiate highly competitive pricing, and the aggregator's commission further squeezes the PSP's potential profit on each order.^[3] **Without a production workflow optimized for extreme efficiency, PSPs can find themselves caught in a cycle of "busy work," processing a high volume of complex, small-batch orders that add little to their bottom line and may even result in a net loss once all operational costs are factored in.**



Challenge 3: Quality, consistency, & fulfillment pressure

Aggregators and their enterprise clients operate with stringent Service Level Agreements (SLAs) for production quality, consistency, and on-time fulfillment. In this model, the PSP is a direct extension of the aggregator's brand, and any failure reflects poorly on the entire network. However, the PSP often has limited control over crucial parts of the process, such as the quality of supplied materials or the performance of third-party shipping carriers.^[31] A single delayed shipment or a batch of prints with inconsistent color can lead to poor ratings, financial penalties, and damage to the PSP's reputation within a network where performance data is meticulously tracked and highly visible.



Challenge 4: Earning Priority Through Performance

One of the most important dynamics in joining an aggregator network is the opportunity to win more work by standing out. Rather than a frustrating fight for visibility, the system is built to reward Print Service Providers (PSPs) that consistently deliver on the platform's key criteria: optimal location, speed, quality, and price - typically in that order. Aggregators use routing algorithms to allocate orders to the top-performing partners, ensuring that customers get the best possible service. For PSPs that onboard quickly, streamline workflows, and maintain reliable fulfillment, this creates a powerful incentive: better performance leads to more consistent, high-quality order flow. Instead of battling for attention, high performers are prioritized - turning operational excellence into a competitive advantage.

SECTION 3

These challenges highlight a critical gap. The aggregator model demands a level of automation, data integration, and operational agility that traditional print workflows simply cannot provide. The table below illustrates this fundamental operational shift.

Operational metric	Traditional print model	Aggregator-led model
Typical order size	5,000+ units	1-100 units
Order frequency	Monthly / Quarterly	Daily / Hourly
Product variation	Low (standardized)	Extremely high (personalized)
Key customer relationship	Direct with end-client	The aggregator platform
Primary success metric	Sales / Account management	Fulfillment speed / Quality score / Data API
Core technology	Offset press / MIS	Workflow automation software / API integration

These challenges highlight a critical gap. The aggregator model demands a level of automation, data integration, and operational agility that traditional print workflows simply cannot provide. The table below illustrates this fundamental operational shift.



**The tangible benefits
of partnership:
a symbiotic ecosystem**

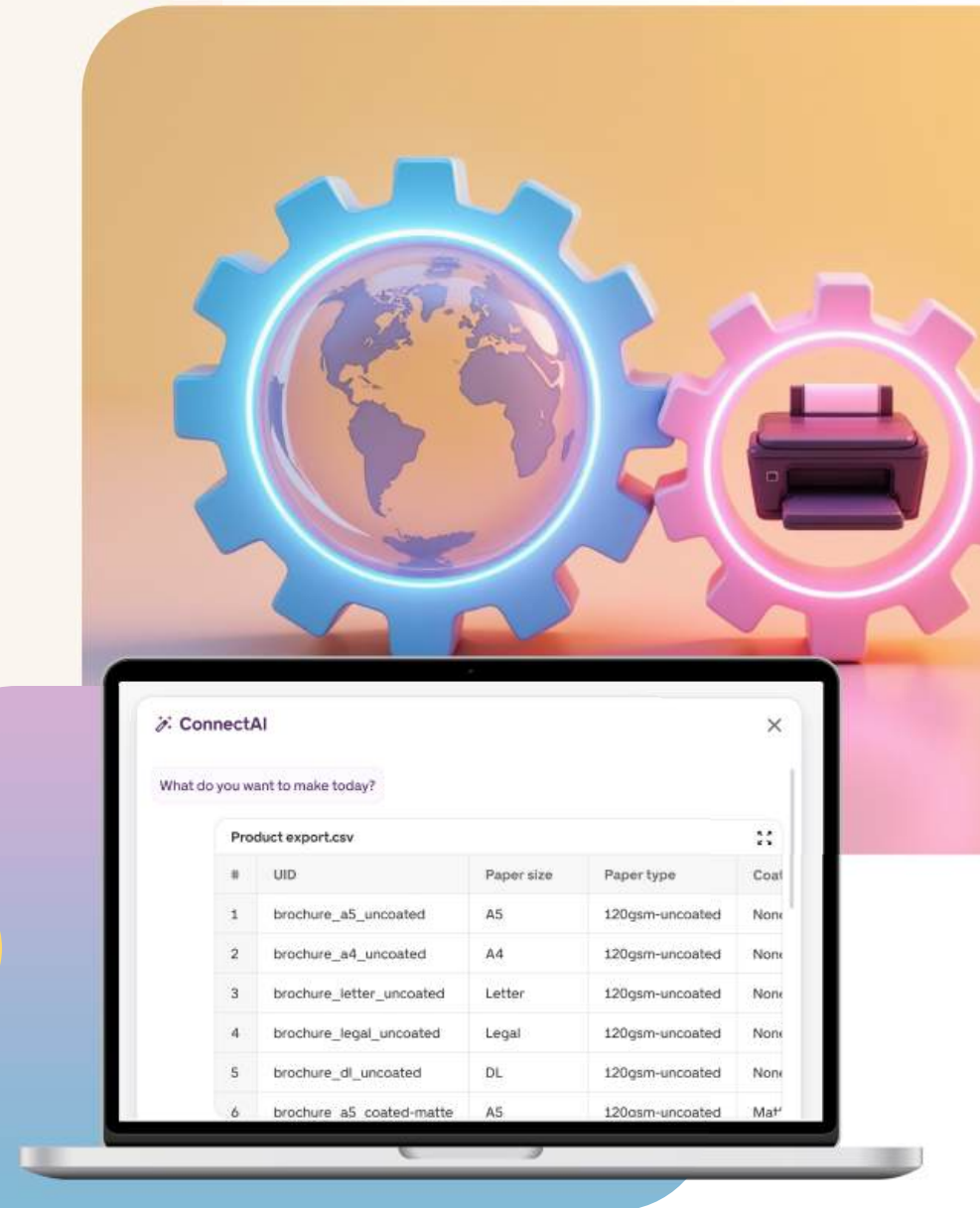
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4.1. From local printer to global partner: redefining the PSP's role

While the challenges of the aggregator model are significant, it is crucial to reframe the dynamic: high-performing PSPs are not just interchangeable cogs in a machine; they are the essential engine that makes the entire ecosystem function.

An aggregator's promise to a global brand is ultimately hollow without a network of reliable, efficient, and high-quality production partners to execute on that promise.

The local PSP is the direct solution to the global brand's most pressing supply chain problems.^[3] This creates a powerful symbiotic relationship where the success of the aggregator and the brand is inextricably linked to the performance of the PSP. By delivering on key performance indicators, a PSP moves from being a simple vendor to a strategic global partner.



4.2. Quantifying the benefits of localized production

The value that a local PSP brings to the aggregator network is not abstract; it is concrete, measurable, and highly impactful to the end client's business. The shift from a centralized, "print-and-ship" model to a distributed, "produce-locally" model generates tangible benefits across speed, cost, and sustainability.

Benefit 1: Radically faster delivery & enhanced customer satisfaction

In the world of e-commerce, delivery speed is not a feature; it is a primary driver of customer satisfaction and loyalty. By producing goods in the same region as the end customer, local PSPs enable a dramatic reduction in lead times, collapsing delivery windows from weeks to a matter of days, or in some cases, even hours. The impact of this speed is profound.

“ *Research shows that 53% of online shoppers have abandoned a purchase specifically because the delivery was too slow.*^[33]



SECTION 4

Even more critically, **84% of consumers state they will not return to an online store after just one poor delivery experience.**^[33] Conversely, customers who are satisfied with their delivery are highly likely to become repeat buyers and brand advocates.^[34]

When a local PSP turns around an order quickly and efficiently, they are not just printing a product; they are directly contributing to the end brand's customer retention, reputation, and revenue growth.

53%

of online shoppers have abandoned a purchase specifically because the delivery was too slow, research shows

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Benefit 2: Significant and direct cost reduction

The most immediate and easily quantifiable benefit of localized production is the reduction in supply chain costs. Long-distance, cross-border shipping is expensive, involving high fuel costs, carrier fees, and often significant customs duties and tariffs.^[36] By producing goods close to the point of consumption, local PSPs help brands virtually eliminate these expenses.^[3]

This is a direct, hard-cost saving that flows straight to the end client's bottom line. Intelligent route planning and the consolidation of shipments at a local level further optimize logistics, reducing unnecessary mileage and maximizing efficiency.^[38] For a global brand managing thousands of shipments, these savings can amount to millions of dollars annually, making the localized model enabled by PSPs a powerful financial lever.



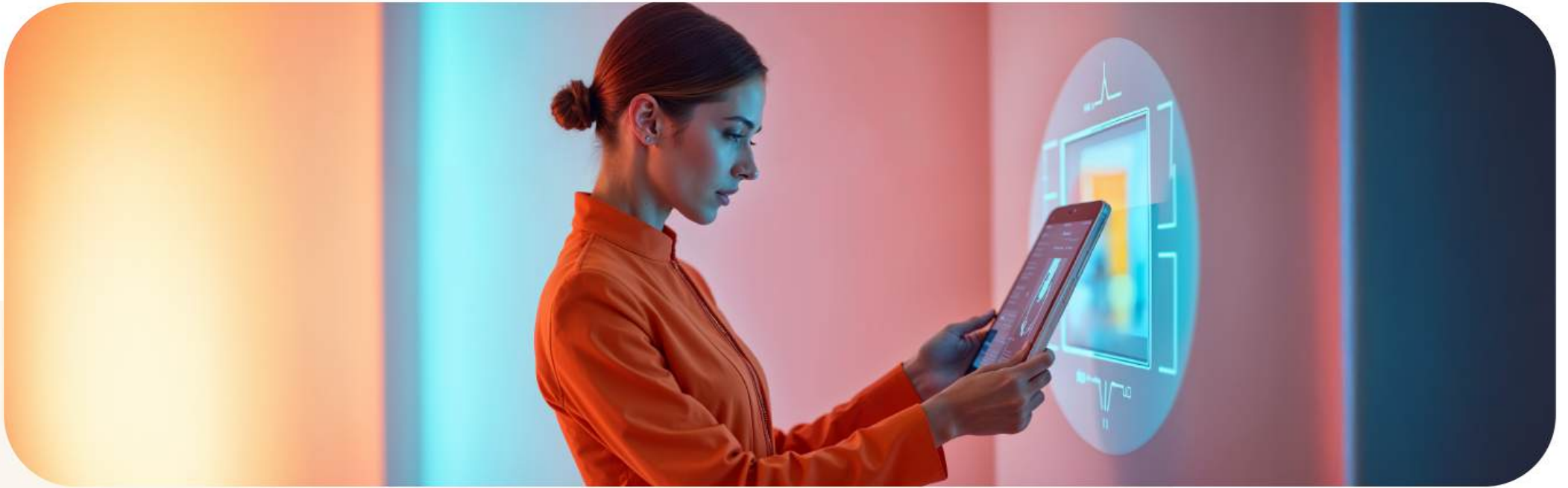
Benefit 3: Measurable sustainability gains

In an era of heightened environmental scrutiny and corporate responsibility, the ability to demonstrate a reduced carbon footprint is a significant competitive advantage. Localized production is an inherently more sustainable model. By drastically cutting down transportation distances, it directly reduces the fuel consumption and carbon emissions associated with long-haul freight.

The Impact is substantial, with studies indicating that shifting from centralized international shipping to local production can reduce the associated carbon footprint by as much as 95%.^[29] This allows the end brand to make credible, data-backed claims about its environmental stewardship, helping it meet its corporate ESG (Environmental, Social, and Governance) goals and appeal to the growing segment of eco-conscious consumers.^[3]

The performance of a PSP within an aggregator network thus has far-reaching implications. An order that is printed flawlessly and shipped on time by a local PSP is not just an internal metric of success. **It is a critical touchpoint in the end customer's brand experience. It is a line item in the global brand's logistics budget. And it is a data point in that brand's annual sustainability report.**

This elevates the PSP's role from that of a commoditized supplier to a strategic partner whose operational excellence directly impacts their client's profitability, customer loyalty, and corporate reputation. This elevated status, however, comes with a commensurate increase in the stakes for performance, making operational mastery more critical than ever before.



Unlocking the advantage: the critical role of a production operating system

05

5.1. Why legacy systems fail in the on-demand world

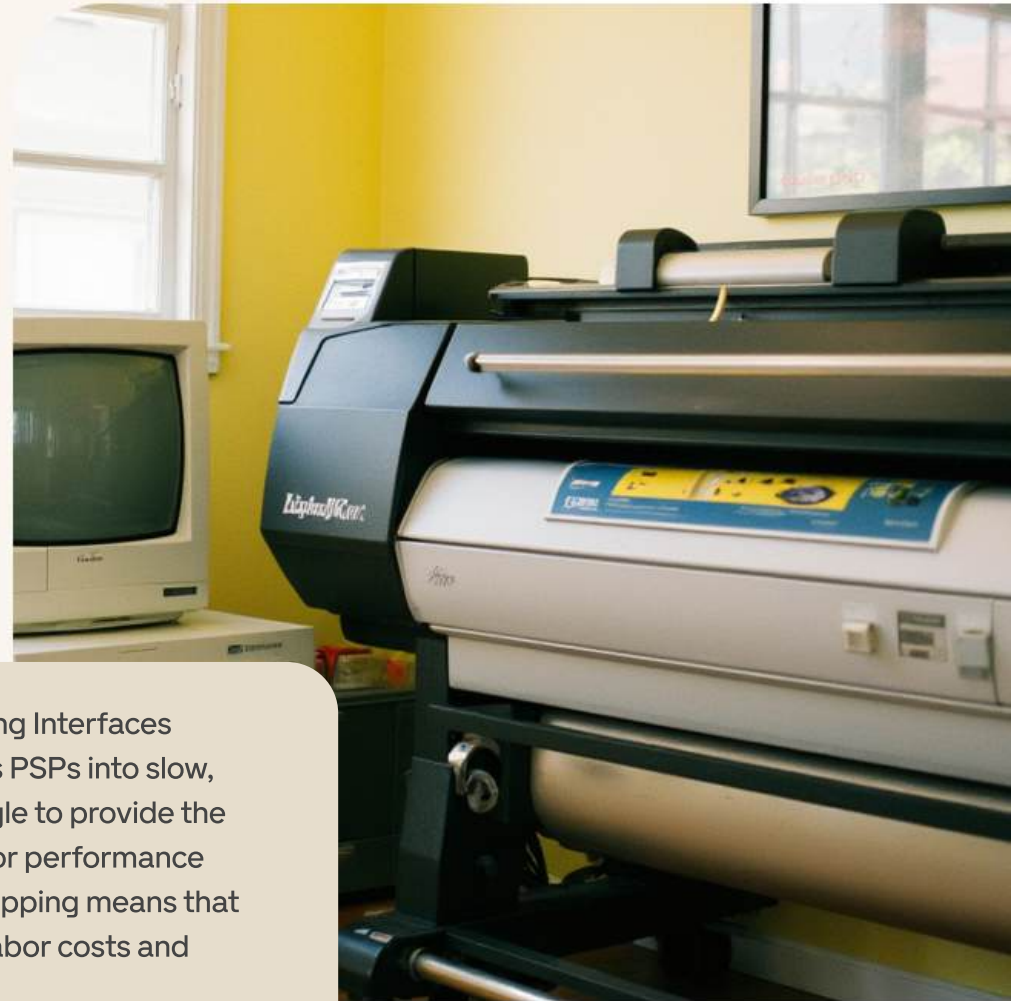
The operational model demanded by print aggregators - high volume, high variation, extreme speed, and deep data integration - exposes the fundamental inadequacy of the legacy software systems that run most print shops.

Traditional Management Information Systems (MIS) and manual, paper-based workflows were designed for a different era of printing. They were built to manage a small number of large, predictable, and standardized jobs. They are simply not equipped to handle the real-time, data-intensive, and highly automated nature of the on-demand economy.^[39]

These legacy systems typically lack the modern, open Application Programming Interfaces (APIs) necessary to seamlessly connect with aggregator platforms. This forces PSPs into slow, error-prone manual processes for order entry and status updates. They struggle to provide the real-time visibility and data postbacks that aggregators require, leading to poor performance scores.^[39] Furthermore, their inability to automate workflows from intake to shipping means that every small, unique order requires significant manual intervention, driving up labor costs and destroying any potential for profitability on low-margin jobs.^[41]

“ In short, attempting to compete in the new print economy with outdated software is like trying to compete in a Formula 1 race with a horse and buggy.

The technological mismatch is too great to overcome.



5.2. The need for a new foundation: the Production OS

To thrive in today's fast-moving print landscape, PSPs need more than patchwork systems and bolt-on solutions. They need a new foundation: a reimagined, unified approach to **Management Information Systems** - what we call the new era of MIS.

At the heart of this transformation is the Production Operating System. This is not just another tool in the software stack - it's the evolution of MIS into a central, intelligent operating layer that orchestrates the entire production lifecycle, from digital order intake to final dispatch. It enables PSPs to communicate in the language of today's marketplace: APIs, automation, and real-time data.

A modern MIS has several defining attributes. It must be machine-agnostic, seamlessly connecting to and controlling diverse equipment across the shop floor. It must be API-first, designed to integrate with aggregators, e-commerce platforms, and logistics providers. And it must leverage automation and AI to optimize job routing, scheduling, and quality assurance - without constant human input.

This next-generation MIS becomes the single source of real-time truth for every job, delivering the visibility, control, and scalability PSPs need to compete. Legacy systems can no longer keep up. **The new era of MIS isn't just about software - it's about enabling a smarter, faster, and more connected way to run print production.**





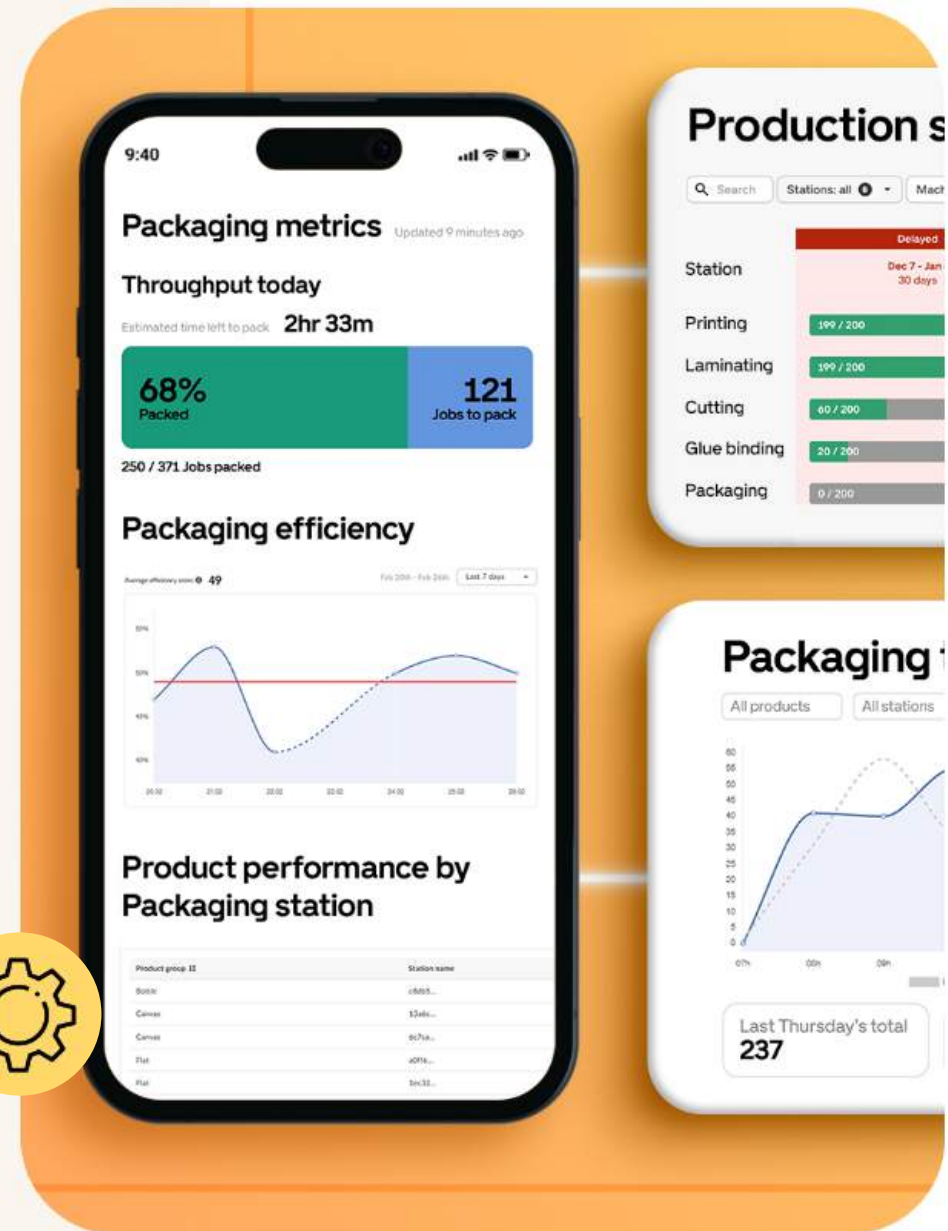
GelatoConnect: The Operating System for profitable, scalable production

06

6.1. An introduction to GelatoConnect

GelatoConnect is the definitive Production Operating System, purpose-built to solve the modern PSP's most pressing challenges and empower them to capitalize on the immense opportunities of the global on-demand economy. It is not a theoretical concept but a proven, robust platform engineered to manage high-volume, high-variation digital printing.

As an AI-powered, machine-agnostic system, GelatoConnect provides a single, end-to-end solution to streamline operations, replace costly manual tasks with intelligent software, and drive profitable growth. Tested and validated by leading print businesses worldwide, it is the technological foundation required to transform a traditional print shop into a future-ready production powerhouse.^[11]



6.2. The three pillars of performance: speed, efficiency, and growth

The value of GelatoConnect is best understood through its three core pillars of performance. These pillars - Speed, Efficiency, and Growth - are designed to directly address and resolve the key dilemmas faced by PSPs in the aggregator ecosystem.



Speed



Efficiency



Growth



Pillar 1: Speed to market

A purpose-built OS eradicates the single most significant barrier to entry: slow, complex SKU onboarding. By leveraging AI-powered catalog import tools and simple API integrations, the time required to connect to an aggregator's product catalog and go live is reduced from a painful 7-12 months to a matter of hours. This allows PSPs to immediately start generating revenue and gives them the agility to scale their product offerings on demand.

Pillar 2: Radical efficiency

To handle rising order volumes with the precision and quality that aggregators demand, end-to-end workflow automation is essential. An operating system provides this by automatically ingesting and routing orders, tracking them in real-time, and providing seamless status updates to the aggregator without manual intervention. **This level of intelligent fulfillment yields superior operational metrics, including an industry-leading error rate of less than 0.35% and an on-time delivery rate of 98%.**

Error rate **<0.35%**

On-time delivery **98%**

Pillar 3: Profitable growth

Ultimately, success in the on-demand economy requires turning high-volume work into a profitable revenue stream. By enabling best-in-class performance on the metrics that aggregators value most (cost, speed, quality), a production OS ensures PSPs are prioritized for a consistent flow of orders. This priority access, combined with operational savings, translates directly into enhanced profitability, with users seeing a measurable **3-7 percentage point** increase in their profit margins.

6.3. The ultimate endorsement: why aggregators prefer GelatoConnect partners

The most powerful validation of GelatoConnect's value comes not from internal claims, but from the aggregators themselves. These platforms, whose success depends entirely on the reliability of their production partners, have a clear preference for PSPs running on GelatoConnect.

The case of Ciloo provides a compelling example. As an aggregator that manages the complex on-demand merchandise needs for global giants like Honeywell, Ciloo must guarantee flawless execution. To meet its high production quality standards and ensure end-to-end control of orders across the globe, Ciloo explicitly states that it **prioritizes partners operating on GelatoConnect.**^[3]

The reasons for this preference are directly tied to the performance metrics enabled by the platform. **Ciloo highlights that GelatoConnect partners consistently deliver low error rates (less than 1%), achieve over 95% on-time dispatch,** provide predictable stock availability, and can expand their product offerings with new SKUs rapidly.^[3]



Christian Saeterhaug,
Co-founder of Ciloo

"When we serve global brands like Honeywell, who has 100,000 employees in +60 countries, it is crucial that our production partners can both onboard products fast, but also provide APIs with full insight into order data. We have been working with Gelato for years and we have a strong preference for PSPs with GelatoConnect."^[3]

SECTION 6

This statement is a definitive endorsement. It confirms that the capabilities GelatoConnect provides - speed, reliability, and deep data integration - are not just "nice-to-have" features. They are the essential requirements for any PSP that wants to become a trusted, high-volume partner for the world's leading brands and aggregators.

Performance area	Typical PSP challenge	With GelatoConnect
Time to go live	7-12 months	Hours
Error rate	1.5%+	<0.35%
On-time delivery	Inconsistent	98%
Shipping costs	Standard rates	-25%
Material costs	Standard rates	-20%
Profitability	Margin pressure	+3-7% points
Data derived from GelatoConnect performance analysis. ^[3]		



A blueprint for the future-ready PSP

07

7.1. Synthesizing the path to success

The path forward for Print Service Providers in the modern economy is clear, albeit challenging. The market has irrevocably shifted towards an on-demand, digital-first model fueled by powerful global trends. Print aggregators have established themselves as the new arbiters of demand, controlling access to the most significant and fastest-growing sources of print volume. For PSPs, the choice is no longer if they should adapt to this new reality, but how they can do so in a way that is both scalable and profitable.

Attempting to engage with this ecosystem using legacy systems and manual workflows is a recipe for failure. It leads to operational bottlenecks, margin erosion, and deprioritization within the very networks that promise growth. **The only viable strategy is to build a new operational foundation that is purpose-built for the speed, complexity, and data-intensive nature of on-demand production.** This report has demonstrated that GelatoConnect is that system, providing a proven, end-to-end solution that transforms operational challenges into a decisive competitive advantage.



PSP

7.2. Your next steps: onboarding with GelatoConnect

Recognizing the need for change is the first step. The next is taking action. GelatoConnect has designed a straightforward, low-friction onboarding process to help PSPs evaluate the platform and begin their transformation journey. The process is structured to determine the specific value GelatoConnect can bring to your business and to ensure a smooth, rapid implementation.^[3]

The five-step plan is as follows:

1 Introduction call (45 minutes):

An initial meeting to understand your current setup, operational challenges, and strategic goals.

2 Product demo (1-2 hours):

A live demonstration of the GelatoConnect platform to showcase its capabilities and how it can help you achieve profitable growth.

3 Technical evaluation (1 hour):

A focused session to assess the technical aspects of integrating GelatoConnect with your existing production environment.

4 Contracting (1-2 days):

A streamlined process to finalize the partnership once the value proposition is clear.

5 Kick-off and onboarding:

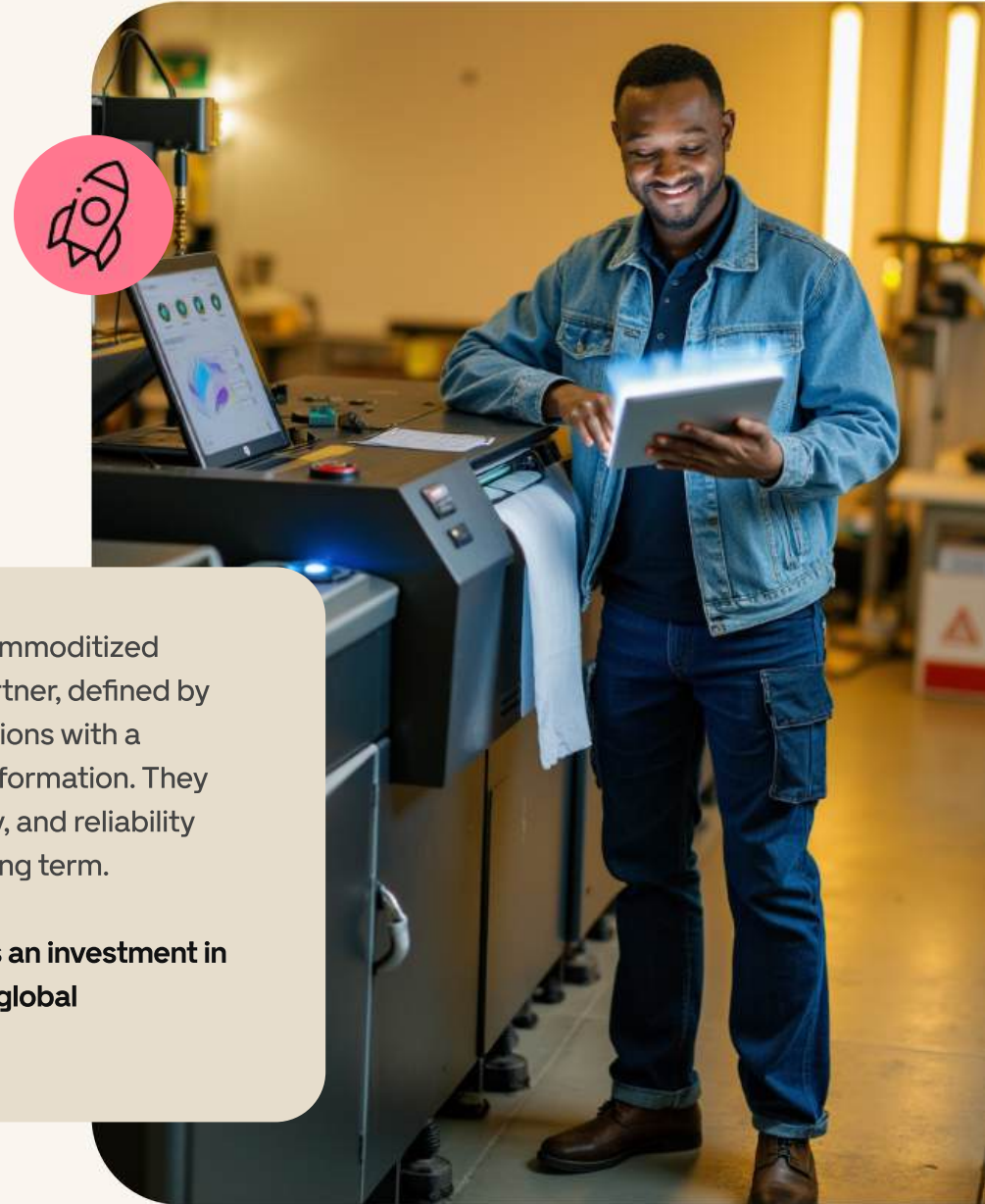
The final step to implement the system, with the goal of going live in weeks and realizing immediate gains in control, efficiency, and growth.

7.3. Conclusion: from Print Service Provider to Strategic Production Partner

The evolution of the print industry presents a choice for every PSP owner: to remain tethered to a declining traditional model or to embrace the future of on-demand production. This future, powered by global aggregator networks, offers access to a scale of business previously unimaginable for a local provider. Yet, access alone is not a guarantee of success.

True success lies in transformation. It requires moving beyond the role of a commoditized supplier, defined solely by price, and becoming an indispensable strategic partner, defined by performance. By embracing the aggregator model and powering their operations with a sophisticated Production OS like GelatoConnect, PSPs can achieve this transformation. They can master the complexity of the on-demand world, deliver the speed, quality, and reliability that global brands demand, and build a resilient, profitable business for the long term.

The investment in GelatoConnect is more than an investment in software; it is an investment in relevance, scalability, and a future where your print shop is a vital node in the global on-demand economy.



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