



Press release

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ESI Pursues its Commitment to Corporate Social and Environmental Responsibility by Partnering with Gelato Globe

ESI Group (FR0004110310 – ESI), leading innovator in Virtual Prototyping software and services, partners with [Gelato Globe](#) to amplify its Corporate Social Responsibility (CSR) approach.

Present in more than 40 countries, ESI faces the challenge of limiting its environmental footprint around the world. In an effort to support this ambition, ESI is working with Gelato to change its historical practice of printing and storing printed material in Paris before shipping it as needed around the world.

The partnership with Gelato is a further step in ESI's commitment to reducing its environmental footprint, while at the same time streamlining processes to deliver quality printed materials, worldwide. Gelato is a software platform that gives companies access to local high-quality printers around the world. This is achieved through a portal from which customers can centrally manage brand-compliant printable assets which can then be printed and delivered locally, without jeopardizing quality. This significantly reduces shipping distances and delays and can eliminate wastage and storage costs.

As a new signatory of the [United Nations Global Compact](#), ESI undertakes to pursue these actions. In seeking to improve the environmental impact of its offices, ESI is reducing paper usage and the energy consumption related to printing, and also reducing greenhouse gas emissions related to long distance shipments.

Amy de Rouvray, Director Worldwide Marketing at ESI Group, said: *“We found Gelato as we were searching for a partner who would be able to address our global printing requirements and our growing need for flexibility and adaptability to local markets. By adopting Gelato's cloud platform, we were able to achieve this and at the same time reduce the shipping distances, delays, and waste that go along with printing in one single location. We no longer stock materials centrally, as Gelato enables our subsidiaries to order and receive the quantity of prints they need, in less time. This local production has, during the first phase of our rollout, reduced delivery distances by 70% (149,000 km or 93,000 miles) and associated CO₂ emissions. It also eradicates the need to over-order print materials ‘just in case’ – greatly cutting waste!”*



Beyond the environmental benefits, the partnership also brings agility to ESI's printing processes and ensures a global brand consistency. The improved efficiency helps reinforce the excellence that ESI is committed to offering its customers.

"It's extremely encouraging to see a market leader such as ESI Group celebrate the enormous impact made on resource consumption by simply evolving the way they print. We know print is part of a global company's brand management and customer journey. Our mission is to help companies do it in a smart, cost-effective, and sustainable way. Our common CSR vision was a decisive point for our partnership with ESI. With our solutions, ESI strengthens its environmental commitment with the reduction of its carbon footprint while gaining in flexibility and agility," says Henrik Müller-Hansen, CEO and founder of Gelato.

Read about ESI Group's CSR strategy: www.esi-group.com/company/about/our-responsibility

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About Gelato

Gelato Globe is an enterprise solution that enables end-to-end brand and print management including creating, organizing, and distributing corporate marketing material worldwide from any device. Today the Gelato platform supports 11 languages and 27 currencies, delivering printed materials to 101 countries and covering 6.1 billion people via one global print cloud.

www.gelato.com

About ESI Group

[ESI Group](http://www.esi-group.com) is a leading innovator in [Virtual Prototyping](http://www.esi-group.com) software and services. Specialist in material physics, [ESI](http://www.esi-group.com) has developed a unique proficiency in helping industrial manufacturers replace physical prototypes by virtual prototypes, allowing them to virtually manufacture, assemble, test and pre-certify their future products. Coupled with the latest technologies, Virtual Prototyping is now anchored in the wider concept of the Product Performance Lifecycle™, which addresses the operational performance of a product during its entire lifecycle, from launch to disposal. The creation of Hybrid Twin™, leveraging simulation, physics and data analysis, enables manufacturers to deliver smarter and connected products, to predict product performance and to anticipate maintenance needs.

ESI is a French company listed in compartment B of Euronext Paris. Present in more than 40 countries, and addressing every major industrial sector, [ESI Group](http://www.esi-group.com) employs about 1200 high-level specialists around the world and reported annual sales of €135 million in 2017.

For further information, go to www.esi-group.com.

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