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Printify vs Printful vs Gelato 2027: An Honest Comparison

Our Friends · Monday, November 23rd, 2026

All three platforms print your designs on demand and ship them to your customers, so on the surface they look interchangeable. The real differences sit underneath: who actually prints each order, what a paid plan buys you, how much branding you control, and which products each one does best. Pick the wrong fit and you either pay for features you don’t use or spend your time chasing inconsistent prints.

This comparison sets the three side by side on the points that change your margins and your customers’ experience. Every price and figure below was checked against each provider’s own pages in late November 2026.

Quick Answer

Printify is the marketplace option: the biggest catalog and a choice of print providers, which rewards sellers willing to vet them. Printful is the managed option: it runs its own fulfillment centers, so you trade some per-unit savings for one quality process and the deepest branding tools. Gelato is the local-production option: it routes each order to a partner near the customer automatically, which suits wall art and sellers with buyers spread across many countries.

Key Takeaways

- Production model: Printify lets you pick a Print Provider; Printful prints in its own facilities plus a few partner sites; Gelato assigns a local partner for you.
- Catalog: Printify lists 2,000+ products, Printful’s Free plan gives access to 592 custom products, and Gelato’s range leans toward wall art, apparel and paper goods.
- Paid plans: Printful Growth is USD 24.99 a month, Printify Premium is USD 39 a month, and Gelato+ is USD 29.99 a month. Printify and Gelato offer cheaper annual billing.
- Free plans: All three let you start without a subscription. You pay for products and shipping when orders come in.
- Branding: Printful offers custom packaging, pack-ins and inside labels; Printify’s branding depends on the provider; Gelato keeps branded labels and inserts for Gelato+.

Aren’t Printful and Printify the Same Company Now?

Partly. Printful and Printify announced a merger on November 5, 2024, combining the two businesses into a single company. For sellers, though, they remain separate platforms. Both brands kept their own names, dashboards, catalogs and pricing, and the production models are still

different. Printful leans on its in-house facilities, while Printify connects you to a network of third-party print partners. So comparing them is still a real choice, not a formality.

Printify vs Printful vs Gelato at a Glance

	Printify	Printful	Gelato
Production model	Network of third-party Print Providers, 100+ printing locations	Seven in-house fulfillment centers in Europe and North America, plus partner facilities in Brazil, Japan and Australia	Local production partners in 32 countries
Who picks the printer	You do, or Printify Choice does it automatically	Printful assigns it; you can’t select a center manually	Gelato assigns it automatically
Catalog	2,000+ products	592 custom products on the Free plan	Focused range: apparel, wall art, stationery
Free plan	Yes, up to 5 stores	Yes, unlimited stores and 10 Quick Stores	Yes, 2 stores and 2 users
Paid plan, monthly billing	Premium, USD 39	Growth, USD 24.99	Gelato+, USD 29.99
Paid plan, annual billing	USD 299 a year (USD 24.99 a month)	No annual price listed	USD 239.88 a year (USD 19.99 a month)
Quality consistency	Depends on the provider you choose	One in-house process	Depends on the assigned local partner
Best for	Variety and the lowest base costs	Consistent quality and brand control	Wall art and international buyers

How Each Platform Works

Printify

Printify is a marketplace. When you create a product, you choose a Print Provider for it, comparing location, product price, shipping rates, available variants, print areas and a performance score. Providers differ even on the same garment, because each one runs its own color tests and equipment. If a provider lets you down, the Replace feature switches the product to another provider without rebuilding the listing.

If you would rather not choose, Printify Choice routes each order to a top-scoring provider at a flat production price. The trade-off is visibility: Printify doesn’t disclose which provider fulfilled a Choice order. Printify Choice carries no separate subscription fee.

Printful

Printful prints most orders in its own facilities: seven in-house fulfillment centers across Europe and North America, with partner facilities in Brazil, Japan and Australia for selected products. Orders are routed automatically, and sellers can’t pick a center. The benefit is one production standard across locations. Printful reports a 0.24% reshipment rate, which is the clearest single measure of that consistency it publishes.

The catalog is smaller than Printify’s but deep in apparel and decoration methods, including DTG, embroidery and all-over print. The Free plan includes in-house production with automatic, quality-checked fulfillment, the Design Maker, the Mockup Generator, and selling on 20+ ecommerce

platforms and marketplaces.

Gelato

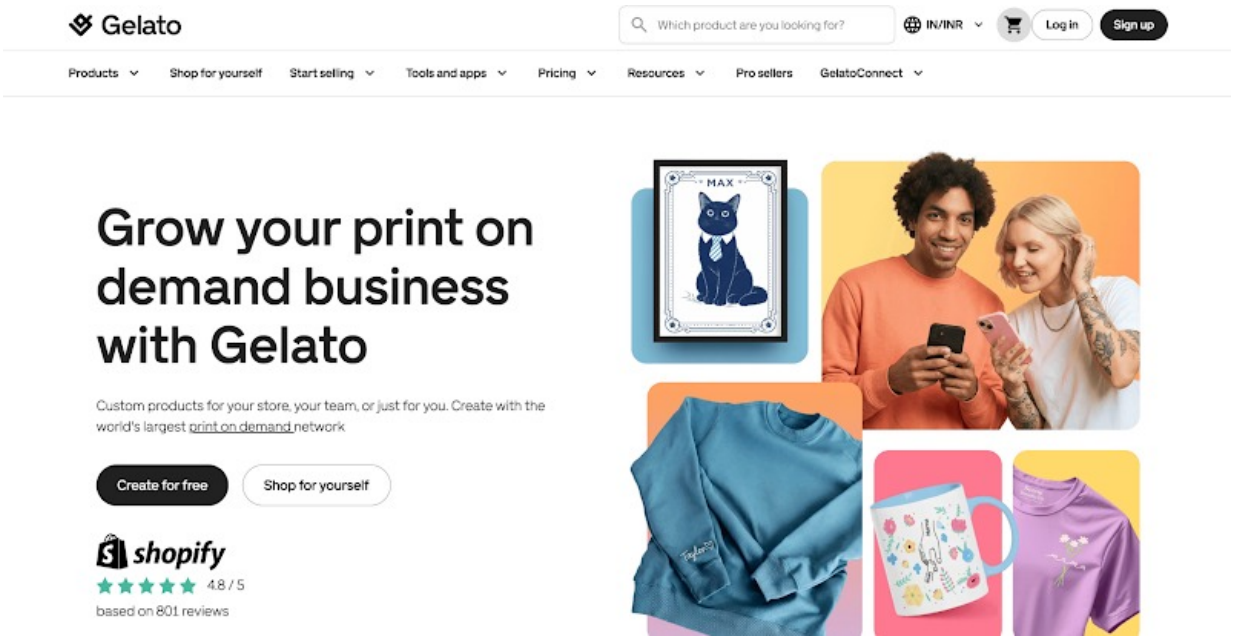


Photo: Via gelato.com

Gelato never asks you to pick a printer. It sends each order to a production partner close to the customer, across 32 countries. In its 2025 sustainability data, Gelato reports that 86% of orders were produced in the same country as the customer and 99% in the same region. That figure describes the past year’s network, not a guarantee for any single order, but it explains why Gelato is popular with sellers whose buyers are spread across Europe, the UK and beyond.

Pricing Breakdown

None of the three charges you to sign up. On every plan you pay the product’s base price plus shipping when a customer orders, and your own store, payment processing and marketing costs sit on top.

Platform	Free plan	Paid plan	What the paid plan adds
Printify	Up to 5 stores	Premium: USD 39 a month, or USD 299 a year	Up to 20% off most catalog products, up to 10 stores
Printful	Unlimited stores, 10 Quick Stores	Growth: USD 24.99 a month, 14-day trial, free once you reach USD 12,000 a year in sales	Up to 33% off custom premium products, 25% off sample orders, 9% off product branding
Gelato	2 stores, 2 users, no product discounts	Gelato+: USD 29.99 a month, or USD 239.88 a year	Up to 33% off products, unlimited stores and users

Which plan pays off? Work it out from your own volume rather than a rule of thumb. Multiply your expected monthly orders by the per-order saving on the products you actually sell, then compare that with the monthly fee. A plan that saves a little on each of a few orders rarely covers its cost; on steady volume it usually does. Remember that annual billing means paying the full year up front.

Printful's Growth waiver is worth watching as you grow, because the fee disappears once you reach USD 12,000 a year in sales. Note that the threshold is sales, not profit.

Seasonal charges. Check current surcharges before setting holiday prices. Printful adds a USD 0.40 surcharge to all orders with a US destination address from October 15, 2026 to January 17, 2027.

Shipping is separate. Printify states that shipping cost is not included in the product price and varies by shipping method, product type, Print Provider and destination. The same applies in practice across all three, so always compare the delivered cost of the same product to the same destination, not just the base price.

Product Catalog and Print Quality

Printify wins on sheer range, with 2,000+ products from apparel to home goods. The catch is that quality belongs to the provider, not to Printify. Two sellers listing the same hoodie through different providers can get noticeably different results. Read provider scores, then order samples before you list.

Printful offers fewer products but controls production on most of them, which is why quality tends to be consistent from order to order. It is also strong on decoration choices for apparel, including embroidery, and offers bulk discounts from 25 items for team or corporate orders. For a deeper look at how routing and provider selection affect quality in practice, **Printful** has published a side-by-side breakdown of Gelato and Printify that walks through provider choice, local production and fulfillment control.

Gelato is at its best with wall art, posters and paper products. Quality depends on the local partner assigned to each order, so results can vary between countries even for the same product. For fine-art prints, Gelato's giclée guidance asks for 300 DPI files in an sRGB or Adobe RGB (1998) profile.

File preparation matters on every platform. Printful recommends the sRGB IEC61966-2.1 color profile for final print files and notes that the right DPI depends on the product and printing technique. Keep a full-resolution master file and export a version that meets each product's requirements.

Shipping and Fulfillment

Printify gives you the most control and the most variables. Speed depends on the provider you pick. Its Priority option quotes 2 to 3 business days in the US and 3 to 5 internationally where available, and Express quotes 2 to 3 business days including production for US orders, at USD 7.99 plus USD 2.40 for each additional item. If a provider runs several fulfillment centers, the order goes to the one closest to the customer.

Printful keeps fulfillment in its own network and routes each order automatically. You don't manage providers, and shipping costs come from Printful's published rates by product category and destination.

Gelato is the most hands-off for international buyers, because local production cuts the distance each parcel travels. Its delivery estimates vary by product, and Gelato notes that delivery times and shipping costs are estimates and cannot be guaranteed.

Branding and Packaging

Printful offers the most complete branding kit: custom packaging, packaging inserts, inside labels and a branded order tracking page. Two limits matter. Custom packaging can’t be used for drinkware, wall art, structured hats and stationery, and pack-ins can’t be added to shipments containing only wall art. Custom packaging carries a USD 0.50 picking fee per mailer, and storing branding items has a minimum monthly storage cost of USD 25.

Printify branding depends on the provider. Packaging inserts, gift messages and neck labels are available only from providers that support them, so check before you build a branded line.

Gelato offers packaging inserts (a branded card or personalized message) and branded labels, but both are available only to Gelato+ subscribers, with a maximum of one insert and one label per order.

Integrations and Ease of Use

Printify connects to Etsy, TikTok Shop, eBay, Amazon, Shopify, Squarespace, Wix, WooCommerce, PrestaShop, BigCommerce and Big Cartel, plus its own free Pop-Up Store and an API.

Printful lets you sell on 20+ ecommerce platforms and marketplaces, and its free Design Maker and Mockup Generator cover product creation and listing images without extra software.

Gelato integrates with platforms including Shopify, Etsy, WooCommerce, Wix, Squarespace, BigCommerce, TikTok Shop and Amazon, plus Order Desk and its API for other setups.

For a beginner, the deciding factor is usually the sales channel you already use. Confirm the integration exists before you design a single product.

Customer Support

All three offer round-the-clock help. Printful provides 24/7 customer support, Printify includes 24/7 merchant support on every plan, and Gelato offers 24/7 customer support with live chat through its help center. One structural difference: with Printify, some issues involve the Print Provider that made the order, while Printful and Gelato handle production problems through a single support team.

Which One Should You Use?

If you are…	Start with	Why
Testing many designs on a tight budget	Printify	Widest catalog and provider competition on base prices
Building a brand where every order must look the same	Printful	In-house production and the fullest branding tools
Selling wall art or posters to buyers in many countries	Gelato	Automatic local production in 32 countries
Selling team, corporate or embroidered apparel	Printful	Embroidery options and bulk discounts from 25 items
Selling mainly through marketplaces like eBay or Amazon	Printify	Broadest list of marketplace integrations

Many sellers end up using two platforms, for example one for testing new designs and another for flagship products. That works, as long as you track costs and quality separately for each.

Run a Sample Order Before You Commit

A mockup can't show paper feel, printed color or how a parcel arrives. That matters most for artwork, where **quality printing** is what keeps a reproduction close to the original. Use a sample to check what your customer will actually receive.

- Pick a demanding design with gradients, deep blacks or fine lines.
- Order the exact product, size and finish you plan to sell.
- Note the file's color profile, dimensions and resolution, and the delivery address.
- Check color, detail, borders and packaging when it arrives.
- Track the shipment as a customer would and note the delivery time.
- Read the reporting process for damaged or misprinted orders before you need it.

Printful's sample program starts eligible accounts with 1 sample order per month of up to 3 items at a 20% discount, and the allowance grows with monthly sales. If you sell internationally, repeat the test for a second destination, because routing can send that order to a different facility.

Mistakes to Avoid When Choosing

- Comparing base prices only. A cheaper product can cost more once shipping to your customer's country is added.
- Skipping samples. This matters most on Printify, where each provider prints differently.
- Assuming branding works on everything. Packaging and insert options vary by product and platform.
- Paying for a plan too early. Run the numbers on your real order volume first.
- Promising delivery dates you don't control. Use the provider's estimates as estimates.

Final Verdict

There is no single winner, because the three are built for different sellers. Printify suits sellers who want variety and are willing to vet providers to protect their margins. Gelato suits wall art and sellers who want local production handled for them. Printful suits sellers building a brand, where consistent quality, embroidery and branded packaging matter more than the lowest base cost. Start with your main product and sales channel, order samples, and let the results decide.

FAQ

Is Printify cheaper than Printful?

Often on base price, because providers compete on cost. But compare delivered cost, including shipping to your customers, and factor in reprints if quality varies between providers.

Did Printify buy Printful?

No. The two announced a merger on November 5, 2024. Both still run as separate platforms with their own pricing, catalogs and dashboards.

Which platform has the most consistent print quality?

Printful, because most orders go through its own fulfillment centers and one production process. With Printify and Gelato, quality depends on the provider or partner that prints the order.

Is Gelato better for international sellers?

It is well suited to them. Gelato reports that 86% of its 2025 orders were produced in the customer's country, which shortens shipping distances. Delivery times are still estimates.

Do any of these platforms charge per-order platform fees?

All three let you start free and charge the product price plus shipping on each order, with an optional monthly plan on top. Some extras are charged per order, such as Printful's USD 0.50 picking fee for custom packaging and its seasonal USD 0.40 surcharge on US-destination orders.

Which has the biggest product catalog?

Printify, with 2,000+ products. Printful offers 592 custom products on its Free plan, and Gelato focuses on a narrower range led by wall art, apparel and stationery.

Can I use more than one platform at once?

Yes. All three connect to Shopify and Etsy, and many sellers split products between platforms. Keep separate cost and quality records for each.

Which platform is best for branded packaging?

Printful, with custom packaging, packaging inserts, inside labels and a branded tracking page. Check product limits first, since wall art, drinkware, structured hats and stationery can't use custom packaging.

Photo: Mr. Mockup via Pexels

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