

Printful Helps Creators Understand the Difference Between Sublimation and Screen Printing to Build Better Brands

As demand for custom apparel surges in 2025, Printful empowers small businesses to choose the best printing method for quality, cost, and sustainability.



Charlotte, North Carolina Nov 5, 2025 ([Issuewire.com](https://www.issuewire.com)) - As the global custom printing industry accelerates, creators and entrepreneurs are seeking smarter, more sustainable ways to produce apparel and accessories. Two of the most popular techniques, sublimation and screen printing, dominate the market, yet many small businesses struggle to decide which method best suits their needs. Printful, one of the world's leading print-on-demand (POD) platforms, is stepping in to help.

According to **Grand View Research**, the global custom t-shirt printing market is projected to reach **\$10 billion by 2027**, with demand fueled by the rise of independent brands and eCommerce. Printful's on-demand model is at the forefront of this boom, offering creators the ability to design, sell, and ship custom products worldwide without inventory or upfront costs.

Printful: Simplifying Printing for the Modern Creator

Choosing between [sublimation and screen printing](#) can determine everything from print quality and material compatibility to cost efficiency. With more than **50 million products fulfilled** since its founding, Printful provides detailed guidance and hands-on tools to help entrepreneurs make the right choice for their brand.

"At Printful, we believe that creative freedom should come with clarity," said **Davis Sārmiņš**, Director of Growth Marketing at Printful. "By educating our users about printing methods, we help them balance

aesthetics, sustainability, and profitability — all while growing their businesses confidently.”

Sublimation: Vibrant, Seamless, and Ideal for On-Demand Sales

Sublimation printing uses heat and pressure to transfer ink directly into polyester fabric, resulting in vivid, long-lasting designs that won't crack or fade. It's perfect for creators looking to produce all-over prints on apparel, home decor, or accessories.

With Printful's **AI-powered Product Creator**, users can design high-resolution sublimated products such as t-shirts, mugs, blankets, and leggings without needing design software or technical skills. Orders are produced only when a customer buys, reducing waste and eliminating the need for bulk inventory.

*Case Study: Maya, a fitness influencer from California, launched an all-over printed activewear line using Printful's sublimation printing in early 2024. Within her first year, her brand achieved **\$55,000 in sales**, with repeat customers praising the quality and color vibrancy of her designs.*

Screen Printing: Classic, Durable, and Cost-Effective for Bulk Orders

Screen printing, or silk screening, remains a top choice for bold, limited-color designs on cotton-based garments. It's ideal for bulk orders, merchandise collections, and company uniforms — offering rich texture and durability at scale.

While screen printing typically requires upfront investment and minimum orders, Printful's fulfillment network ensures quality control and access to trusted production partners, making large runs simple and efficient.

*Case Study: Daniel, a local brewery owner in Ohio, used Printful's screen printing service for his branded staff uniforms and merchandise. By ordering in bulk, he reduced production costs by **30%** while maintaining a consistent look across his apparel line.*

Sustainability and Flexibility: Printful's Dual Advantage

As sustainability becomes a growing priority for consumers, Printful continues to innovate in eco-conscious production. Sublimation's print-on-demand model minimizes overproduction, while water-based inks and responsible sourcing options make screen printing more environmentally friendly.

“Every printing choice is also an environmental one,” said Sārmiņš. “Printful helps businesses align creativity with conscience — providing on-demand manufacturing that reduces waste while maintaining professional-grade quality.”

Helping Entrepreneurs Choose the Right Path

Whether creators are building a lifestyle brand or launching a new online store, Printful makes it easy to test both sublimation and screen printing through its extensive catalog of **400+ customizable products**. Its seamless integrations with **Shopify, Etsy, and WooCommerce** let users publish and sell instantly — with Printful handling fulfillment and shipping.

Key Takeaways:

- **Sublimation** is best for full-color, edge-to-edge designs on polyester fabrics.
- **Screen printing** is ideal for bold, minimal-color designs on cotton garments.
- **Printful's print-on-demand model** eliminates upfront costs and inventory risks.
- **Eco-conscious options** support creators focused on sustainable production.

For entrepreneurs and artists, understanding printing techniques isn't just technical - it's strategic. Printful's expertise and advanced tools make it easier than ever to turn creative ideas into profitable, high-quality products.

"As the eCommerce landscape grows more competitive," Sārmiņš added, "Printful ensures every creator - whether a startup or a global brand - has the freedom, technology, and support to thrive."

About Printful

Founded in 2013, **Printful** is a global print-on-demand and fulfillment company that helps creators and businesses design, sell, and ship custom products worldwide. With over **50 million items fulfilled**, **23 in-house facilities**, and **1,800 employees globally**, Printful empowers entrepreneurs to build scalable, sustainable online businesses without upfront investment or inventory.

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