

Printful Reveals the Softest T-Shirts Available for Custom Printing

Printful fabric testing confirms comfort-first blanks are a repeat-purchase engine for US ecommerce brands.



Charlotte, North Carolina Nov 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - Printful, a leading print-on-demand fulfillment partner, today announced its latest guide to [the softest T-shirts available](#) for custom printing. Built from Printful's hands-on fabric evaluations and thousands of customer reviews, the update helps US merchants choose blanks that feel premium the moment a customer opens the package. The announcement comes as the US custom T-shirt printing market continues to accelerate, valued at \$857.5 million in 2023 and projected to grow at an 11.8% compound annual growth rate through 2030.

"Softness is no longer a nice-to-have - it's a growth lever," said Davis Sārmiņš, Director of Growth Marketing at Printful. "In a market expanding this quickly, brands win when customers fall in love with how a shirt feels, not just how it looks. Printful is making that decision simple by testing, ranking, and reliably fulfilling the softest tees sellers can count on."

Softness as a competitive advantage in the US

As custom apparel becomes a mainstream ecommerce category, shoppers are rewarding brands that deliver comfort on day one. Recent US apparel consumer research consistently places comfort among the top drivers of purchase decisions, alongside fit and quality.

"Comfort influences what people buy and what they keep wearing," said Davis Sārmiņš. "A soft tee turns a first-time buyer into a repeat customer, and repeat customers are the cornerstone of sustainable

ecommerce. That's why Printful focuses on blanks that feel exceptional and print beautifully."

How Printful defines softness

Printful evaluates softness the way customers experience it: by touch, drape, and wear comfort after washing. Textile researchers describe softness as the opposite of stiffness and often connect it to fiber length, yarn construction, and fabric finishing. In practice, longer-staple cotton, combed or ring-spun yarns, and carefully balanced blends create the smoothest hand-feel.

"Two shirts can say '100% cotton' on the label and still feel totally different," said Davis Sārmiņš. "Printful looks beyond the tag to fiber quality, thread structure, weight, and finish and then validates that with real customer feedback."

Printful's five softest T-shirts for printing

Following internal testing of more than a dozen top sellers across Printful's catalog, Printful identified five standouts for softness, comfort, and print performance. Leading the list is the Unisex Garment-Dyed Heavyweight T-Shirt, Comfort Colors 1717, a garment-dyed, 100% ring-spun cotton tee widely praised for its broken-in feel and durability.

Printful's Men's Premium Cotton T-Shirt, produced in-house, earned the second-softest ranking due to its extra-long staple cotton surface, smooth finish, and strong color retention for DTG and embroidery. "This is Printful's premium essential: soft, resilient, and made to elevate any brand that wants a clean, retail feel," said Davis Sārmiņš.

The Unisex Staple T-Shirt, Bella + Canvas 3001, placed third. Known across the printing industry as a best-selling blank, it is made with Airlume combed and ring-spun cotton for a lightweight, soft hand-feel and consistent print results.

"When a brand wants a high-comfort tee with broad appeal and huge color versatility, 3001 is one of the smartest choices in the Printful catalog," said Davis Sārmiņš.

Printful's fourth selection, the Unisex Tri-Blend T-Shirt, Bella + Canvas 3413, combines cotton, polyester, and rayon for a silky softness and gentle stretch, producing a subtle heathered finish that works especially well with vintage or athletic designs. "Tri-blend is the 'cloud-soft' option - customers describe it as light, airy, and wearable all day," said Davis Sārmiņš.

Rounding out the list is the Unisex Organic Cotton T-Shirt, Stanley/Stella STTU755, made from 100% organic ring-spun cotton. It pairs a smooth, breathable softness with widely recognized sustainability credentials. "Organic ring-spun cotton offers softness plus values, and that combination resonates strongly with US shoppers right now," said Davis Sārmiņš.

US merchant results: softness that drives real business outcomes

Across Printful's US merchant base, softness is repeatedly linked to measurable improvements in customer satisfaction and revenue. A boutique streetwear brand in California recently upgraded its flagship tee to Comfort Colors 1717 to support a premium, vintage-inspired drop.

Over the following eight weeks, the store's average product rating climbed from 4.5 to 4.8 stars, while repeat customers grew by 22%. Reviews frequently highlighted the shirt's softness straight out of the

package and its comfortable weight.

In Texas, a nonprofit fundraiser shop selected Bella + Canvas 3001 to keep volunteers comfortable through all-day events. The organization sold out 1,500 shirts in three weeks and saw reorders rise 30% year over year as supporters purchased extras for family members.

An outdoor lifestyle creator in Colorado launched a retro hiking collection on tri-blend blanks to emphasize drape and softness. The change reduced size-exchange requests by 18% and lifted average order value as customers added multiple colorways.

Printful makes premium comfort easy to scale

All five softness-ranked shirts are available through Printful with DTG printing, DTF printing, and embroidery, backed by Printful's quality standards, reliable fulfillment, and fast US delivery. Merchants can order samples to confirm hand-feel before launch, then scale with confidence across repeat runs. "Printful isn't just offering soft shirts," said Davis Sārmiņš. "We're offering soft shirts you can build a business on, with consistent results from the first order to the ten-thousandth."

About Printful

Printful is a global print-on-demand and warehousing company that helps brands and creators turn ideas into products without inventory risk. With fulfillment centers in the US and worldwide, Printful powers custom apparel and lifestyle goods for businesses of every size. Printful's catalog is curated for comfort, quality, and printability, so every product feels as good as it looks.

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