

Printify Reveals Who Offers Sustainable Merch Printing for Small Creators

New eco-friendly print-on-demand tools let creators launch merch with zero inventory and less waste.



Wilmington, Delaware Dec 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - Sustainable merch has moved from trend to expectation, and small creators across the U.S. are actively searching for printing partners that help them sell responsibly without taking on inventory risk. Printify, a leading print-on-demand platform, is answering that demand with an [expanding eco-friendly product catalog](#), low-waste production, and flexible fulfillment built for creators starting small and scaling fast.

Sustainability is now a buying decision, not a bonus

U.S. consumers are voting with their wallets. Recent research shows 62% of Gen Z shoppers prefer sustainable brands, and 73% are willing to pay more for sustainable products. In fashion specifically, around 40% of Gen Z and millennials say environmental impact is a major factor in what they buy. Just as importantly, a meaningful share of consumers say they have stopped buying from companies with poor sustainability practices, putting clear pressure on brands and creators to act.

“Creators are closest to their communities, so they feel these shifts first,” said Davis Sarmins, Director of Growth Marketing at Printify. “Fans want merch that reflects their values. Sustainable products aren’t a compromise anymore, they’re part of how small creators build trust and loyalty.”

Print on demand makes sustainable merch practical for small creators

Sustainability and small-batch creator merch fit naturally together when production is on demand. Print-on-demand avoids overproduction by printing only after a sale, which dramatically cuts waste and unsold stock. This model is growing quickly in the U.S., with the print-on-demand market valued around \$1.9B in 2022 and projected to expand at a strong pace through 2030. For small creators, that means eco-friendly merch is no longer an enterprise-only option, it's accessible from day one.

"Small creators shouldn't have to choose between sustainability and affordability," Sarmins added. "On-demand production removes that trade-off. You can launch with a few designs, test what your audience loves, and grow without landfills of leftover merch."

What makes Printify a sustainable merch printing leader

Printify supports creators with sustainability built into both products and process:

Eco-friendly apparel and accessories: Printify's catalog includes sustainable t-shirts, hoodies, sweatshirts, and tote bags made with organic cotton and recycled blends.

Responsibly made partner brands: Creators can choose products from sustainability-focused manufacturers, including Stanley/Stella (organic fabrics and recycled materials), Econscious (1% for the Planet member), and Bella+Canvas (U.S.-based, energy-efficient production and waste-reduction programs).

Lower-waste, modern printing: Many Printify providers use direct-to-garment (DTG) printing with water-based inks and reduced chemical use, supporting cleaner production for small runs.

Distributed production reduces shipping impact: Printify's network routes orders to the closest print partner when possible, cutting transit distance and emissions while keeping delivery fast.

U.S. creator momentum: sustainable merch in action

Printify's eco-friendly infrastructure is already helping small U.S. creators build meaningful businesses. Heather, a U.S.-based seller, launched her store with Printify and surpassed \$250,000 in revenue within a year, validating that creators can start lean, sell on demand, and scale responsibly. Many creators follow a similar path: begin with sustainable tees, then expand into eco hoodies and totes once their audience responds.

"The growth we see from small creators is clear proof that sustainable merch can be the default," said Sarmins. "When you remove inventory risk and offer genuinely better products, creators can focus on community, and the business follows."

How small creators can start sustainably today

Printify recommends a simple path for creators ready to launch:

- Start with a sustainable hero product: Pick an organic cotton tee or recycled-blend hoodie that aligns with your brand story.
- Use on-demand production to avoid waste: Only print what your fans order — no guessing, no leftovers.
- Build trust with transparent product choices: Highlight materials like organic cotton or recycled fibers and explain why you chose them.

- Scale based on real audience demand: Add new eco-friendly styles as your community grows.

About Printify

Printify is a leading print-on-demand platform that enables creators to design and sell custom products online without holding inventory. With a global network of print partners, easy integrations with major eCommerce platforms, and a fast-growing eco-friendly catalog, Printify helps small creators launch sustainable merch businesses that scale responsibly.

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