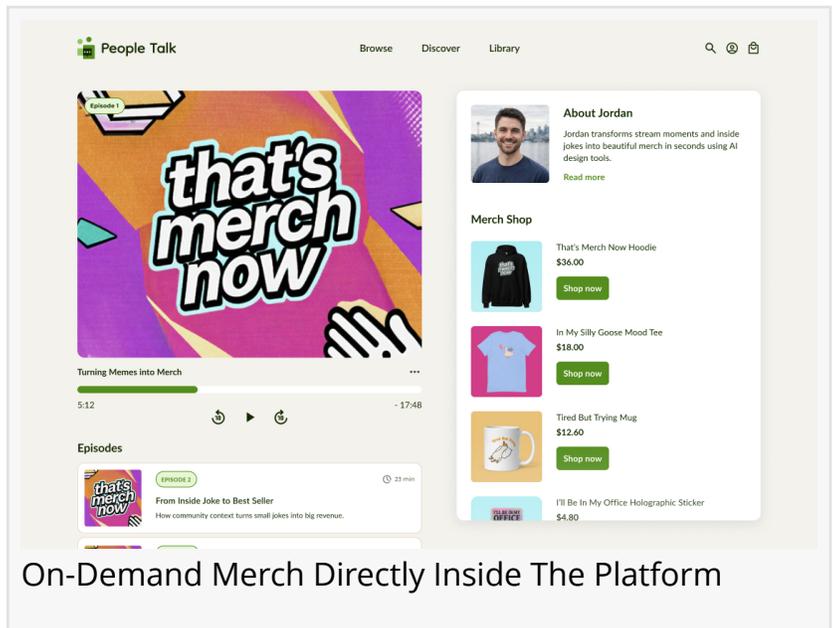


Printful Launches Embed, Bringing On-Demand Merch Directly Inside Partner Platforms

Printful Embed enables platforms to monetize natively with on-demand merch, powered by Printful's global fulfillment

CHARLOTTE, NC, UNITED STATES, February 19, 2026 /EINPresswire.com/ -- Printful, a global leader in on-demand production and fulfillment, today announced the launch of [Printful Embed](#), a new B2B solution that allows partner platforms to integrate merchandise creation, publishing, production, and fulfillment natively inside their own products.



On-Demand Merch Directly Inside The Platform

Much like payments, checkouts, or tax and compliance, embedded commerce is quickly becoming the standard to drive incremental revenue and engagement by offering a seamless, end-to-end merch experience without users ever leaving the partner's site.

“

With Printful Embed, we give our partners a flexible, proven and scalable infrastructure layer that works seamlessly with their platforms, so they can focus on building great products and experiences.”

Chris Victory, Head of Partnerships at Printful

As platforms across entertainment, music, gaming, ecommerce, and the creator economy look for faster and easier ways to help their users monetize, Printful Embed positions Printful as a technology partner powering embedded commerce directly within everyday digital experiences.

Merch is no longer a destination, it's a native feature

Embedded commerce is quickly becoming a defining trend

for digital platforms. Creators, communities, and brands increasingly expect monetization tools

to live where their audiences already are. However, building and maintaining merch infrastructure internally is expensive, time-consuming, and operationally complex.

Printful Embed addresses this challenge by providing a flexible, composable and fully functional solution. Platforms can now offer [on-demand merch](#) as a native feature - without managing inventory, production, or global fulfillment - while Printful handles the entire operational layer behind the scenes.

What Printful Embed enables for platforms

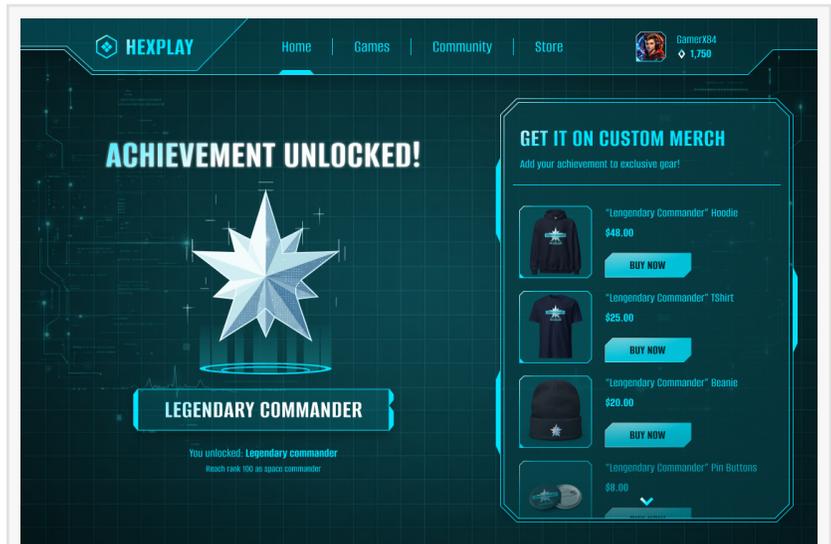
With Printful Embed, partner platforms can seamlessly integrate merch creation directly into their apps, dashboards, or existing workflows, making it easy for users to design and sell products without ever leaving the platform. Through this integration, platforms gain access to more than 400 customizable products, all without upfront costs or inventory risk.

Embed also allows platforms to launch a wide range of merchandise experiences, including branded stores, event merch, community-driven collections, and achievement-based merch. By embedding commerce directly into their ecosystem, platforms can unlock new revenue streams through revenue sharing, transaction fees, or creator-led monetization models.

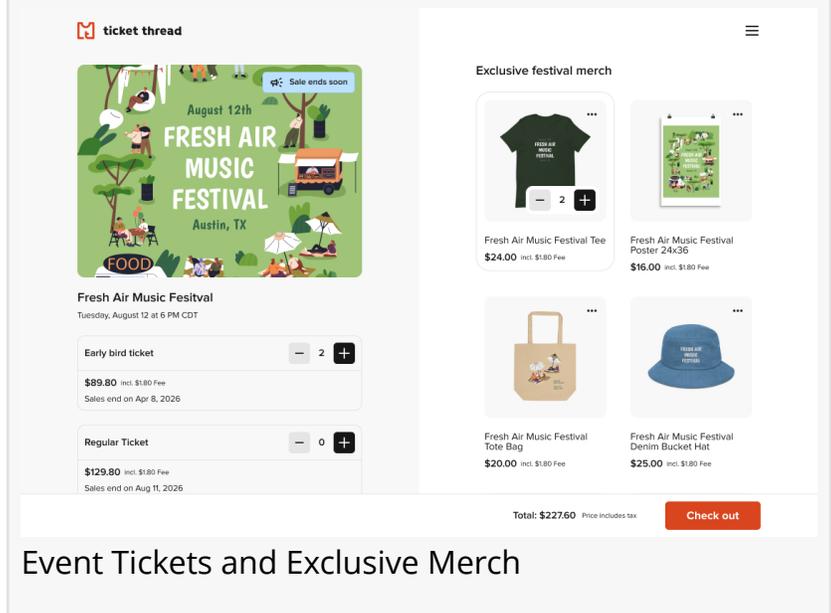
A seamless experience for users

For creators and end users, Printful Embed removes friction from the merch process. Depending on the platform use case, users can design, publish, and order products without ever leaving the app they already use and trust, while benefiting from [Printful's on-demand production](#) and worldwide fulfillment network.

This flexibility allows creators to monetize without risk: they can test new ideas locally, validate



Merch within the Gaming Experience



Event Tickets and Exclusive Merch

demand, and refine their offerings before scaling globally. Built to support fast experimentation and seamless growth, Embed helps platform users move quicker, monetize easier, and expand worldwide with confidence.

Proven infrastructure, early momentum

Embed marks a new strategic chapter for Printful as it evolves into a B2B technology partner powering embedded commerce across major digital platforms. Built on Printful's proven infrastructure, Embed combines enterprise-grade reliability with the flexibility platforms need to integrate commerce natively into their products.

"Embed represents an exciting and dynamic shift in Printful's role in the ecosystem," said Chris Victory, Head of Partnerships at Printful. "Platforms want to drive incremental revenue and help their users monetize faster with merch, but they don't want to become experts in manufacturing, logistics, and fulfillment. With Printful Embed, we give our partners a flexible, proven and scalable infrastructure layer that works seamlessly with their platforms, so they can focus on building great products and experiences."

Printful currently partners with leading platforms such as Shopify, TikTok, Squarespace, Etsy and Wix, with fully embedded merch creation and fulfillment experiences live with Shopify and Wix.

Looking ahead

With Embed, Printful is shaping a future where merch is no longer a separate destination, but a seamless, native layer within digital platforms across the internet. By powering embedded merch creation and commerce at scale, Printful aims to unlock faster monetization and entirely new opportunities for creators, communities, and businesses directly where their audiences already engage.

About Printful

Printful is a global on-demand production and fulfillment company that helps entrepreneurs, brands, and platforms sell custom products without the risks of holding inventory. With a network of cutting-edge facilities spanning multiple continents and a catalog of hundreds of customizable products, Printful powers both direct-to-consumer businesses and platform-native commerce experiences worldwide.

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