Printify Releases 2026 Guide to Designing Custom Hats with Print on Demand

New resource compares embroidery and print decoration methods and shows how sellers can launch a headwear line with no minimum orders or inventory



Guide to Designing Custom Hats with Print on Demand

WILMINGTON, DE, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Printify, a leading print-on-demand platform, has released a new step-by-step guide for entrepreneurs, creators, and businesses looking to design and sell branded headwear in 2026. The resource covers hat styles and materials, design principles, the choice between embroidery and print, sampling, and launch strategy, and explains how print on demand allows hats to be produced only after an order is placed, removing the need for inventory or bulk purchasing.

Choosing the Right Hat and Decoration Method

> Headwear is one of the strongest categories for brand merchandise, and print on demand lets sellers test a design with a single order before committing to anything."
>
> *Davis Sarmins, Director of Growth Marketing at Printify*

According to the guide, the first decision is the hat itself. The resource on how to make custom hats compares baseball caps, dad hats, trucker hats, structured caps, beanies, pom-pom knit hats, and bucket hats, along with organic options, and outlines how fabric affects the finished product: cotton for soft, breathable everyday wear, polyester for moisture resistance and clean embroidery, and blends that balance comfort and durability. Adjustable closures are recommended to reduce returns and improve customer satisfaction.

The guide then weighs the two main decoration methods. Embroidery delivers texture, depth, and a more premium look, holds up well over time, and suits company logos, symbols, and short text, though stitch counts, color limits, and design size all affect the result. Print offers more flexibility for illustrations, gradients, patterns, and photographic designs that embroidery cannot

easily replicate. Printify notes that custom embroidered hats remain the top choice for premium branding in 2026, while printed caps are gaining traction for bold graphics and artistic styles.

"Headwear is one of the strongest categories for brand merchandise, and print on demand lets sellers test a design with a single order before committing to anything," said Davis Sarmins, Director of Growth Marketing at Printify.

Designing for Production

On design, the guide advises sellers to prioritize clarity: simple logos, clean typography, and high contrast between the artwork and the cap fabric. It recommends reviewing how a design reads from a distance and from different angles, and warns that small, thin fonts may lose detail during production. Placement guidance covers front panels for primary branding, side placements for subtle marks, and back embroidery for secondary details such as dates or slogans.

Sellers can build and preview designs in Printify's browser-based Product Creator, upload a logo or add text without professional design skills, and view the result on realistic mockups before ordering. The guide also stresses ordering a sample and reviewing embroidery previews before launch, a step it describes as the most reliable way to avoid quality issues once a product is live.

From Sample to Storefront

Once a design is approved, sellers can list and sell custom hats through Printify's integrations with Shopify, Etsy, TikTok Shop, Amazon, eBay, Wix, Squarespace, WooCommerce, PrestaShop, and BigCommerce, or via the Printify API. With Printify Choice, each order is routed to the production partner closest to the customer, reducing shipping costs, delivery times, and environmental impact. Because there are no minimum order quantities, sellers can order a single hat or scale as demand grows.

About Printify

Printify is a leading print-on-demand platform that connects ecommerce merchants with a global network of Print Partners. With the industry's largest Catalog, free AI design tools, and seamless integrations with major ecommerce platforms, Printify enables sellers to scale custom product businesses without upfront costs.

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