

Seller Printful Integration Guide

Connect your personal Printful account to your AladdinStores seller store so you can create supported print-on-demand products and use Printful fulfillment and shipping options.

What This Guide Covers

This guide explains what Printful is, how to prepare your account before connecting, how to connect Printful from the Seller Dashboard, how to review shipping settings, how products are synchronized, and how Printful orders and production costs are handled.

What is Printful?

Printful is a print-on-demand fulfillment service. Sellers can create custom merchandise without holding finished inventory in advance. For connected products, Printful can produce, pack and ship the item according to the seller's Printful account and fulfillment settings.

Before You Start - Important Account Requirements

Important - Use the Same Email Address

When setting up or connecting Printful, use the **same email address that you used to register your AladdinStores seller account**. This is the account-alignment requirement stated for AladdinStores Printful cyncronysing and you should make sure emails are same.

- **Printful account:** Create or have access to the Printful account you want to connect.
- **Email alignment:** Use the same email address registered with your AladdinStores seller account.
- **Currency:** Make sure the Printful store currency matches the marketplace currency shown in the integration settings. The current AladdinStores Printful page specifies **USD**.
- **Billing:** Keep a valid payment method or sufficient balance available in Printful for production and fulfillment charges.
- **Clean connection:** Where practical, it can be preferable to connect a dedicated/new Printful store rather than an older store with conflicting marketplace connections or synchronization history.
- **Design files:** Prepare the artwork or product designs you intend to use for your print-on-demand products.

Why Use the Printful Integration?

- Offer print-on-demand products without purchasing finished stock in bulk.
- Use Printful's product creation, design and mockup tools for supported merchandise.
- Connect eligible product and order information to the Printful fulfillment workflow.
- Use Printful shipping methods at checkout where enabled.
- Continue using marketplace shipping methods where appropriate.

Step 1 - Open the Printful Settings

Log in to your AladdinStores Seller Dashboard. Open **Settings** and select **Printful**.

The screenshot shows the AladdinStores Seller Dashboard. On the left, a dark sidebar contains a menu with options: Analytics, Subscription, Withdraw, Badge, Buyer Account, Return Requests, Support, Admin Support, Announcements (10), Tools, Printful, Settings (highlighted with a red arrow), and a bottom section with a magnifying glass icon, a person icon, and a power icon. The main content area displays a summary table at the top with columns for various metrics and their values. Below this, there's a section for 'Store' settings, including Addons, Payment, Verification, Shipping, Social Profile, RMA, Printful (highlighted with a red arrow), and Store SEO. The 'Orders' section is also visible, showing 'No data for the selected date range'.

\$1,123.96	0%	\$0.00	0%	\$988.96	0%	0	0%	0
Total Earning		Marketplace Discount		Store Discount		Variations Sold		
\$0.00	0%	\$0.00	0%	\$0.00	0%	0	0%	

Seller Dashboard > Settings > Printful.

Step 2 - Review the Printful Integration Page

The Printful page contains the account connection area and the shipping settings for your store. Read the notices shown at the top of the page before connecting.

The screenshot shows the Printful Integration page. At the top, a message states: 'Set your settings for Printful Integration for your store.' Below this, there are two yellow warning boxes. The first box says: 'With the Printful integration, you are responsible for all shipping arrangements for your products. Ensure your Printful account is set up correctly to handle these responsibilities.' The second box is titled 'Important: Set Accurate Store Currency in Printful' and contains instructions about matching the currency in the Marketplace (USD) with the currency in the Printful account. Below the warnings, there's a section titled 'Printful Integration' with a button 'Connect with Printful'. Underneath, there's a 'Shipping Settings' section with two toggle switches: 'Printful Shipping Methods' and 'Marketplace Shipping Methods', both of which are currently turned on.

Set your settings for Printful Integration for your store.

With the Printful integration, you are responsible for all shipping arrangements for your products. Ensure your Printful account is set up correctly to handle these responsibilities.

Important: Set Accurate Store Currency in Printful
For successful integration with Printful, ensure that the currency set in your Marketplace (USD) matches the currency in your Printful account. You will find the Currency option in Printful Dashboard → Billing → Billing Methods → Store Billing Settings.
This will help avoid any inaccurate conversion in pricing and order cancellation.

Printful Integration
Connect your store with Printful to add custom products. [Connect with Printful](#)

Shipping Settings

Printful Shipping Methods
When this option is enabled, customers will see shipping methods provided by Printful at checkout. These rates are based on Printful's fulfillment services and may vary depending on the shipping destination and product type. ☒

Marketplace Shipping Methods
When this option is enabled, customers will see the standard shipping methods as per marketplace settings. ☒

Printful Integration page showing the connection area and shipping settings.

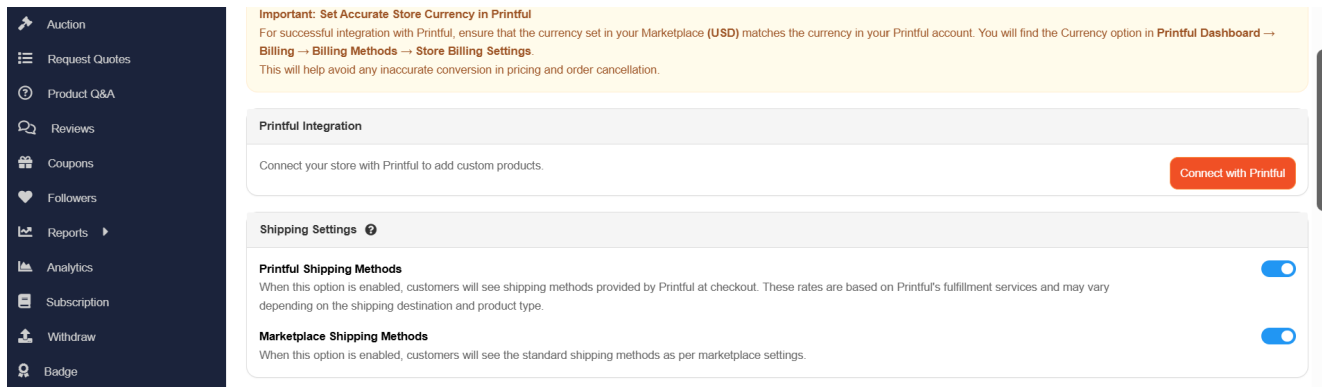
Step 3 - Match Your Printful Currency

The AladdinStores Printful page states that the marketplace currency is **USD** and instructs sellers to make sure the currency in Printful matches it. Review the currency in **Printful Dashboard > Billing > Billing Methods > Store Billing Settings**.

Important: Matching the store currency helps avoid inaccurate price conversion and order problems.

Step 4 - Connect Your Printful Account

In the Printful Integration section, select the orange **Connect with Printful** button.

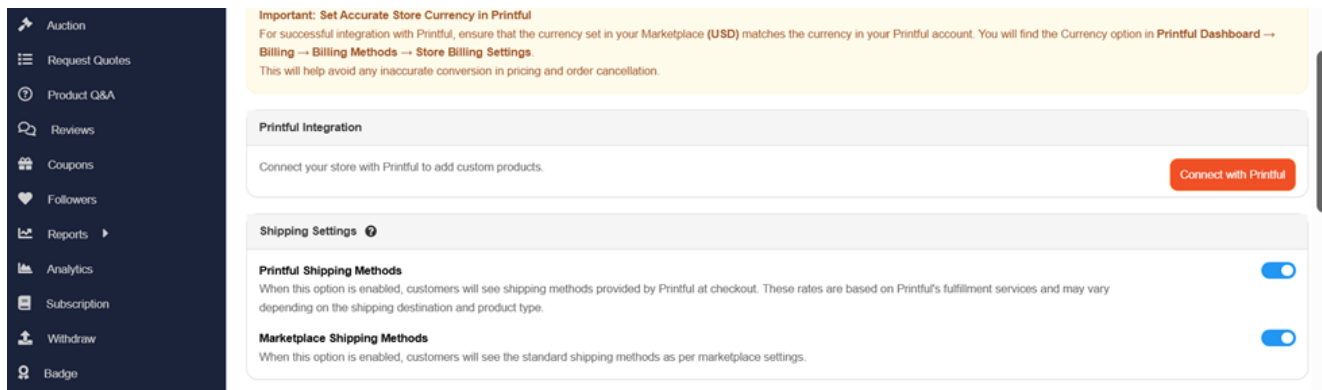


Select Connect with Printful to begin linking your personal Printful account.

During connection: Sign in using the Printful account associated with the **same email address as your AladdinStores seller account**, then follow the authorization instructions shown by Printful. After authorization, return to AladdinStores and confirm that the store shows as connected.

Shipping Settings

After the connection is active, review the two shipping controls shown on the Printful settings page.



Printful Shipping Methods and Marketplace Shipping Methods.

Printful Shipping Methods

When enabled, buyers can see shipping methods provided by Printful at checkout. Rates may vary according to Printful fulfillment services, shipping destination and product type.

Marketplace Shipping Methods

When enabled, buyers can see the standard shipping methods made available through the marketplace settings.

Avoid duplicate shipping methods: Choose the configuration that matches how your connected products will be fulfilled. Do not unintentionally present duplicate shipping methods to buyers, and make sure at least one valid shipping method is available for checkout.

Step 5 - Create and Sync Printful Products

After your account is connected, create supported print-on-demand products through your Printful account using Printful's product and design tools.

- Open your Printful Dashboard and choose the connected store.
- Choose a supported product and add your artwork or custom design.
- Configure available variants such as size or color.
- Choose the product mockups or media you want to use.
- Set your retail pricing and review the production cost and expected margin.
- Submit or sync the product to the connected store using the options provided in Printful.
- Return to **Seller Dashboard > Products** and verify that the product appears correctly.

Editing Synced Products

Your existing AladdinStores Printful FAQ states that, after products appear in the AladdinStores Product Dashboard, sellers may edit the **product name, description and retail price**. It also states that **design files and product base details should be edited in Printful**.

This replaces the earlier overly broad warning that every price or description edit in AladdinStores would break the Printful connection.

Product Pricing and Profit

When setting a retail price, account for Printful's production cost, applicable Printful shipping/fulfillment costs, AladdinStores marketplace fees or commission under your seller plan, and the profit margin you want to retain.

Step 6 - How Printful Orders and Fulfillment Work

- The buyer places and pays for the order through AladdinStores.
- For an eligible connected Printful product, the order information enters the Printful fulfillment workflow.
- Printful charges the seller's connected Printful payment method or wallet for the applicable production and shipping/fulfillment costs.
- Printful produces, packs and ships the product according to the Printful order and fulfillment settings.
- Tracking and fulfillment information may then synchronize through the connected workflow where supported.
- Your AladdinStores seller earnings remain subject to the marketplace's normal commission, order-completion, holding-period and withdrawal rules.

Important Seller Responsibilities

- Keep your Printful billing method or wallet ready for fulfillment charges.
- Keep the Printful currency aligned with the marketplace currency shown in the integration page.
- Check product synchronization, pricing, shipping and order details before making connected products available to buyers.
- Keep the same seller-account email alignment used when setting up the Printful connection.
- Review the enabled shipping methods so buyers are not shown unintended duplicate options.

Common Issues

Printful will not connect: Confirm that you are signing in to the intended Printful account, that the account uses the same email as your AladdinStores seller registration, and that you complete the authorization process.

Currency does not match: Review Printful Store Billing Settings and make sure the currency matches the marketplace currency specified on the AladdinStores Printful page.

Order is delayed: Check your Printful billing method or wallet, product availability, design status and fulfillment status.

Shipping options look incorrect: Review both Printful Shipping Methods and Marketplace Shipping Methods and make sure you have not created duplicate or conflicting options.

What Happens Next?

Once your Printful account is connected and your shipping settings are configured, you can create supported print-on-demand products through Printful, verify the synced listings in your AladdinStores Products area, and keep your Printful billing and fulfillment settings ready for incoming orders.

Next: Seller Store SEO Guide →