Printful

Shipping · https://multivendorx.com/docs/knowledgebase/printful/

Printful is a print-on-demand and fulfillment platform that lets businesses create and sell custom products without maintaining inventory. Products such as clothing, accessories, home décor, and more are printed, packed, and shipped directly to customers only after an order is placed.

By integrating Printful with MultiVendorX, you can build a print-on-demand marketplace where store owners can connect their Printful accounts, sync products, and automate order fulfillment directly from your marketplace.

This integration is ideal for creators, artists, apparel brands, and entrepreneurs who want to sell custom merchandise without handling manufacturing or shipping themselves.

In this guide, you'll learn how to:

- Activate the Printful module
- Configure Printful settings as admin
- Connect Printful from the store dashboard
- Add and manage Printful products
- Understand order and shipping flow
- Track delivery workflow between MultiVendorX and Printful

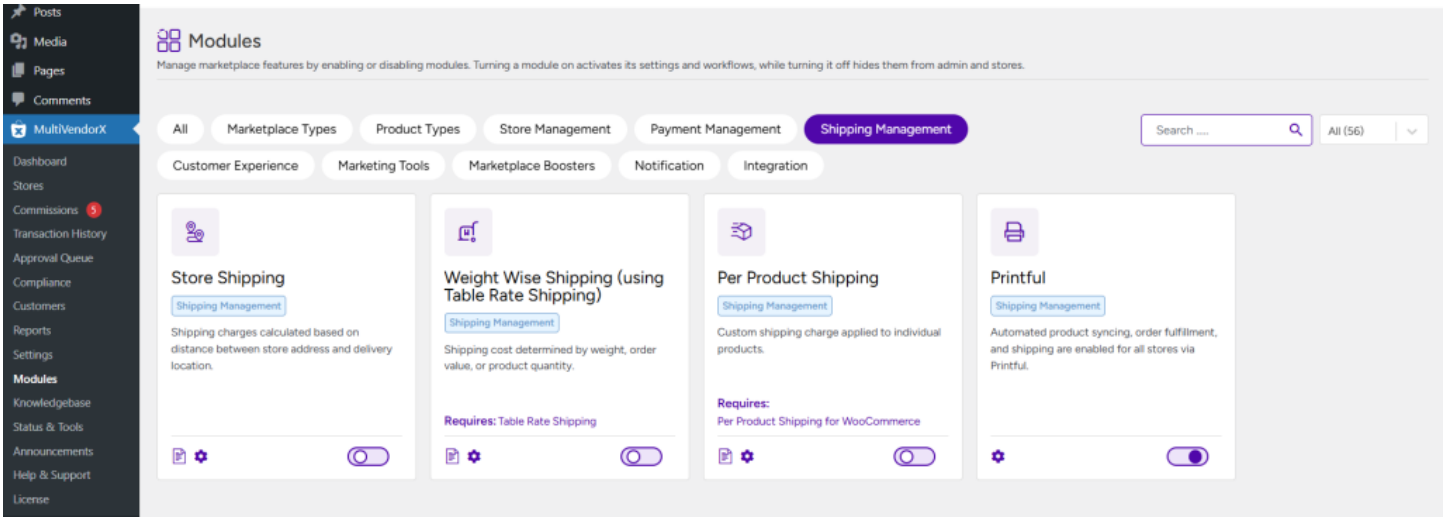
Activate the Printful module

To get started, first enable the Printful integration module from your WordPress dashboard.

Navigate to:

MultiVendorX → Modules

Locate the **Printful** module and activate it.



Configure Printful as admin

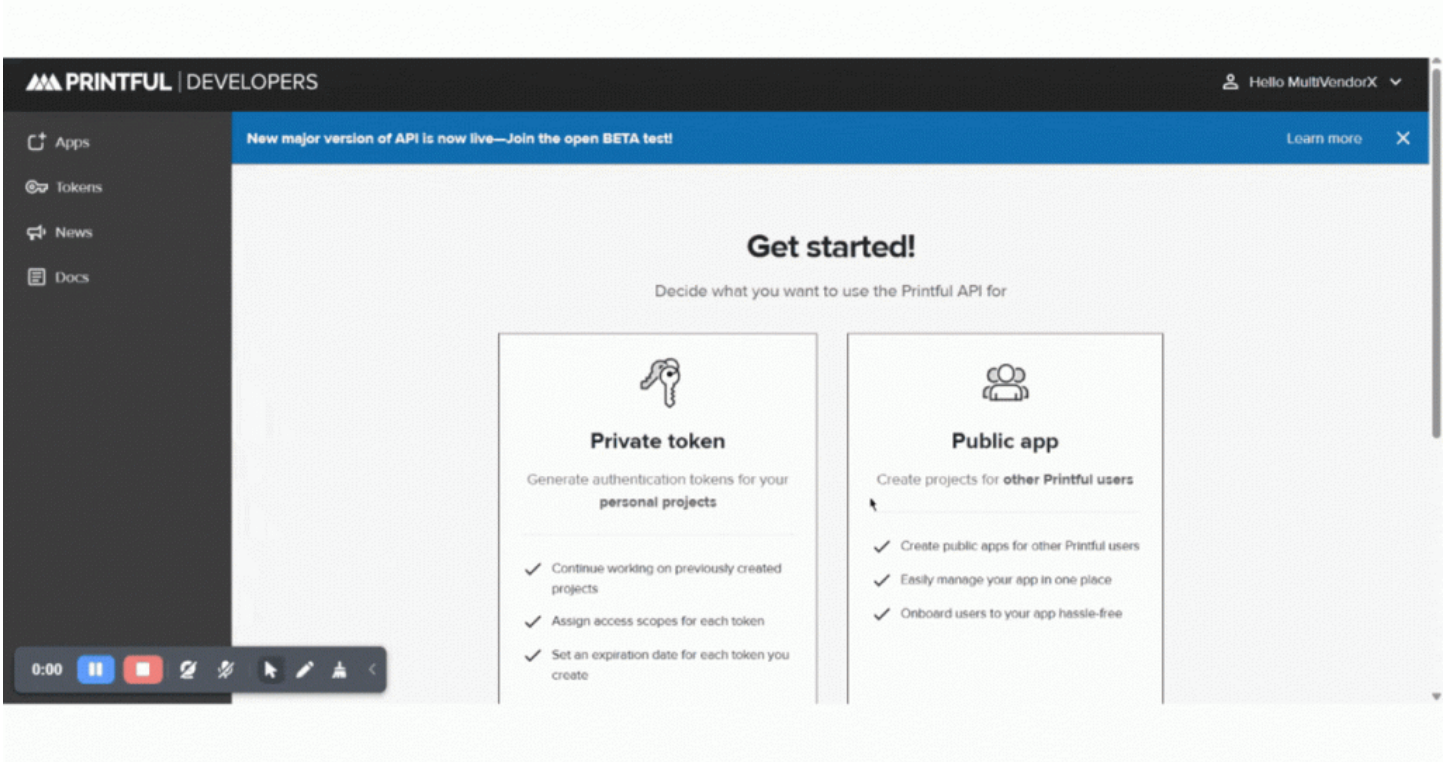
After enabling the module, the marketplace admin needs to complete the initial configuration.

Go to: **MultiVendorX → Settings → Marketing → Printful**

You may notice a few setup notices at the top of the settings page. These must be completed before the integration becomes active. Let's dive in!
To connect Printful with MultiVendorX, you need to create an app from the official Printful Developer Portal.

1. Open the Printful Developer Dashboard
    - Visit the official Printful developer portal: Printful Developer Portal
    - Log in using your existing Printful account credentials.
    - If you do not already have a Printful account, create one first from the main Printful website.
    - You can access your Printful account dashboard here: Printful Dashboard
2. Create a new app
    - After logging into the developer portal:
    - Go to the **Apps** section
    - Click on **Create App**
    - Direct link: Create Printful App

3. Add application details
    - While creating the app, you will need to enter the following information from your MultiVendorX settings page:
    - Navigate to: **MultiVendorX → Settings → Marketing → Printful**
    - Copy these values:
        - App URL
        - Redirect URI / Redirect Domain
    - Paste them into the corresponding fields inside the Printful app setup page.
4. Select app permissions
    - While configuring the app:
    - Enable all available scopes/permissions
    - Choose the proper access level
    - Avoid using “Printful” directly in the application name
    - These permissions are required for:
        - Product synchronization
        - Order creation
        - Shipment updates
        - Shipping synchronization
        - Store connection authorization
5. Copy API credentials
    - After creating the app, Printful will generate:
        - Client ID
        - Client Secret
    - Copy both values and paste them

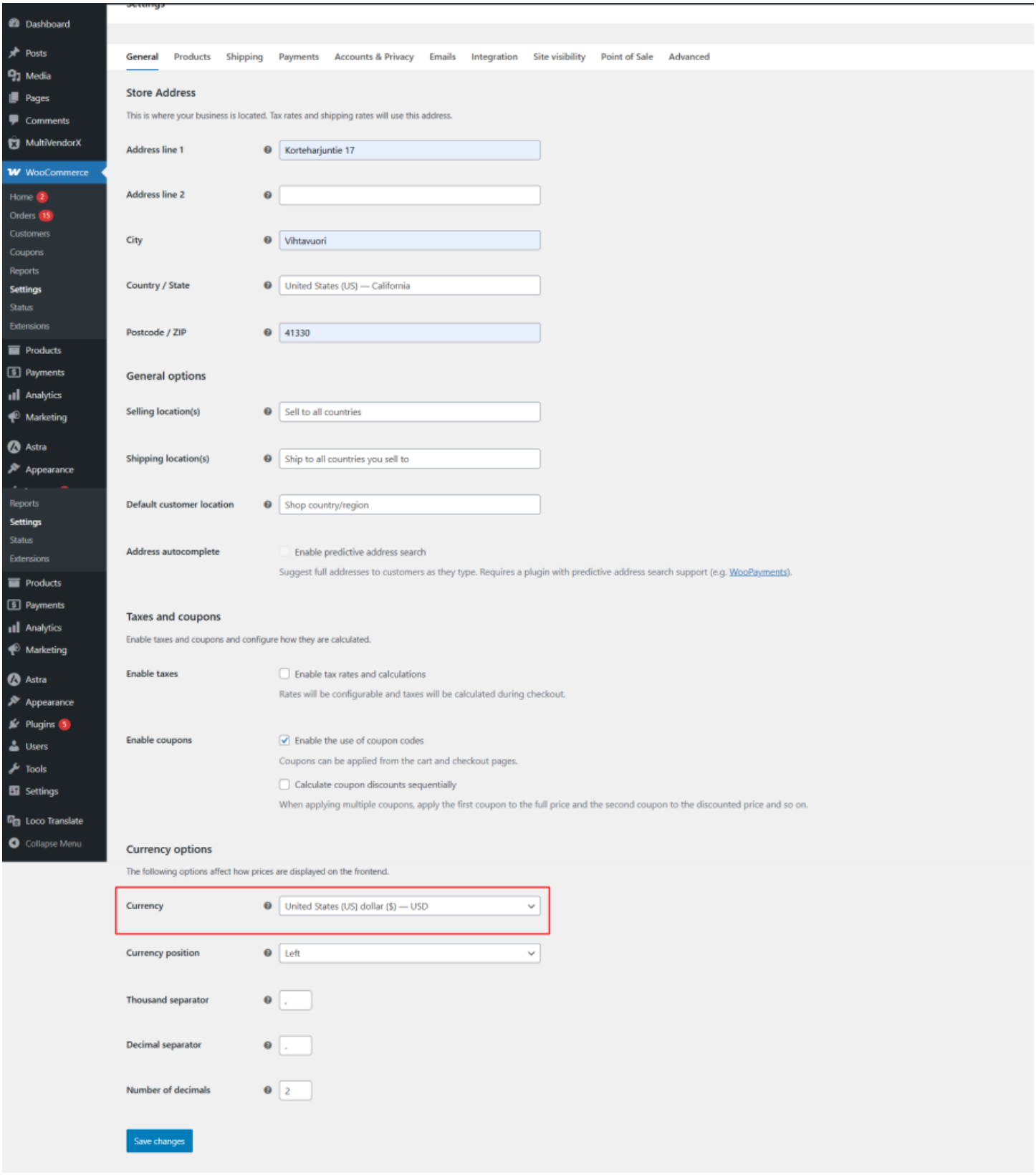


Match currency settings

Your marketplace currency must match the currency configured in your Printful account.

Go to: **WooCommerce → Settings → General → Currency options**

Once these configurations are completed, the setup notices will disappear.


Dashboard
Posts
Media
Pages
Comments
MultiVendorX
WooCommerce
Home 2
Orders 15
Customers
Coupons
Reports
Settings
Status
Extensions
Products
Payments
Analytics
Marketing
Astra
Appearance
Reports
Settings
Status
Extensions
Products
Payments
Analytics
Marketing
Astra
Appearance
Plugins 5
Users
Tools
Settings
Loco Translate
Collapse Menu
General
Products
Shipping
Payments
Accounts & Privacy
Emails
Integration
Site visibility
Point of Sale
Advanced
Store Address
This is where your business is located. Tax rates and shipping rates will use this address.
Address line 1
Korteharjuntie 17
Address line 2
City
Vihtavuori
Country / State
United States (US) — California
Postcode / ZIP
41330
General options
Selling location(s)
Sell to all countries
Shipping location(s)
Ship to all countries you sell to
Default customer location
Shop country/region
Address autocomplete
Enable predictive address search
Suggest full addresses to customers as they type. Requires a plugin with predictive address search support (e.g. WooPayments).
Taxes and coupons
Enable taxes and coupons and configure how they are calculated.
Enable taxes
Enable tax rates and calculations
Rates will be configurable and taxes will be calculated during checkout.
Enable coupons
Enable the use of coupon codes
Coupons can be applied from the cart and checkout pages.
Calculate coupon discounts sequentially
When applying multiple coupons, apply the first coupon to the full price and the second coupon to the discounted price and so on.
Currency options
The following options affect how prices are displayed on the frontend.
Currency
United States (US) dollar ($) — USD
Currency position
Left
Thousand separator
,
Decimal separator
.
Number of decimals
2
Save changes

Configure Printful as a store owner

Once the admin setup is complete, store owners can connect their individual Printful accounts.

Navigate to:

- **Store Dashboard → Settings → Printful**
- Then click on **Connect with Printful**.

This is a screenshot of Printful settings in store dashboard

Before proceeding, carefully review the notices displayed on the page.

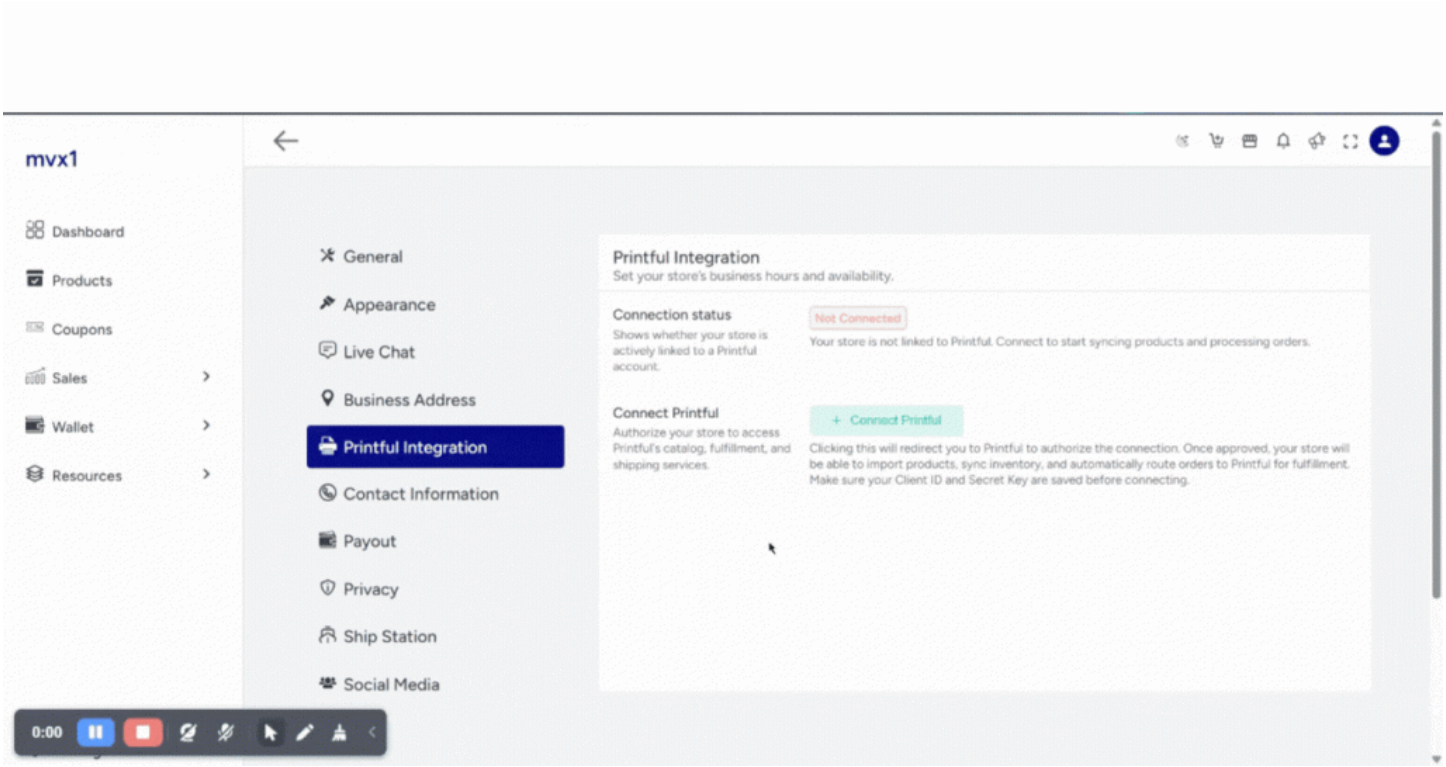
The store owner will then be redirected to Printful to authorize access.

This is a screenshot of Printful authorization screen

After successful authorization, the store will appear as connected inside the Printful dashboard.

This is a screenshot of connected store in Printful dashboard

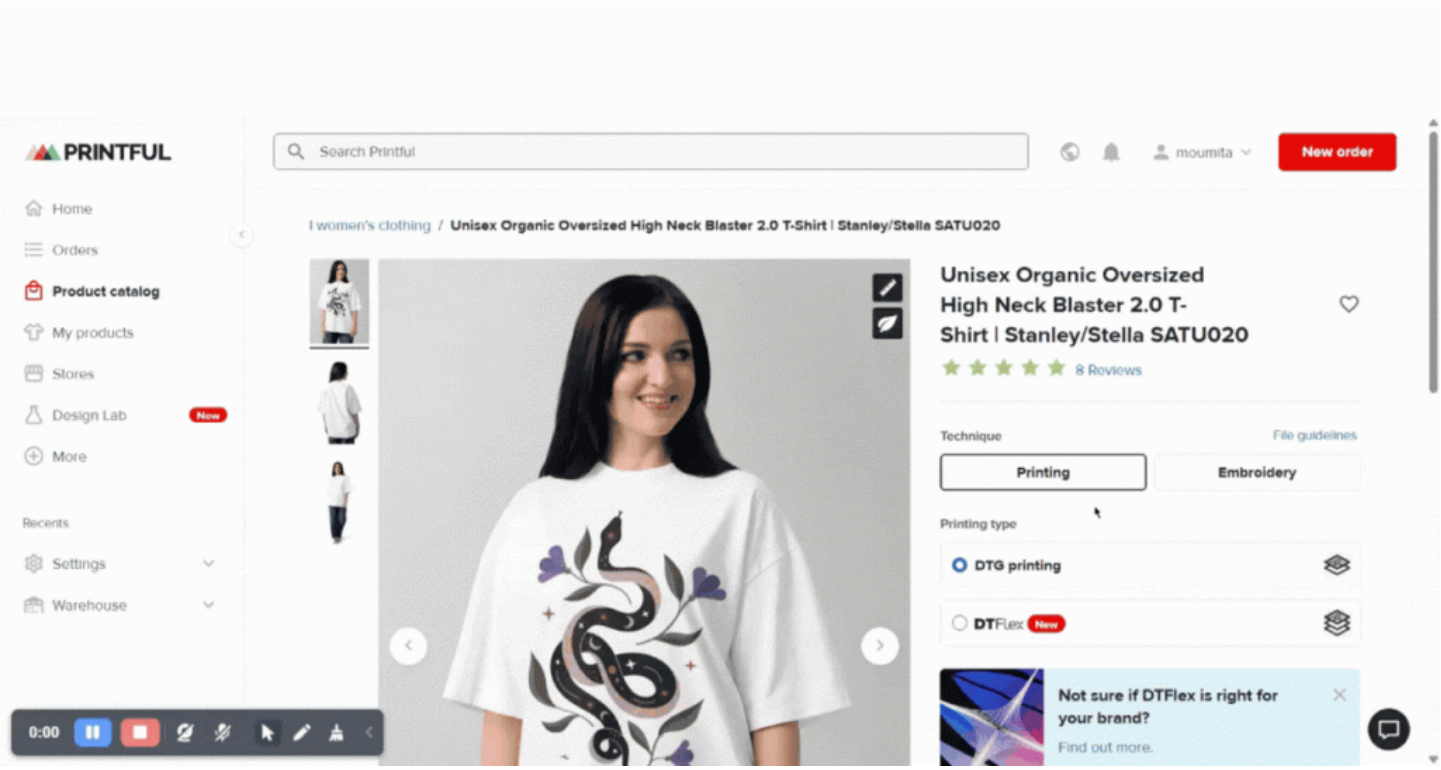
> Note: It is recommended to create a fresh store in Printful instead of connecting an older store. Using an existing store may cause sync conflicts, inaccurate reporting, or order mismatches.



Add products from Printful

After connecting the account successfully, store owners can start creating products directly from Printful.

You can create products inside your Printful dashboard , configure Shipping and sync them automatically to your marketplace store.



Once the product is created and saved in Printful:

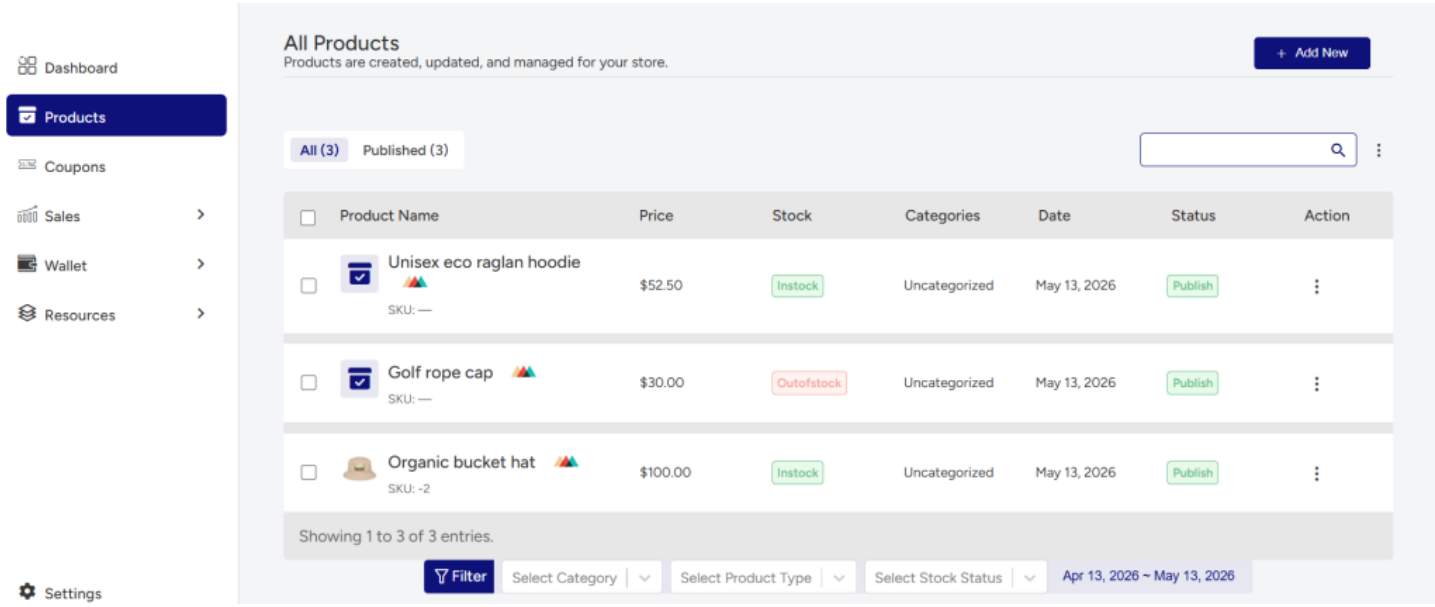
The product will appear in the **Store Dashboard → Products** section.

Initially, products may appear as:

- Draft
- Out of stock

This is a screenshot of product processing state

After synchronization is completed, the product status will become active and a Printful badge will appear beside the product.



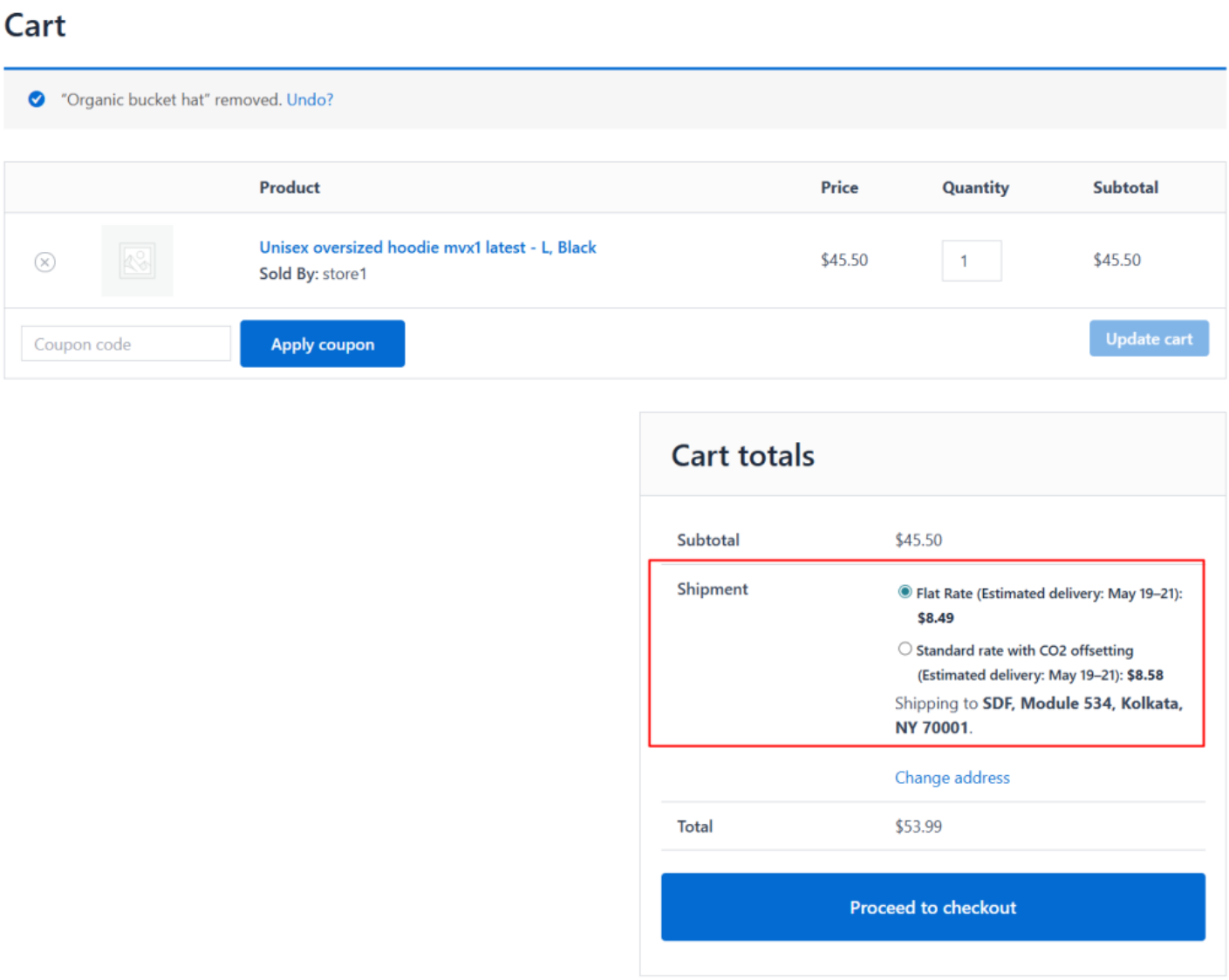
Checkout shipping experience

Once enabled, customers will see Printful shipping rates directly during checkout.

If the marketplace’s own shipping methods are also enabled, those options will appear alongside Printful rates.

For example:

- Free Shipping
- Flat Rate
- Printful Standard Shipping



Order fulfillment process

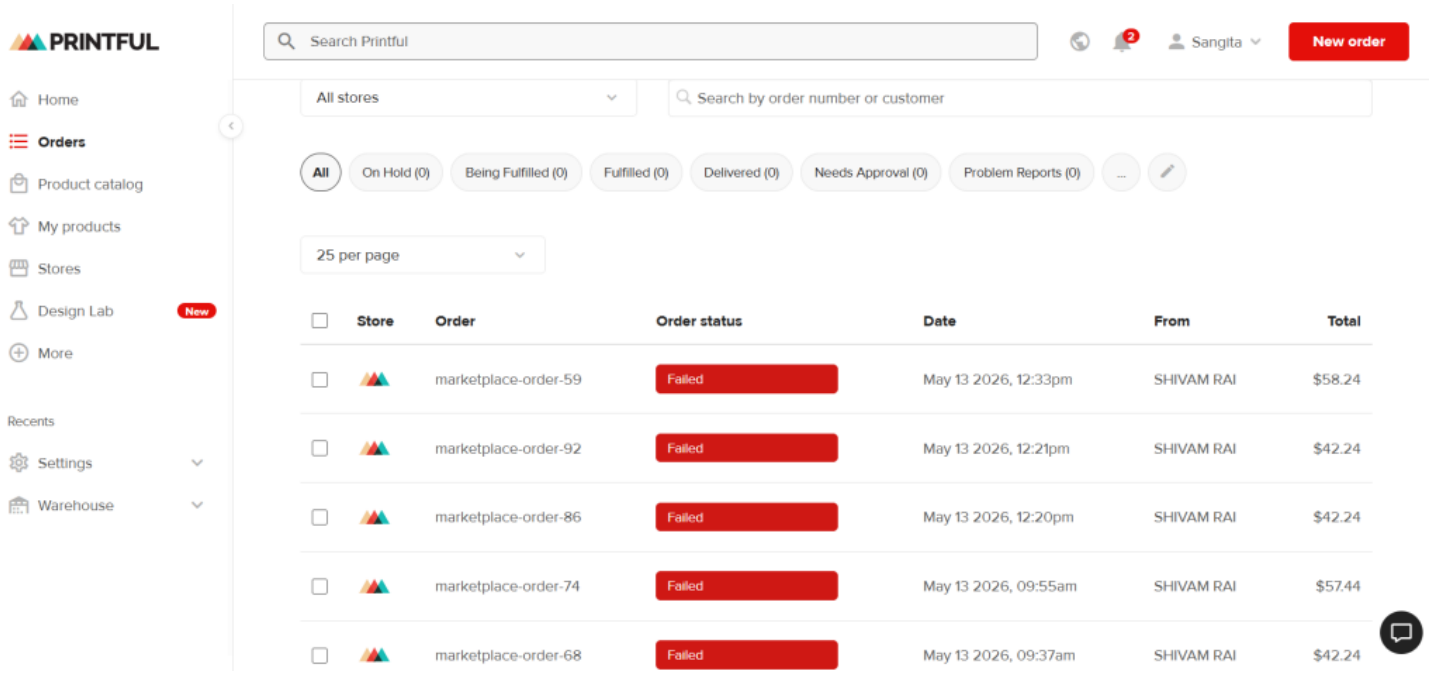
For Printful-connected products, shipping and fulfillment are handled entirely by Printful.

Store owners cannot manually create shipments for those products from the marketplace dashboard.

Non-Printful products must still be shipped manually using the regular marketplace workflow.

When a customer places an order containing Printful items, the order is automatically created in the connected Printful account as a draft order.

To complete fulfillment, the store owner must configure billing information inside their Printful account.


PRINTFUL
Search Printful
Sangita
New order
Home
Orders
Product catalog
My products
Stores
Design Lab
New
More
Recents
Settings
Warehouse
All stores
Search by order number or customer
All
On Hold (0)
Being Fulfilled (0)
Fulfilled (0)
Delivered (0)
Needs Approval (0)
Problem Reports (0)
25 per page
Store
Order
Order status
Date
From
Total
marketplace-order-59
Failed
May 13 2026, 12:33pm
SHIVAM RAI
$58.24
marketplace-order-92
Failed
May 13 2026, 12:21pm
SHIVAM RAI
$42.24
marketplace-order-86
Failed
May 13 2026, 12:20pm
SHIVAM RAI
$42.24
marketplace-order-74
Failed
May 13 2026, 09:55am
SHIVAM RAI
$57.44
marketplace-order-68
Failed
May 13 2026, 09:37am
SHIVAM RAI
$42.24