



2024 Sustainability Report

Table of contents

Our 2024 ESG highlights	5
Our ESG strategy	7
Key ESG areas that shape our future	12
Environment	14
Social	24
Governance	33



A new dawn for manufacturing

Printify and Printful are now one. Two of the original pioneers of on-demand manufacturing have joined forces, which makes this an incredibly exciting moment for everyone who cares about how things are made and what that means for the world around us.

Separately, Printful and Printify have made huge strides in demonstrating that it's possible for eCommerce businesses to thrive by selling products that are created only once a customer has paid for them. We've provided a platform for businesses to sell without having to hold vast amounts of stock.

By combining in-house production with the world's largest network of print houses, we are even better placed to make on-demand manufacturing the dominant model for how all products are made, massively reducing the negative impact on our planet.

This report is our **environmental, social, and governance** (ESG) keystone. It helps us achieve incredibly important goals.

It lays out in clear terms just how we're doing now in making our vision of on-demand being the dominant manufacturing model.

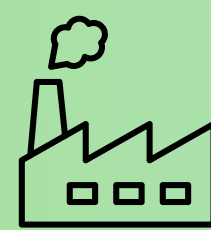
Spoiler: we have a long way to go. But strides are being made. The report will show us just how far along that road we are.

This report will also act as a reference point for our progress. Everyone will be able to hold us accountable for whether or not we're turning our mission statement into reality.

On-demand manufacturing has the potential to help bring unsold waste to zero.



92 million tonnes a year is sent to landfill or burned. That's the same as a garbage truck full of clothing every single second.



*It's unclear how much is unsold stock. But in Europe alone, up to **594,000 tonnes of textiles were destroyed** before being used last year.*



21% of retail apparel stock is **left unsold**.



Alex Saltonstall
CEO

CEO letter

“**It’s time to deliver on the promise of on-demand.**”

Today’s manufacturing models are damaging our planet, unnecessarily.

This is true of all manufacturing, but let’s focus for a moment on the apparel industry. Retail giants make it difficult for us to know just how much of their clothing goes unsold. If you do some digging, it’s perhaps understandable why they’re so reluctant to share:

- In 2023, [Earth.org](#) told us that 92 million tons of clothing is sent to landfills or burned every year– or, if you’re a fan of visualizations, a garbage truck full every single second.
- How much of this huge number is unsold stock is unclear. But in Europe alone, up to 594,000 tonnes of textiles are destroyed before they are used.
- Indeed, the [European Environment Agency](#) says that 21% of textile garments go unsold every year.
- LVMH declared the cost of their unsold inventory in 2023 alone to be \$3.5 billion.
- In 2018, Burberry admitted burning \$36.5 million of unsold stock.

There are more statistics I could add to that list, but you get the idea.

Overproduction is a huge factor in all this waste. The fact of the matter is that **overproduction is unnecessary.**

Retailers are wasting this much for one simple reason. They **cannot accurately predict what customers are going to buy.** The most intelligent data analysts, the most intricate algorithms, and even the most sophisticated AI models have so far proven completely incapable of predicting what colors will be this year’s must-haves, what designs will resonate with millions, and whether skin-tight or baggy will be trending by the end of the next sales cycle.

The folks ordering retail clothing stock around the world have an unenviable job. Think about it, with t-shirts alone, a retailer has a few hundred new designs positioned across ten different shapes, with four or five different materials, sizes ranging from XXS to 6XL, and perhaps as many as 35 different colors. Knowing which combinations will sell in what quantities is impossible to predict. Which explains why they get it wrong 100% of the time.

“

At Printful and Printify, we have shown over the last decade that we don't need all this guesswork.

Every product can be made once we know what the customer wants. We've collectively delivered over 150 million products to more than 190 countries. We have store owners who turn over millions of dollars every month. I'm incredibly proud of our reshipment rate at Printful being just 0.19%.

But we're a long way short of unlocking the full potential of on-demand manufacturing. Our goal is clear, we want on-demand to be the dominant way people make things. But we have a ways to go. And overproduction is only part of the problem. That's why we're concentrating on making sure our production has the lightest footprint possible with our **three key initiatives**.

Supplier diligence: Our goal is to ensure ethical and responsible practices across our entire value chain, as well as implement surveillance processes into all our Tier 1 and Tier 2 suppliers in 2025. This means knowing exactly where our products and materials come from, and ensuring they meet the highest safety and quality standards around.

Footprint reduction: We're always actively working to reduce our greenhouse gas (GHG) emissions but we need a target. In 2025, our commitment is to publish a definitive roadmap that will show our emission intensity and our reduction targets for every product we fulfill.

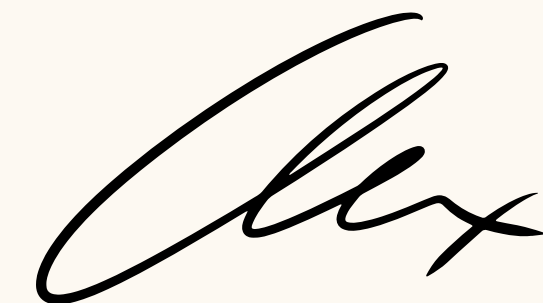
Empowering customers: We already know our overall environmental footprint, but that's not enough. Our target is that by the time we publish our next report, we know the exact impact of our key techniques and products. Armed with this knowledge, we'll be able to give our customers incredibly accurate information and help them make better choices for our planet.

The team and I are committed to delivering on the promise of on-demand. That's why this report consists of clear goals that mark significant milestones on the journey to our end goal. My hope is that by publishing our progress so far, everyone reading this report will hold us to account.

I am deeply grateful for the team of experts across all levels of our organization who help drive our sustainability goals forward. Together, we are creating a future where sustainable, high-quality, and on-demand manufacturing is the way all things get made.

Alex Saltonstall

CEO

A stylized, handwritten signature in black ink, appearing to read 'Alex'.

Our 2024 ESG highlights



Environment

- Calculated total GHG emissions: 90,202 mtCO2e
- Fully mapped and analyzed our facilities' waste streams
- 39% of electricity from renewable energy sources
- 93% of orders from partner facilities are produced and delivered in the same country
- 86% of in-house orders fulfilled within the same region of delivery
- Established eco-friendly product alternatives to all our bestsellers
- Conducted four energy audits across in-house facilities, identifying key impact areas and next steps

Social

Employee headcount and representation

- **Total:** 2592
- **Gender distribution:**
 - Women: 56.35%
 - Men: 43.32%
 - Non-binary/Prefer not to disclose: 0.33%
 - Women represent 40% of the Strategic Leadership Team

Workforce location

Our teams are working from **44 countries worldwide.**

- Africa: 0.23%
- Asia: 1.20%
- Europe: 52.31%
- North America: 46.22%
- South America: 0.04%

Average tenure: 2.49 years*

**Apple, Amazon, Meta avg mean tenure: 1.7 years*

Governance

- Conducted a joint Double Materiality Assessment (financial, environmental, and social impact)
- Released a joint Supplier Code of Conduct, reinforcing ethical business practices
- Recorded zero data privacy incidents
- Established a dedicated ESG team
- Integrated the sustainability strategy into the overall company strategy
- Achieved ISO 27001 certification for robust IT security and risk management

Our ESG strategy

How can we be better?

That's the question at the core of our ESG strategy. Better for people. Better for the planet. And better for the way we all do business.

At Printful and Printify, we work every day to empower entrepreneurs who create businesses on a global scale. Global business means a global impact, and we're not blind to this. Our industry – like most – comes with environmental and social challenges.

We're committed to addressing them head-on, with responsibility and transparency.

We believe we have to do more with less. Less guesswork, less waste, and fewer emissions. Instead, we create more transparency, more opportunity, more return on investment, and better outcomes for everyone.

Our strategy focuses on the following three areas.



Optimize what we take from and put on the land

Our aim is that **on-demand production** becomes the new normal. Products are made only when ordered, massively reducing overproduction. We do this by developing world-class tech that ensures efficient and responsible use of resources across our network.

We **prioritize product transparency and safety**, ensuring materials are tested and free from harmful chemicals, protecting both people and the environment. At the same time, we're growing our eco-friendly product offering and enhancing sustainability throughout our product portfolio.

Reduce what we release into the air

Every product made without a buyer **creates emissions that could've been avoided.**

By sticking to on-demand, we **help prevent those emissions from ever existing.** We're also tracking and reducing emissions across our value chain, with a commitment to lower emissions of every product we fulfill. Understanding the exact impact of our key fulfillment techniques and products is important to making our production better and our footprint smaller.

Empower people, everywhere

Print-on-demand opens doors. It lowers the cost of starting a business and allows people to work from anywhere. **From rural towns to major cities, people are using our platform to build businesses** – and, with it, financial independence – no matter where they are. As we grow, we stay focused on how our platform can support real people around the world.

We know this isn't easy work. **But we believe the biggest impact comes from the choices within our control**, so that's where we focus. As we build this future, we're staying committed to measurable actions, responsible operations, and shared progress for people and the planet.

Why our value chain matters

Choosing a fulfillment partner means more than just outsourcing production and delivery – it’s entrusting someone with your brand experience.

That’s why understanding and mapping our supply chain matters.

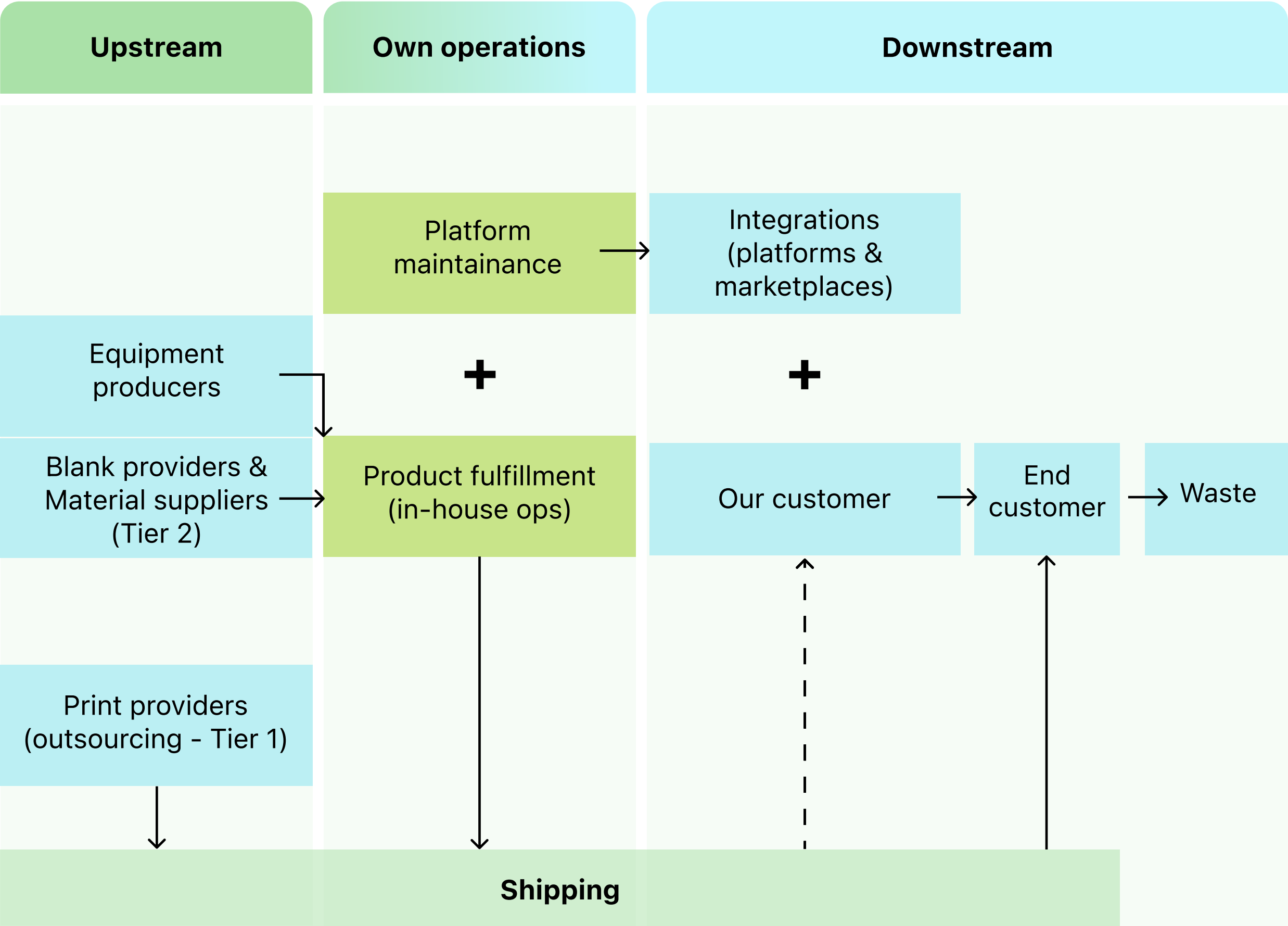
Answering questions like "Where did this come from?", "How was it made?", or "How was it shipped?" ensure transparency, build trust, and reinforce responsible practices at every step.

How our value chain works

At the heart of the joint Printify and Printful value chain are two things: maintaining our platform, and fulfilling customer orders. Everything else flows around that center.

The main challenges in our supply chain revolve around identifying and mitigating potential and actual adverse impacts related to human rights violations and environmental damage.

- Internal operational efficiency risks: Integrating different organizational structures, systems, and workflows after a merger, which can lead to process discrepancies, redundant roles, and data reporting inconsistencies.
- In downstream, challenges could be optimizing shipping routes and a lack of proper waste management systems when our physical products enter their end-of-life stage.
- Upstream, the main challenges are supply chain complexity, building efficient collaborations on sustainability, and living up to our ethical responsibility.



Upstream value chain

Our in-house production starts with materials. Printful sources blank products, like t-shirts, mugs, and phone cases, as well as the tools and materials necessary to customize them, including inks, fabric, and equipment. Printful also works directly with printing hardware manufacturers to support in-house production.

Printify's role is different. It doesn't buy or store blank products. Instead, it connects with a global network of print providers who handle printing and shipping on-demand. With the merger, Printful's internal facilities are now part of Printify's network and can be selected by Printify sellers as fulfillment partners.

Our challenges:

Vendor diversity and segmentation

Managing a large number of vendors across different countries with varying risk levels and country-specific environmental and social risks.

Audits and certifications

Ensuring that vendors provide valid social and environmental audit reports and addressing cases where they cannot.



Downstream value chain

For the most part, our model is **business-to-business-to-consumer (B2B2C)**: we serve store owners who build and run their own ecommerce brands. These sellers integrate their Printful or Printify profiles with eCommerce platforms and marketplaces. Once connected, every customer order triggers automated product fulfillment. It's a hands-off process that enables even first-time entrepreneurs to sell globally, without needing warehouses or logistics teams.

Once a product is made – whether by Printify's print partners or in Printful's in-house facilities – it's handed over to our shipping partners, who deliver it directly to the person who placed the order.

Printful also offers an "order for yourself" feature, allowing individuals to order products directly from the platform. This makes Printful partially direct-to-consumer (D2C) for specific use cases like product testing, gifting, or personal use.

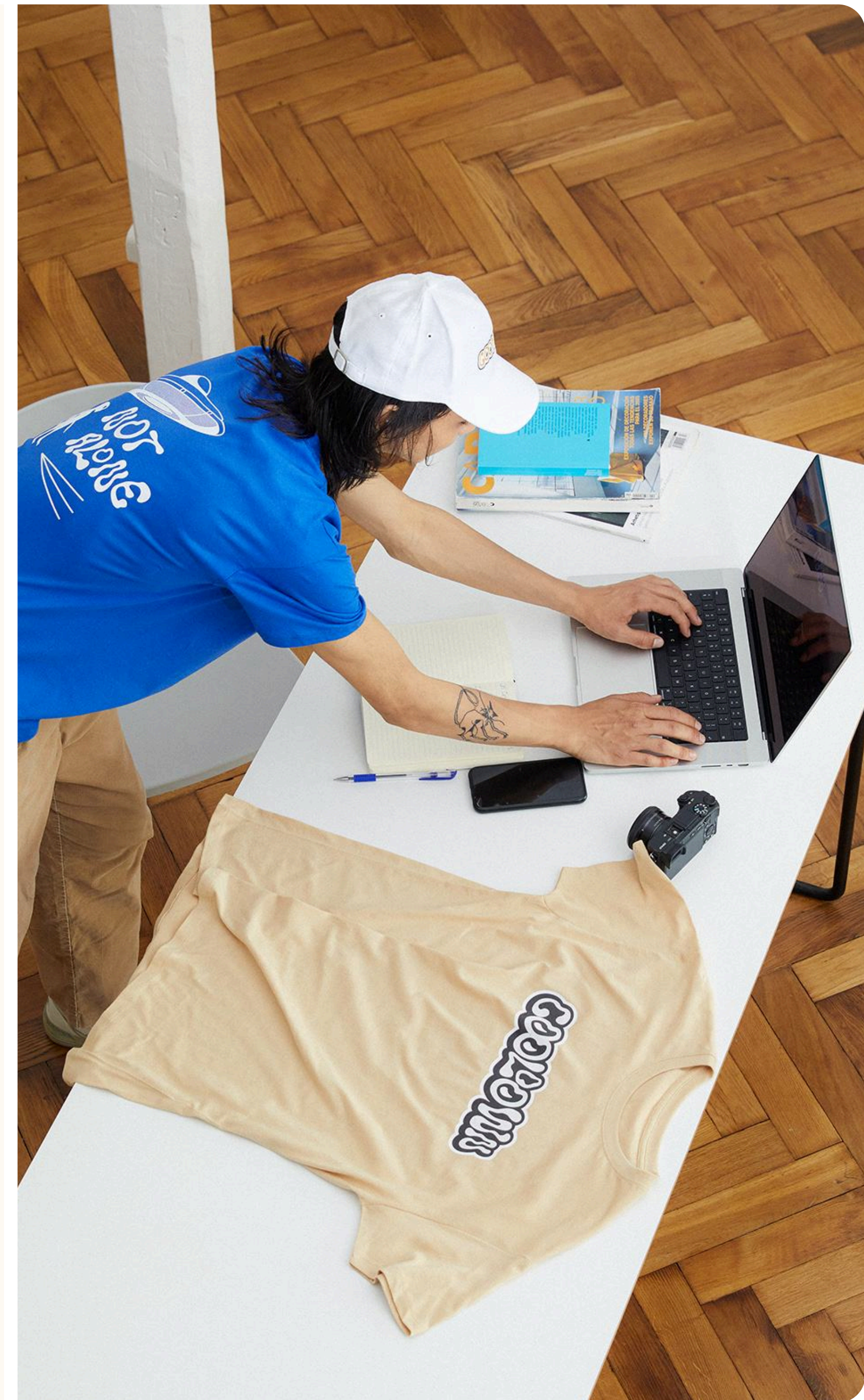
At the end of a product's lifecycle, items are typically discarded through local waste systems – an area we acknowledge needs more transparency and improvement industry-wide. We're working toward more visibility into product end-of-life impacts and how we might influence them over time.

Before the merger, both Printful and Printify built their value chains around smart, sustainable production and reliable delivery. **This will continue now we've joined forces.** Our networks, including internal facilities and external partners, are strategically located close to blank product suppliers and customers. This helps reduce lead times, replenish stock quickly, and cut down on shipping distances.

The result is a system that empowers anyone, anywhere, to start a business. Store owners don't need upfront capital or warehouses – they just need an internet connection. It's a model designed to minimize risk and maximize opportunity, no matter where you are in the world.

Our challenges:

Optimizing shipping routes and a lack of proper waste management systems when our physical products enter their end-of-life stage.



What matters and why it matters

In late 2024, not long after the merger of Printify and Printful, we carried out a joint Double Materiality Assessment (DMA), a foundational step in preparing for the EU's Corporate Sustainability Reporting Directive (CSRD).

But this wasn't just a compliance checkbox. We see the DMA as a strategic tool. It's helped shape this report, sharpen our ESG priorities, and lay the groundwork for our long-term sustainability direction.

A DMA looks at sustainability through two critical lenses:



Financial materiality

How ESG factors could affect our business – our risks, performance, and long-term value.



Impact materiality

How our business activities affect people, the environment, and broader society.




How we did it

We started by identifying key Impacts, Risks, and Opportunities (IROs) across ESG topics relevant to our newly combined organization. Then, a group of internal and external experts assessed each IRO through five lenses:

- **Scale:** How severe or significant is the impact?
- **Scope:** How widespread is it?
- **Remediability:** Can negative impacts be reversed?
- **Likelihood:** What's the probability of it occurring in the short, medium, and long term?
- **Financial magnitude:** What are the financial implications (for financial impacts only)?

Key ESG areas that shape our future

Impact materiality	Double materiality		
<ul style="list-style-type: none">• Air pollution• Resource inflows (e.g., raw materials, energy)• Work-related rights in our own operations 	Environmental	Social	Governance
	<ul style="list-style-type: none">• Climate change mitigation and adaptation• Energy use• Water use and pollution• Microplastics• Waste management• Impacts and dependencies on ecosystem services• Resource outflows related to products and services	<ul style="list-style-type: none">• Working conditions (internal and supply chain)• Equal treatment and opportunities (internal and supply chain)• Clarity and transparency for consumers• Product safety for consumers and end-users• Inclusive access and representation of consumers	<ul style="list-style-type: none">• Corporate culture (e.g., corruption and bribery policies, political influences, and lobbying activities)• Supplier relationship management (e.g., payment terms, timeliness of payments, and adherence to agreed conditions)
	<p>We did not identify any topics with only financial materiality. Nearly all topics are double material, meaning they carry both financial and impact significance. This confirms that creating long-term business value is inseparable from addressing our environmental and social responsibilities. These topics appear throughout this report and will continue to guide our ESG policies and future strategic direction.</p>		

					Materiality position in the value chain (VC)			
#		ESRS Sub-Topics	Materiality of the impact	Financial materiality	Upstream VC	Own business activities	Downstream VC	Materiality
E1.1	E1	Climate change adaptation	Yes	Yes				
E1.2		Climate change mitigation	Yes	Yes				
E1.3		Energy	Yes	Yes				
E2.1	E2	Pollution of air	Yes	No				
E2.2		Pollution of water	Yes	Yes				
E2.3		Pollution of soil	No	No				*
E2.4		Pollution of living organisms and food resources	No	No				*
E2.5		Substances of concern	No	No				*
E2.6		Substances of very high concern	No	No				*
E2.7		Microplastics	Yes	Yes				
E3.1	E3	Water	Yes	Yes				
E3.2		Marine resources	No	No				*
E4.1	E4	Direct impact drivers of biodiversity loss	No	No				*
E4.2		Impacts on the state of species	No	No				*
E4.3		Impacts on the extent and condition of ecosystems	No	No				*
E4.4		Impacts and dependencies on ecosystem services	Yes	Yes				
E5.1	E5	Resources inflows, including reosurce use	Yes	No				
E5.2		Resource outflows related to products and services	Yes	No				
E5.3		Waste	Yes	No				
S1.1	S1	S1: Working conditions	Yes	Yes				
S1.2		S1: Equal treatment and opportunities for all	Yes	Yes				
S1.3		S1: Other work-related rights	Yes	No				
S2.1	S2	S2: Working conditions	Yes	No				
S2.2		S2: Equal treatment and oportunties for all	Yes	No				
S2.3		S2: Other work-related rights	No	No				*
S3.1	S3	Communities' economic, social and cultural rights	No	No				*
S3.2		Communities' civil and political rights	No	No				*
S3.3		Rights of indigenous peoples	No	No				*
S4.1	S4	Information-related impacts for consumers and/or end-users	Yes	Yes				
S4.2		Personal safety of consumers and/or end-users	Yes	Yes				
S4.3		Social inclusion of consumers	Yes	Yes				
G1.1	G1	Corporate culture	Yes	Yes				
G1.2		Protection of whistle-blowers	No	No				*
G1.3		Animal welfare	No	No				*
G1.4		Political engagement and lobbying activities	No	No				*
G1.5		Managment of relationships with suppliers including payment	Yes	Yes				
G1.6		Corruption and bribery	No	No				*

- Double materiality meaning both financial and impact materiality
- 1 material IRO
- 2 material IRO
- 3 material IRO
- 4 material IRO
- 5 and more material IROs

IRO = impacts, risks and opportunities

Environment



Environmental performance

Tracking our carbon emissions

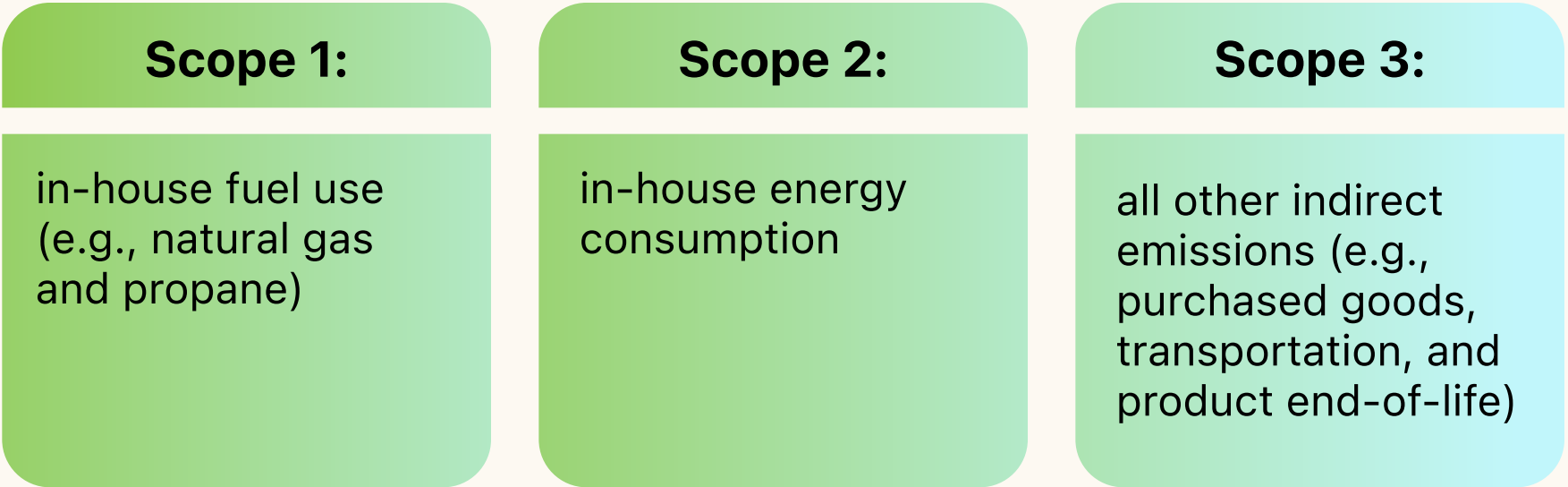
Understanding the full impact of every product we make.

To measure our environmental footprint, Printify and Printful follow the Greenhouse Gas Protocol, the global standard for tracking emissions across business operations.

Leveraging Printful’s three years of experience calculating emissions across all scopes, we’ve now created our first joint GHG inventory for 2024 in record time. This gives us a unified view of our CO₂ footprint.

A full emissions reduction roadmap is still in the works, but this early effort has already revealed key insights.

Our emissions are grouped into three scopes:



About 96% of our total emissions come from Scope 3 activities. This profile is typical for companies producing consumer goods. Only 7% of fashion brands actually calculate their Scope 3 emissions, we hope that we can help to raise this number by reporting our indirect emissions here.

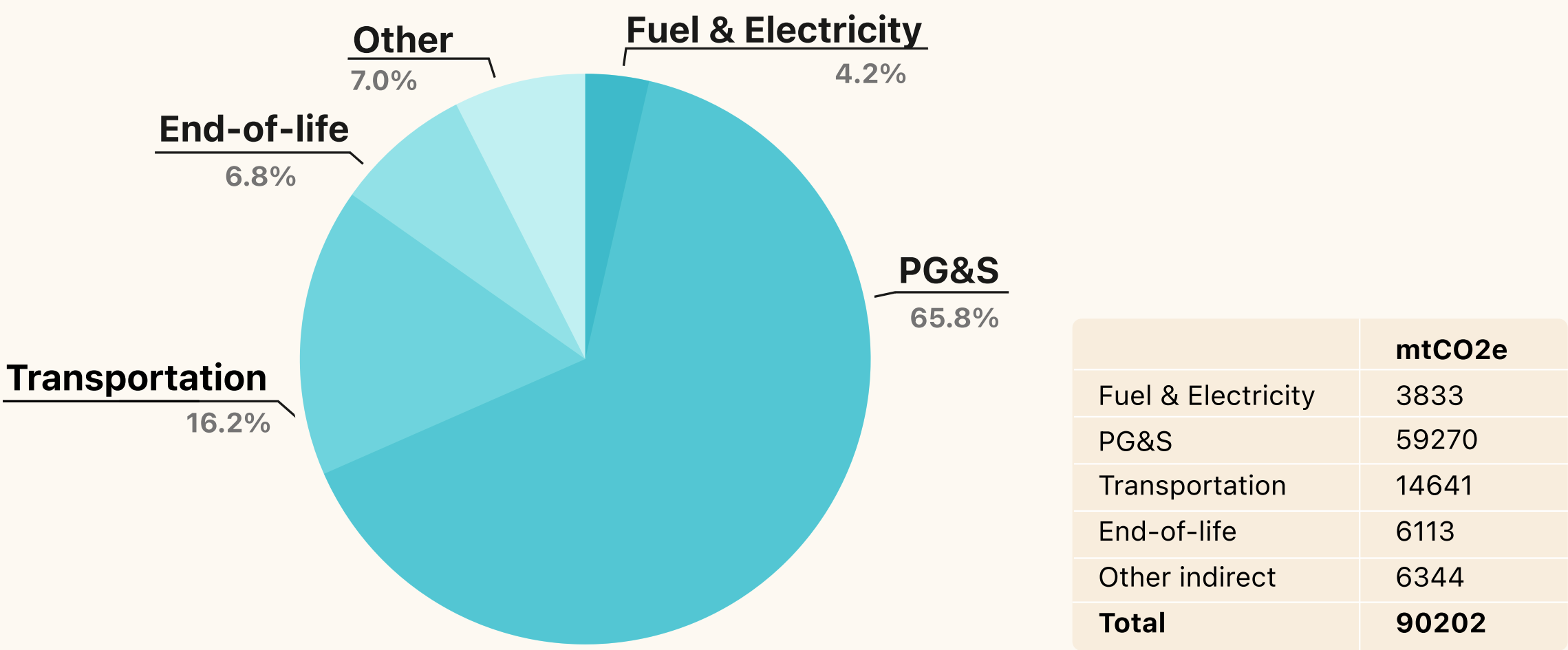
The remaining 4% comes from Scope 1 and 2 emissions, mostly tied to Printful’s in-house fulfillment centers, which operate their own equipment and facilities..

Key emission categories in our footprint:

- Purchased goods and services (PG&S): **65.8%**
- Transportation and distribution: **16.2%**
- End-of-life treatment of products: **6.8%**

Scopes 1 and 2 – are the easy ones—resources that we consume in our facilities and offices, so tracking and measuring them is straightforward.

Scope 3 is more complex. It includes all major emissions across our value chain – emissions we don’t create ourselves, but that happen because of the business we do. Measuring these accurately is challenging, but it’s critical to understanding our full impact.



What happens next?

In 2025, we'll publish a detailed emissions reduction roadmap. It will explore reduction scenarios by scope, size, and emissions category to support our goals:

- **Near-term target:** Reducing average product emissions intensity
- **Long-term goal:** Achieve net zero by 2050

This roadmap will consider:

- Climate impact
 - Mitigation feasibility
 - Implementation cost
 - Implementation complexity
- All are aligned with Science Based Targets and industry best practices.

In the meantime, Printful already offers carbon offsetting through standard shipping rates for personal orders and store orders using live shipping. We're working to bring a similar feature to Printify, helping customers take meaningful action now.

Getting to net zero

Where our emissions come from, and how we plan to reduce them.

Even before finalizing our emissions reduction roadmap, one thing is already clear – most of our emissions sit in **Scope 3**, particularly in PG&S. This means we can't achieve meaningful reductions without working closely with our **print partners, suppliers, and fulfilment facilities**.

Scope 3 also includes **transportation and distribution** – another major contributor to our footprint.

We're exploring ways to reduce this impact through:

- Smarter order distribution and routing
- Shipment consolidation
- Improved packaging practices
- Closer collaboration with shipping providers to align on more sustainable logistics

But we also recognize that change has to start from within. In our own operations, electricity is our largest emissions driver, followed by other energy sources used in our fulfillment centers. Today, **39%** of our electricity comes from renewable sources. Increasing that share is a core part of how we'll move toward our climate goals.



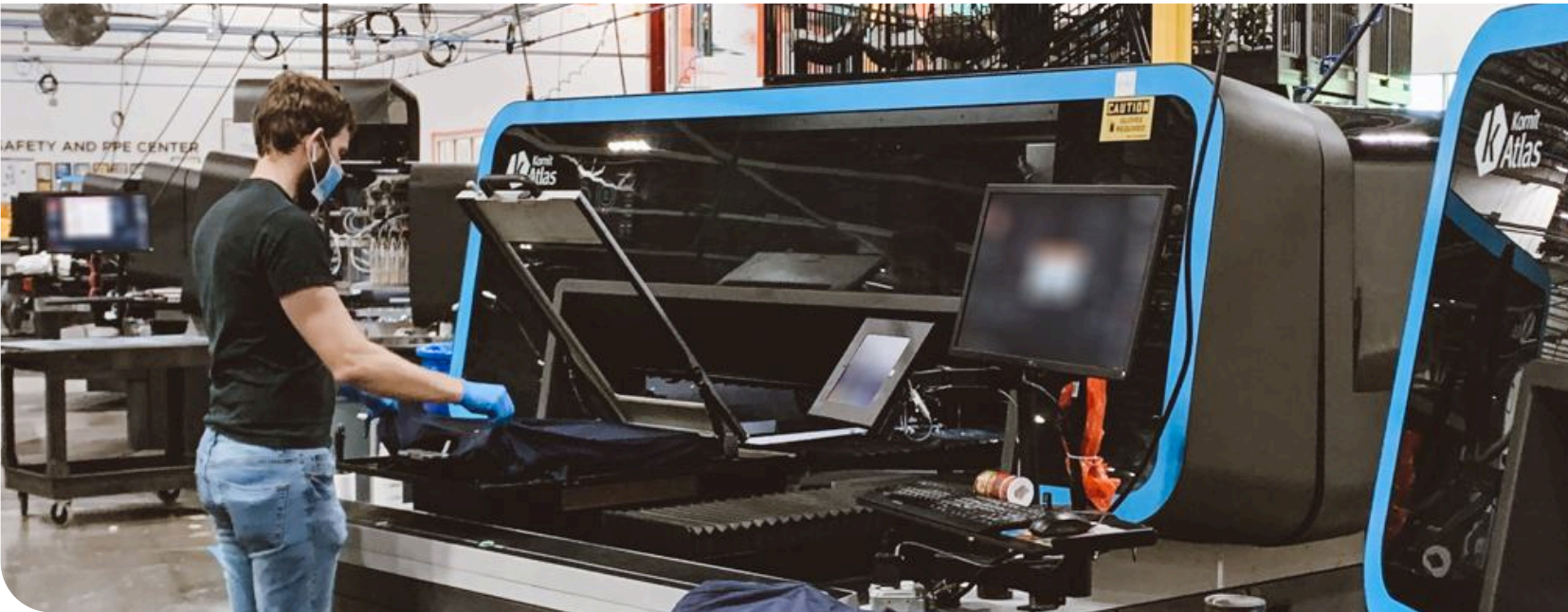
Water use: In our operations and across the supply chain

Our Double Materiality Assessment confirmed that our **greatest water impact lies upstream**, particularly in the production of **cotton**, a key material in many of our best-selling items. Cotton farming and textile manufacturing are **water-intensive processes**, and while we don't manage them directly, we play a role in the demand for them.

In contrast, our **own fulfillment operations**, including printing and embroidery, **generate zero wastewater** and do not consume water in production.

Acknowledging the global water scarcity crisis, we recognize **that progress in water conservation may be slower** than in other environmental areas.

- Still, we're committed to moving forward by:**
- Strengthening partnerships with suppliers
 - Increasing product traceability
 - Raising environmental standards for raw material sourcing



Partnering for impact: Kornit Digital

One way we support our water conservation and environmental goals is by partnering with innovators like **Kornit Digital**, a pioneer in **eco-friendly, on-demand textile printing**. Kornit's technology enables waterless printing, uses non-toxic, biodegradable inks, and helps brands produce only what's needed – reducing waste, excess inventory, and environmental impact. Their platform aligns closely with our mission to make **on-demand the most sustainable way to manufacture**.

Kornit has already conducted Life Cycle Assessments (LCAs) on their MAX platforms, which are widely used in our in-house fulfillment centers. This foundational work will accelerate our ability to conduct LCAs for our own bestselling products and key fulfillment techniques, with major preparations planned for 2025.

- Kornit's sustainability highlights:**
- **Waterless technology:** Eliminates pre-treatment and post-print washing, saving significant water and energy.
 - **Safe, certified inks:** Uses water-based, vegan inks free from hazardous chemicals, meeting **OEKO-TEX® Eco Passport and GOTS** standards.
 - **On-demand by design:** Enables production only after purchase, helping reduce textile waste at the source.

- Kornit's strategy for reducing its environmental footprint focuses on climate action, green chemistry, energy efficiency, and waste management. By 2025, they aim to:**
- Improve operational waste segregation
 - Increase energy efficiency by **5%**
 - Audit **100%** of suppliers for sustainability compliance
 - Reduce shipping-related emissions
 - Expand their electric vehicle fleet to cut fuel consumption

We're proud to have partnered with Kornit since 2015, a company that not only leads in printing innovation but also drives industry-wide progress.

Kornit's sustainability priorities align with ours, helping us scale responsible production through shared commitment.

Waste management in our facilities

In 2024, we conducted a comprehensive **waste stream mapping and analysis** across our own operations. While our on-demand model avoids overproduction by design, some waste is still an unavoidable part of order fulfillment.

The three largest waste streams by weight are:

- **Cardboard**, largely from packaging
- **General waste (trash)**, including damaged non-textile products
- **Mixed recyclables**, primarily plastics

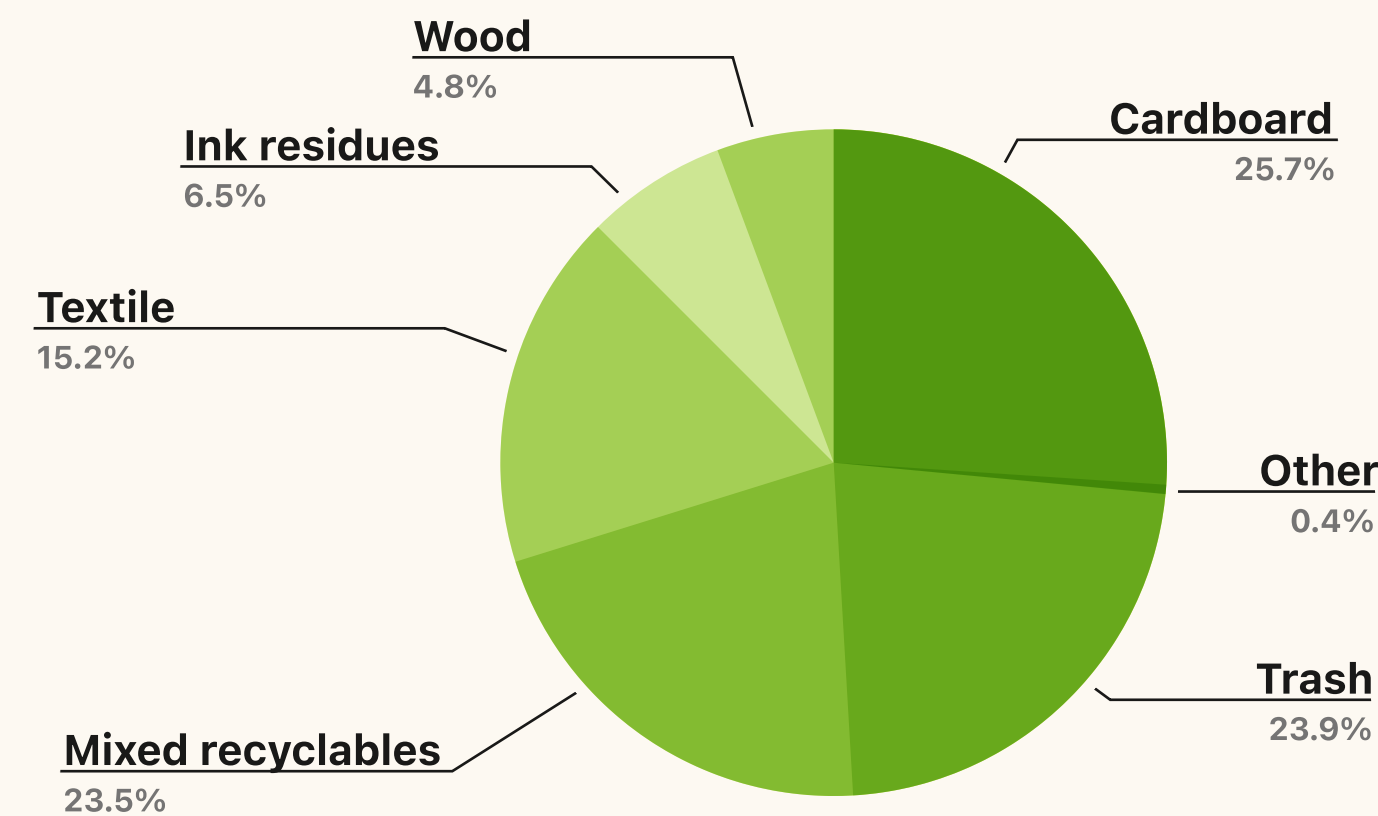
We also generate a notable amount of **textile waste**, mostly from fabric scraps in all-over print production and damaged apparel.

Smaller waste streams include **ink residues**, **dirty rags** from equipment maintenance, and **wood waste** from delivery pallets.

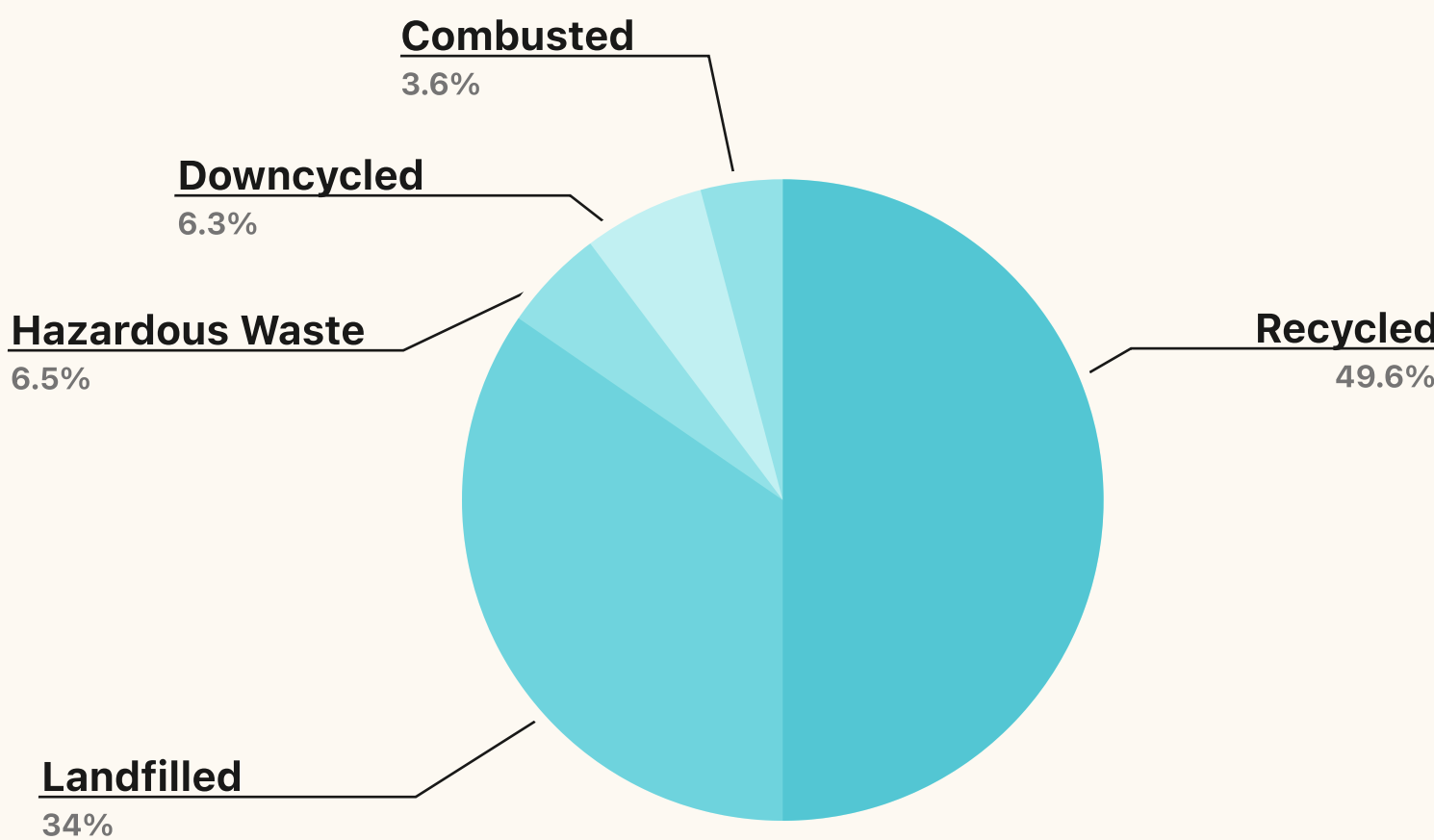
Most of our waste is recycled or downcycled, with textile scraps often repurposed into rags or furniture stuffing. However, **nearly 34% still end up in landfills** – mainly due to limited recycling options for certain materials.

Our sorting systems are well established, and while we’re always looking for new recycling or downcycling opportunities, our focus is clear: reduce landfill-bound waste wherever possible.

Metric tons of waste by waste type



Metric tons of waste by processing type





Eco-friendly products and transparent product sourcing

What makes a product eco-friendly?

We're focused on providing **eco-friendly versions of our bestselling products** so that our customers can make responsible choices without sacrificing quality or design.

To qualify as eco-friendly in our catalogs, products must meet strict criteria:

Apparel must contain at least **70%** organic or recycled materials or a blend of such materials

Beauty products need to be **natural certified**

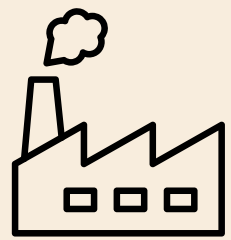
All claims are backed by valid certifications:

- **GOTS or OCS** for organic textiles
- **GRS or RCS** for recycled content
- **Ecocert COSMOS** for natural-origin beauty products

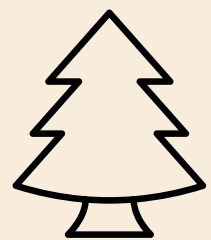
We work directly with trusted suppliers and **validate certifications to verify authenticity** – ensuring every product in this collection meets recognized environmental and ethical standards.

Going beyond materials: Safety and traceability

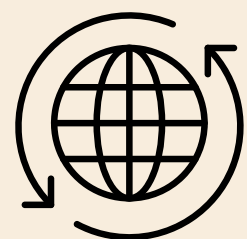
Sustainability doesn't stop at materials.
We also:



Ensure products are **free from harmful chemicals**



Confirm items are **produced under ethical conditions**



Track the **exact origin of key products**, offering customers full transparency about where and how they're made



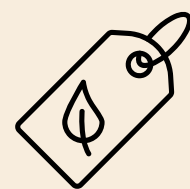


Expanding the catalog, responsibly

We're committed to **growing our eco-friendly product selection** as part of our broader ESG strategy. Every addition is evaluated carefully:

- Is the **quality excellent**?
- Is the **price competitive**?
- Does it meet the **expectations of our customers** and our planet?

By offering better alternatives to top-selling products, we give customers the tools to make impactful choices.



Pro-tip for sellers: Elevate your brand with sustainable products

Incorporating eco-friendly products into your business isn't just good for the environment – it also strengthens your brand's reputation as responsible and forward-thinking. Choosing sustainable print-on-demand products helps minimize waste, reduce carbon footprints, and attract eco-conscious customers.

By sourcing from Printful and Printify's eco-friendly catalogs, you can offer products that meet sustainability expectations while ensuring ethical sourcing and compliance.

Partner spotlight: Stanley/Stella

Sustainable fashion starts with choosing the right partners. At Printful and Printify, we're proud to collaborate with **Stanley/Stella** since July 2020 – **a leader in premium, ethically made blank apparel**.

In early 2025, Stanley/Stella added **13 new U.S.-based products** to Printful's catalog, making high-quality, sustainable fashion more accessible to our print-on-demand community.

Stanley/Stella's ESG highlights:

- **100% of their garments** are made from **organic or recycled materials**, or a blend of both, and are either GOTS or GRS certified
- All products are Oeko-Tex certified, confirming the products are tested for harmful substances and safe for human use

Stanley/Stella backs their commitments with action. They:

- Map their entire supply chain for full transparency
- Maintain a physical presence in every manufacturing country
- Visit farmers and ginners to ensure fair conditions and sustainable practices
- All products are **PETA-Approved Vegan**, supporting cruelty-free fashion
- As a member of the **Fair Wear Foundation**, they uphold eight core labor principles, including:
 - Freely chosen employment
 - No child labor or exploitation
 - Non-discrimination
 - Legally binding employment relationships
 - Payment of a living wage
 - Reasonable working hours
 - Safe and healthy working conditions
 - Freedom of association



Their mission is threefold:

1.

Improve lives in the supply chain by fighting poverty and **supporting fair labor**.

2.

Reduce the fashion industry's environmental impact by cutting waste, pollution, and chemical use.

3.

Have a clear decarbonisation strategy and plan which aims at reducing their carbon emissions intensity by 30% in 2030.

As a key supplier to both Printful and Printify, **Stanley/Stella exemplifies what responsible production looks like** – and plays a vital role in helping us build a more sustainable future for fashion.

We're using our work with Stanley/Stella as the reference point for all our partner relationships, giving us a high but achievable standard to aspire for across all our partnerships.

Smarter packaging, smaller footprint

Today, **all apparel orders shipped from our in-house facilities use bags made from post-consumer recycled (PCR) plastic.**

Globally, our packaging contains **at least 70% recycled plastic**

In **North America**, where most of our customers are based, we've fully transitioned to **90–100% PCR plastic content**

These bags protect products just as well as virgin plastic – but come with a significantly lower environmental footprint. Choosing PCR plastic helps us reduce demand for new plastic, cut emissions, and keep waste out of landfills and oceans.

We're actively exploring even greener alternatives and will continue improving our packaging as better options emerge.



Minimizing distance, reducing emissions

Our logistics model is designed to **reduce delivery distances** and related emissions:

93%
of partner facility orders are produced in the same country where they're delivered

86%
of in-house orders are fulfilled within the same region

This is made possible by **strategically locating our print providers and facilities close to customers**, helping to lower emissions, cut shipping costs, and speed up delivery.

While achieving the same level of regional fulfillment with our in-house operations is more complex, it's important that we try because in-house production helps raise our quality standards across the network.

So, we're expanding and diversifying the number of products we produce in-house, as well as the number of locations.

Beyond location strategy, we're also working with **shipping carriers to track our GHG emissions** and **explore further reduction opportunities.**

Social



Social

Our team...

At Printful and Printify, we’re committed to creating an inclusive workplace where everyone feels valued and supported. We believe diversity drives better outcomes – for our teams and for the millions of entrepreneurs we serve.

Our goal isn’t just to hire – it’s to hire thoughtfully, retain talent, and build teams that reflect a range of backgrounds and perspectives. Every person here plays a part in helping our customers grow, and everyone deserves the opportunity to thrive while doing it.

Gender balance

We maintain a relatively even **gender split** across the organization, including within our **Strategic Leadership Team (SLT)**.

Overall

Female	56.39%
Male	43.25%
Other	0.36%

SLT

Female	40%
Male	60%

... spans the globe ...

Our employees span **five continents** and work from **44 different countries**. With **41% working remotely** and the rest in hybrid or on-site roles, flexibility and digital collaboration are core to how we operate.

What makes this global model work:

- **Intentional remote hiring** to access diverse skill sets
- **Strong communication and workflow tools** that bridge time zones
- **Legal and HR frameworks** that support global employment

Africa	0.23%
Asia	1.20%
Europe	52.31%
North America	46.22%
South America	0.04%

... and four generations

We’re a **young organization** – primarily Gen Z and Millennials – but our team spans **four generations**, creating a dynamic mix of perspectives and skills.

This multigenerational presence strengthens:

- Problem-solving and innovation
- Cross-generational collaboration
- Our ability to serve a broad customer base

Baby Boomers	0.64%
Generation X	3.80%
Generation Z	21.87%
Millennials	73.69%

Employee growth, retention and wellbeing

In 2024, nearly **one-third of our employees** made a career move within the company, demonstrating how our team is able to grow their expertise and careers while staying with us.

Our **internal mobility rate reached 29.06%**, as team members earned promotions or transitioned into new roles across Printful and Printify. A rate of **30%** is typical for high-growth companies, and we believe our merged structure will unlock even more opportunities for professional growth going forward.

Our **overall retention rate** stood at **82.54%**, which is considered good for tech companies.

When excluding seasonal and temporary roles, our **annual turnover rate** drops to a healthy **5.94%**, far lower than the typical **15-20%** you see across other industries. And while our **average tenure** is currently in line with global job-hopping trends at **2.49 years**, we’re proud to have long-serving employees, two of whom have been with us for over a decade.

Retention Rate

Printify	Printful	Merged
90.94%	79.85%	82.54%

*excludes seasonal positions

Fair pay and living wages

To measure fairness, we track our **salary ratio** by comparing our highest-paid employee to the company-wide median. In 2024, that ratio was **15:1** across 44 countries, well below the 300:1 ratio often seen in public companies. We also benchmark average salaries in our top three employment markets – **Latvia, Mexico, and the USA** – against national living wage thresholds. In all three, our average salaries **exceed living wage levels**, supporting our commitment to equitable compensation.

Country	% of employees	Ratio (average salary vs living wage)
Latvia	40.20%	174.14%
Mexico	25.77%	127.22%
USA	19.21%	158.24%

The reason that we don’t exceed the living wage in Mexico by as much as we do in other countries is due to the fact that many of our positions at our facilities are seasonal.

What our teams say

We’re proud that the majority of employees would recommend Printful and Printify as a great place to work:

- **81% at Printful**
- **77% at Printify**

Still, we know that the merger has brought change – and change takes time. As we evolve, we’re committed to listening, supporting our teams, and building a stronger, unified culture in 2025.

Health and safety: Tracking and improving

In 2024, we launched a **global health and safety reporting system** across all in-house operations. Every incident, whether a hazard, near miss, or accident, is:

- Investigated by the local site manager
- Reviewed by a dedicated safety coordinator
- Logged and analyzed to improve risk assessments, procedures, and training programs

Resolution and accountability

We apply a formal resolution strategy to ensure that all incidents lead to concrete follow-up actions, including a commitment to resolving or eliminating future risks. In 2024, our performance exceeded goals:

Near miss/hazard resolution rate:
70% goal → 100% achieved

Accident resolution rate:
70% goal → 83% achieved



Incident severity breakdown

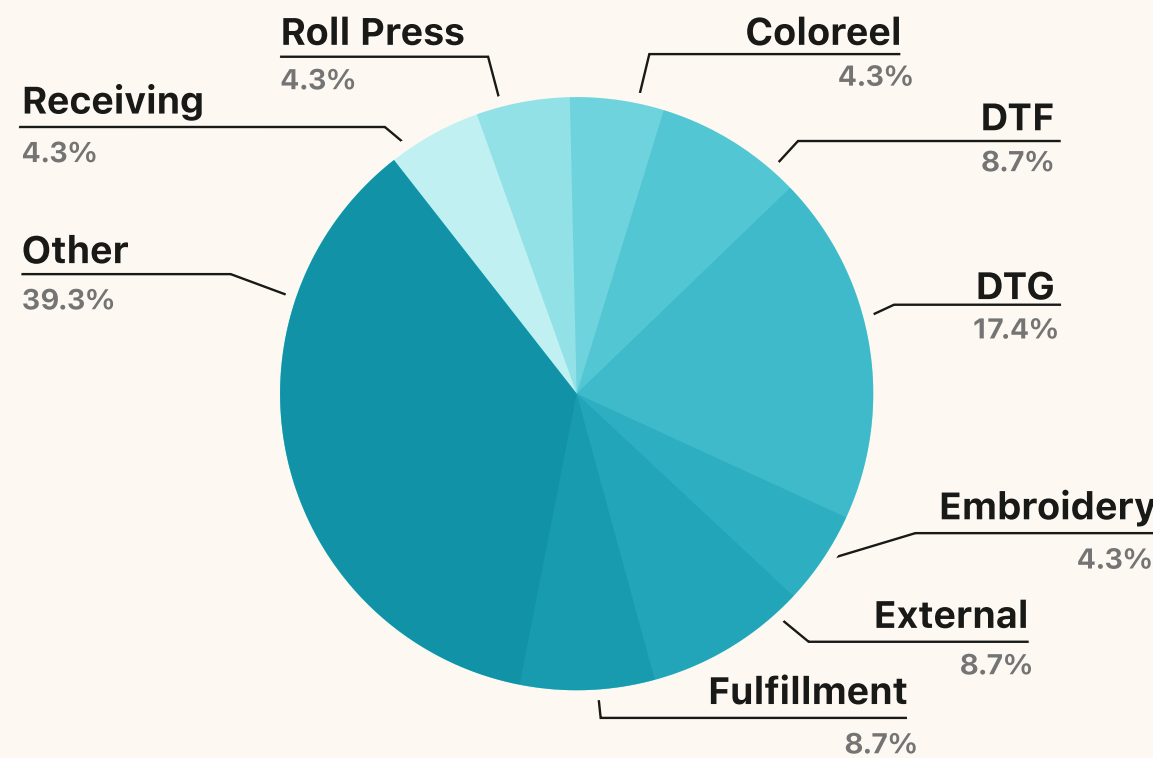
We categorize incidents into three risk levels:

- **Low:** Minor injuries and near misses
- **Medium:** Injuries resulting in at least one day of work lost
- **High:** Serious, life-threatening injury or fatality

In 2024, we had:

- 0 high-risk incidents
- 13 medium-risk incidents
- 17 low-risk incidents

Most incidents occurred in production areas.



In 2025, we'll take the next step in our ESG safety commitment by conducting:

- A **comprehensive audit** of all locations across both brands
- A **gap analysis** to pinpoint improvement areas

These efforts will guide targeted interventions, smarter resource allocation, and stronger safeguards for our teams.

Strengthening supplier accountability

Our unified Supplier Code of Conduct

Following the Printful and Printify merger, one of our first priorities was to **introduce a shared Supplier Code of Conduct**, a unified standard for all supply chain partners across all tiers, from raw material procurement to final production.

This renewed Code reflects our **ambitions for ethical, transparent, and environmentally responsible business** while setting clear expectations for all suppliers doing business with Printful and Printify.

The Code of Conduct is **publicly available** on our websites – printify.com & printful.com

Compliance is non-negotiable

Strict adherence to the Supplier Code of Conduct is mandatory. For suppliers operating in high-risk countries or providing key products, **additional documentation may be requested**, such as:

- Social and ethical audits
- Environmental assessments
- Other evidence aligned with our surveillance processes

Going Beyond the Basics

To strengthen this framework, we've embedded five standalone policies directly into the Code:

- Forced Labor Policy
- Child Labor Policy
- Anti-Corruption Policy
- Environmental Policy
- Chemical Policy

These additions help ensure that our suppliers operate responsibly, minimize harm, and uphold the integrity of our brand and values. By setting clear expectations and following through with documentation, we're building a supply chain rooted in accountability, transparency, and shared responsibility.

What we expect from our suppliers

Our Supplier Code of Conduct outlines the minimum standards we require from every partner across our supply chain.

Key expectations include:

- Upholding the **highest standards of ethical behavior** in all business activities
- Ensuring **fair treatment of workers**, including safe conditions, fair wages, and reasonable working hours
- Minimizing environmental impact through **responsible resource use**, waste reduction, and pollution prevention
- Complying with all applicable **laws and regulations** in the regions where suppliers operate

Failure to meet these expectations may result in corrective actions or the termination of the business relationship.

Transparency through tiered partnerships

To put our Supplier Code of Conduct into practice, we’ve taken a tiered approach to **mapping our upstream supply chain**, enabling deeper assessment and continuous improvement.

Together, Printful and Printify work with 482 Tier 1 and Tier 2 suppliers, which we have segmented into four risk-based categories: A, B, C, and D.

- **Category A** represents our highest priority suppliers, requiring the strongest level of oversight based on our established criteria due to factors such as high environmental impact, potential for human rights violations, or criticality to the business.
- **Category B** suppliers have significant risk factors, requiring regular monitoring and engagement to ensure compliance with ethical and sustainability standards.
- **Category C** suppliers have moderate risk factors, requiring periodic reviews and potential improvement plans to address identified issues.
- **Category D** suppliers have minimal risk factors, however we continue to carry out monitoring as well as compliance checks.

In the first half of 2025, we’re focusing on A and B category suppliers – increasing transparency, collaboration, and engagement on sustainability topics. Over time, we’ll expand this work to include C and D, moving down the supply chain systematically.

Our goal is to support long-term improvement. We prioritize supplier engagement and transformation, and leave contract termination only as a last resort when meaningful progress cannot be delivered.

- **Tier 1 suppliers** are direct partners and print providers who manufacture and ship custom products to customers. These partners operate worldwide printing facilities using various techniques and blank products.
- **Tier 2 suppliers** are manufacturers and distributors of blank products like t-shirts, mugs, and phone cases. They provide the base materials that enable our network to fulfill orders efficiently.

Vendor mapping and segmentation (individual and total)						
Brand	Country	A	B	C	D	Total
Printful	US / Canada / North America / Mexico	0	7	61	6	74
	Europe (incl. UK)	0	0	51	5	56
	China	0	0	2	0	2
	Other	0	7	129	74	207
Printful Total		0	11	243	85	339
Brand	Country	A	B	C	D	Total
Printify	US / Canada / North America / Mexico	6	21	24	42	93
	Europe (incl. UK)	0	4	22	12	38
	Australia	0	2	1	3	6
	China	0	2	2	1	5
	South Korea	0	0	0	1	1
Printify Total		6	29	49	59	143
Total						482

With a network of 482 suppliers, we currently operate with a broad and diverse supply base. This brings resilience in an increasingly volatile global environment, allowing us to maintain a steady and reliable supply for our customers.

However, we recognize that a large supplier network also brings complexity in management, oversight, and due diligence. That’s why we’re actively working to improve efficiency, deepen strategic partnerships, and enhance governance, all while preserving flexibility and risk mitigation benefits of a well-diversified supply base.

Partnering for better insights

To improve ESG visibility, we've partnered with two global platforms:

Esgrid

We use Esgrid to assess the sustainability performance of **Tier 1 suppliers**. Through this partnership, we've collected and analyzed data on our initial batch of suppliers – insights that are now guiding our **supply chain strategy**. In 2025, we aim to conduct a **full assessment of all global partners** and continue reporting on progress.

Sedex

As a Sedex member, we use its database to evaluate **Tier 2 suppliers**, gaining insights on:

- Labor rights
- Health and safety
- Environmental practices
- Business ethics

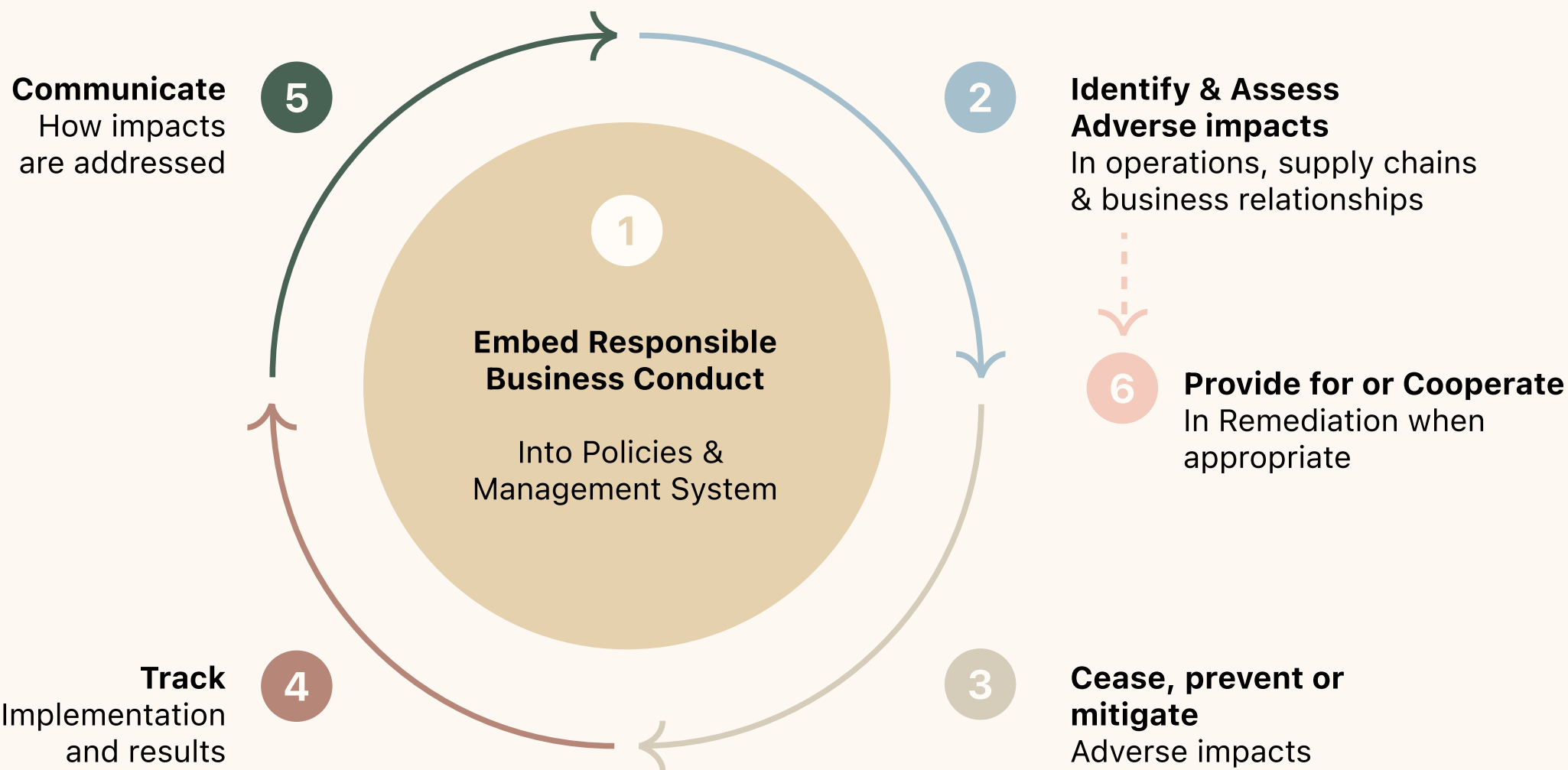
Sedex's SMETA audits offer deeper visibility into factory-level practices. We also conduct **SMETA audits on selected in-house facilities**, helping us maintain ethical and sustainability standards across our own operations.

We will continue to assess our full network of suppliers to ensure ethical, environmental, and human rights standards are met. Based on identified risks, we've implemented a structured due diligence process to **prevent and mitigate potential harm**, particularly around human rights and environmental impact.

Our approach is grounded in leading international frameworks, including:

- The International Bill of Human Rights
- The International Labour Organization (ILO) Declaration on Fundamental Principles and Rights at Work
- The United Nations (UN) Guiding Principles on Business and Human Rights
- The Organisation for Economic Co-operation and Development (OECD) Guidelines for Multinational Enterprises
- The OECD Due Diligence Guidance for Responsible Business Conduct

These standards guide how we monitor suppliers, manage risks, and uphold accountability across the value chain.



Our customers

Unlocking financial freedom for our customers

The print-on-demand model offered by Printful and Printify helps entrepreneurs launch and grow their businesses without the **upfront costs, inventory risk, or production overhead** of traditional retail.

With just an idea and an internet connection, anyone can start selling globally – **no bulk orders, no warehouses, no large capital investment** required.

This flexibility is especially valuable for:

- Small business owners
- Independent artists
- Content creators

By removing financial barriers, we enable our customers to focus on what matters most: **creativity, branding, and customer engagement**, while we handle the rest – **production, fulfillment, and logistics**.

This model doesn't just support financial independence. It also makes eCommerce more **inclusive**, opening the door for people from all backgrounds to participate in the digital economy and build brands on their own terms.

Customer satisfaction scores

To ensure we're continuously improving support and service, we track key customer satisfaction metrics across both Printify and Printful.

Key terms:

- **FRT:** First Response Time (how quickly our team replies to customers)
- **AHT:** Average Handling Time (how long it takes to resolve an issue)
- **Trustpilot / Shopify scores:** Independent user ratings from popular review platforms

Here's how we performed in 2024.

Printify 2024 Results

Trustpilot score

4.7

from 4,885 reviews

FRT on chats

3 min 43 sec

↓ 63.9% YoY

Shopify App score

4.8

from 7,254 reviews

AHT

15min 13sec

↑ 4.4% YoY



Printful 2024 Results*

Trustpilot score

4.7

from 5,815 reviews

FRT on chats

1 min 31 sec

Shopify App score

4.7

from 7,324 reviews

AHT

15min 6sec



**Previously tracked differently, YoY comparisons to be available from 2025*

Ethical product sourcing and product safety

At Printful and Printify, ethical sourcing and product safety are non-negotiable. Our Ethical Sourcing Policy ensures that all vendors and products meet high ethical standards, respect for human rights, and environmental responsibility.

We prioritize dialogue and collaboration with vendors, committing to fair pricing, timely payments, and living wages to promote better working conditions.



Ensuring product safety

We place responsibility on our upstream partners to ensure that all products are **safe, compliant, and appropriately documented and supported by third-party testing and certifications**. We also tailor our requirements to the specific product category and the destination market.

Core safety and testing practices include:

- **Regulatory compliance:** Partners must meet all applicable safety standards (e.g., for flammability, chemical content, labeling)
- **Testing and certification:** Partners must provide accredited third-party lab tests and compliance documents (e.g., declarations of conformity)
- **Restricted substances:** We maintain and enforce substance limits for lead, cadmium, azo dyes, formaldehyde, phthalates, and more
- **Category-specific policies:** Detailed safety requirements are outlined for apparel, children's items, cosmetics, home textiles, toys, electronics, and food-contact products

Key product safety measures:

- **Flammability:** Testing required for most textile products, especially apparel and children's wear
- **Chemical safety:** Limits on hazardous substances depending on product and market
- **Physical safety:** No sharp edges, small parts, or other mechanical hazards
- **Electrical safety:** Electronic devices must meet electromagnetic compatibility (EMC) and other relevant regulations
- **Labeling:** Products must carry all required warnings, use instructions, and manufacturer information
- **Packaging:** Materials must meet safety standards and be free of toxic elements

Governance



Governance oversight and board composition

At Printful and Printify, **transparency, accountability, and strategic decision-making** form the foundation of our governance practices. These principles remain unchanged following the merger, ensuring we uphold high ethical standards and compliance with all relevant regulations.

With the formation of our new board following the merger, we are more confident than ever – not just in achieving industry stewardship but in setting new standards for the print-on-demand industry.

Governance commitments

Upholding the highest standards of **ethical oversight**

Ensuring **diverse, informed, and independent leadership**

Maintaining compliance with all relevant **regulatory requirements**

Promoting strategic decision-making aligned with our **ESG priorities**



Meet our board

Our board is the ultimate decision making body for our company. If we're going to reach our stated target of having diverse, informed, and independent leadership, it's important that these initiatives start at the top.

Meet our board!



James Berdigans
Printify's Founder and Executive Chairman

James founded Printify and now leads as Executive Chairman. With a background in eCommerce and a passion for innovation, he also founded Latvia's first startup school, Startup House Riga.



Lauris Liberts
Printful's Founder

Lauris is a serial entrepreneur and co-founder of Draugiem Group. His background in digital commerce and automation has shaped Printful's growth into one of the world's leading print-on-demand providers.



Anastasija Oleinika
President and Head of Platform

Anastasija became Printify's CEO in 2023. She was previously Group CEO at TWINO and is a Forbes Latvia "30 Under 30" honoree. She is a strong advocate for leadership diversity and inclusive growth in tech.



Gokul Rajaram
Investor and Advisors

A leader in Silicon Valley, Gokul played a key role in launching Google AdSense, co-founded Chai Labs (acquired by Facebook), and serves on boards including Pinterest. He brings deep expertise in product, scaling, and entrepreneurship.



Alex Saltonstall
Chief Executive Officer

Before joining Printful in 2023, Alex led multiple divisions at Wayfair, including CastleGate, their end-to-end fulfillment network. His experience in scaling operations and supply chain strategy supports Printful and Printify's global expansion.



Ernst Teunissen
Chief Financial Officer of TripAdvisor

Ernst helped Cimpress (parent of Vistaprint) grow from \$500M to \$1.5B in revenue and previously held senior investment banking roles at Morgan Stanley and Deutsche Bank. He brings deep financial leadership and printing industry expertise.

Embedding ESG into decision-making

Our **Strategic Leadership Team (SLT)** is accountable to the board for guiding and implementing our sustainability strategy. ESG is treated not only as a responsibility but as a driver of long-term business value. From supply chain to product lifecycle, our leaders ensure that **growth is balanced with ethical and environmental integrity**.

To bring this strategy to life across functions, in 2025 we'll create an **internal ESG Ambassadors Board**, led by our ESG Lead and made up of SLT members, investors, board members and key department heads. This builds on the ESG ambassador structure previously established at Printful, expanding it across both brands following the merger.

This group will play a hands-on role in embedding ESG into daily decisions, ensuring that big-picture goals become everyday actions.



Risk management in an on-demand supply chain

Our risk management strategy is built around the core strengths of the print-on-demand model: **efficiency, agility, and sustainability**. By producing only what's needed, we reduce overproduction, limit waste, and stay responsive to real-time demand.

Key measures include:

- **Lean inventory practices** that align supply with demand
- **Optimized ocean freight**, prioritizing full container loads to reduce both cost and emissions
- **Backup supplier networks** that ensure business continuity during shortages

Looking ahead to 2025, we're improving inventory controls by adding **expiration tracking for consumables** like ink and fixation agents – further reducing waste and enhancing operational efficiency.

We've also strengthened collaboration with **shipping and logistics partners** to improve both **transparency and sustainability** across the value chain.

By continuously refining how we manage risk, we safeguard operations, support our customers, and uphold our environmental commitments.

Data privacy and cybersecurity

Safeguarding data is a top priority at Printful and Printify. Our cybersecurity framework is anchored by two key certifications:

- **ISO/IEC 27001:** The international standard for information security management systems
- **SOC 2 Type 1:** Confirming the design and implementation of key security controls

These certifications validate that we have a structured **Information Security Management System (ISMS)** in place, backed by robust policies, procedures, and technical controls.

We take a **proactive approach to risk management** – regularly auditing, updating, and strengthening our systems to keep ahead of evolving cyber threats. This ensures compliance with legal and regulatory requirements while protecting sensitive data across our operations.

Our security protocols enable customers, partners, and regulators to trust that their data is secure – while positioning Printful and Printify as **reliable, responsible leaders** in the on-demand space.





Looking ahead: Our Priorities

Our commitment to sustainability is stronger than ever. The merger of Printful and Printify has not only united two leaders in on-demand manufacturing – it has amplified our ability to drive real change at scale.

In 2025, we are prioritizing three core areas:

- **Supplier diligence:** Our goal is to ensure ethical and responsible practices across our entire value chain. Our goal for 2025 is to implement surveillance into all our Tier 1 and Tier 2 suppliers. This means knowing exactly where our products and materials come from, and ensuring they meet the highest safety and quality standards around.
- **Footprint reduction:** We're always actively working to reduce our greenhouse gas (GHG) emissions but we need a target. In 2025, our commitment is to publish a definitive roadmap that will show our emission intensity and our reduction targets for every product we fulfill.
- **Empowering customers:** We already know our overall environmental footprint, but that's not enough. Our target is that by the time we publish our next report, we know the exact impact of our key techniques and products. Armed with this knowledge, we'll be able to give our customers incredibly accurate information and help them make better choices for our planet.

Our challenges

We recognize that the road ahead is not without challenges. Working with suppliers to improve our sustainability efforts can be complex, and the costs associated with emission reduction initiatives may be substantial. Additionally, while we aim to expand our eco-friendly product offerings, customer demand and priorities do not always align with lower-impact alternatives. Lastly, navigating fragmented global regulations remains an ongoing challenge as we work toward consistent and scalable sustainability solutions.

Despite these challenges, we're committed to problem-solving, innovating, and leading. With a broader reach, a stronger team, and a unified strategy, we're ready to move the print-on-demand industry toward a more sustainable future.





Legal disclaimer

This report covers Printify, Printful, and all their affiliates.

This report includes a summary of our non-financial performance and covers the period of January 1st to December 31st of 2024. This report isn't audited by external auditors.

This report is published on May 8, 2025.