This software company offers print-on-demand services by representing a large selection of manufacturers throughout 33 different countries. Integration is available with platforms such as Shopify, Etsy, WooCommerce, Wix, and others. They strive to provide the best quality possible while keeping the prices low, believing that on-demand printing can be custom manufactured and provide a great value. The company began in 2014 and continues to grow every day.

Gelato at a Glance

As a print-on-demand service, Gelato removes the traditional barriers to starting a merchandise business. There is no need to purchase inventory upfront, manage a warehouse, or handle shipping logistics. Sellers simply upload their designs, choose which products to offer, and Gelato handles the rest when orders come in.

What You Can Sell

Gelato offers a diverse range of products that sellers can customise with their artwork or designs. From clothing staples like t-shirts and sweatshirts to lifestyle products such as mugs, notebooks, and wall art, the selection allows creators to build a comprehensive product line without any manufacturing expertise.

The Seller Experience

Selling on Gelato follows a simple process. You create and upload your artwork, determine which products will carry your designs, configure your pricing, and the listings go live. Most platforms provide design tools or templates to help ensure your artwork meets printing specifications.

Once an order is placed, the print-on-demand machinery takes over. Gelato prints your design on the product, ensures quality standards are met, and ships the finished item to the customer. You earn the difference between the retail price and the base production cost, with no need to invest in materials or equipment.

Building a recognisable brand on Gelato can set you apart from the thousands of other sellers on the platform. Consider developing a consistent visual style, creating a compelling shop description, and curating your product offerings around specific themes or audiences. Buyers are more likely to return to a shop that feels cohesive and professional than one with a scattered, unfocused catalogue. Brand building takes time, but the long-term benefits — repeat customers, word-of-mouth referrals, and stronger search visibility — make it well worth the investment.

Maximising Your Sales on Gelato

- Consider seasonal and trending topics. Designs tied to holidays, events, or cultural moments can generate significant short-term sales spikes.
- Write compelling product titles and descriptions with relevant keywords. This helps your products appear in both on-platform and external search results.

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- Promote your Gelato store through social media, especially visual platforms like Instagram and Pinterest where your designs can attract attention organically.
- Engage with the Gelato community and learn from other successful sellers. Many platforms have forums, groups, or creator resources that share valuable insights.

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