

Create a custom tea towel with your art on Printify

A Step by Step Guide



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Hi there -

It's Nice to Meet You!

Hi! I'm Kari, an artist, designer and teacher. I spent over 22 years growing and managing my own traditional product-based online e-commerce business until I closed that business in 2021 to follow my life-long dreams of being an artist. My goal was to begin building a new business that would enable me to keep creativity front and center and allow me to grow as an artist and grow my art brand.

Although it does require work and commitment, Print-on-Demand really is the easiest way to get your art out into the world and into the hands of customers and collectors who are excited to connect with you and your art!

If you're looking to start building a new income stream for your art business, Print-on-Demand offers some great opportunities to get your art onto best-selling products without adding more stress and a bunch of manufacturing overhead.

Tea Towels are a great place to start, and they make beautiful as well as functional additions to any home. This guide will detail the steps you need to take to go from pattern (or single motif) to product using one of my favorite Print on Demand providers, Printify.

Let's dive in!



“
Trust yourself and let
yourself play. You've
got this!



1

CREATE YOUR DESIGNS



INDIVIDUAL MOTIF



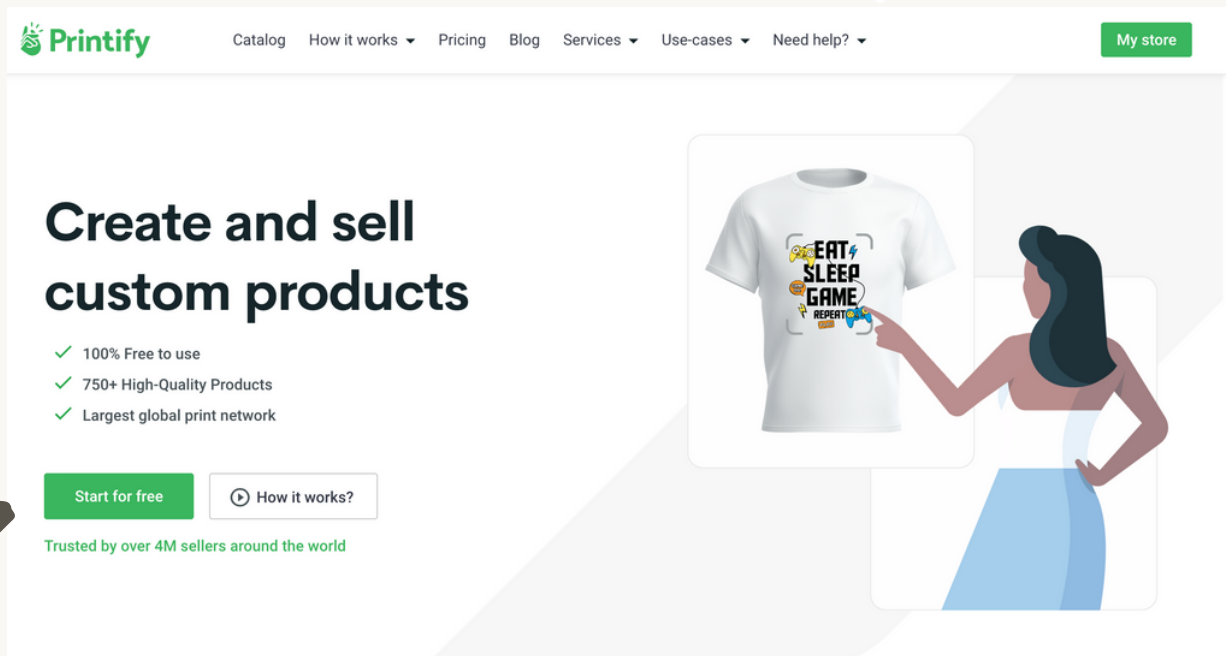
COMPLETED PATTERN

Create your repeating pattern designs or motifs using your method of choice. This could be in Procreate for the iPad, Photoshop, Illustrator or even drawing / painting by hand.

If your work is not in digital format, you will need to digitize it by scanning it into your computer. You don't need a fancy scanner! The minimum DPI (dots per inch) for printing tea towels on Printify is 200 dpi, but I would recommend scanning at 300-600 dpi to give you more options for sizing up when it comes to designing your layout.

2

CREATE AN ACCOUNT ON PRINTIFY



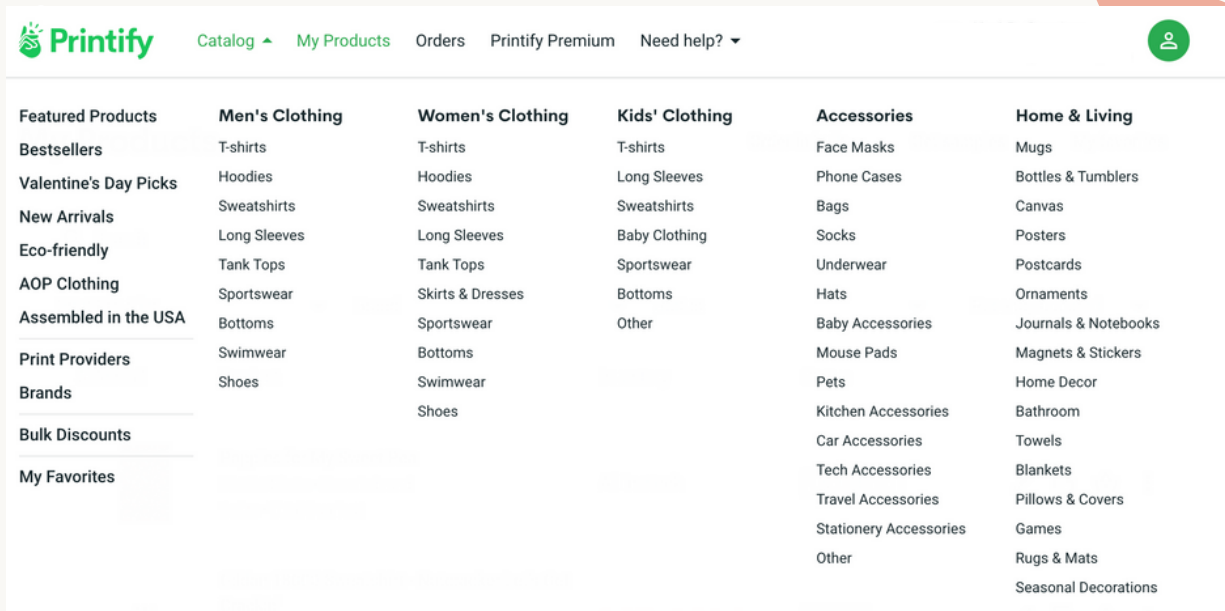
You can open an account for free on Printify, and no credit card is required to sign up.

Click here to get started: <http://www.printify.com> *

*This is my Printify affiliate link. When you sign up I may receive a small commission purchases, but it does not affect your pricing in any way.

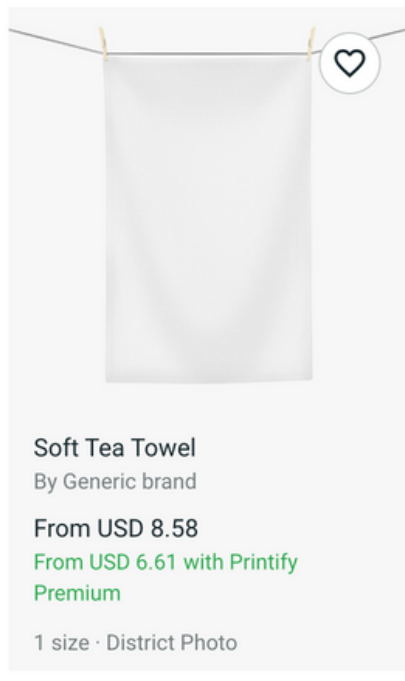
3

SELECT A TEA TOWEL FROM LIST

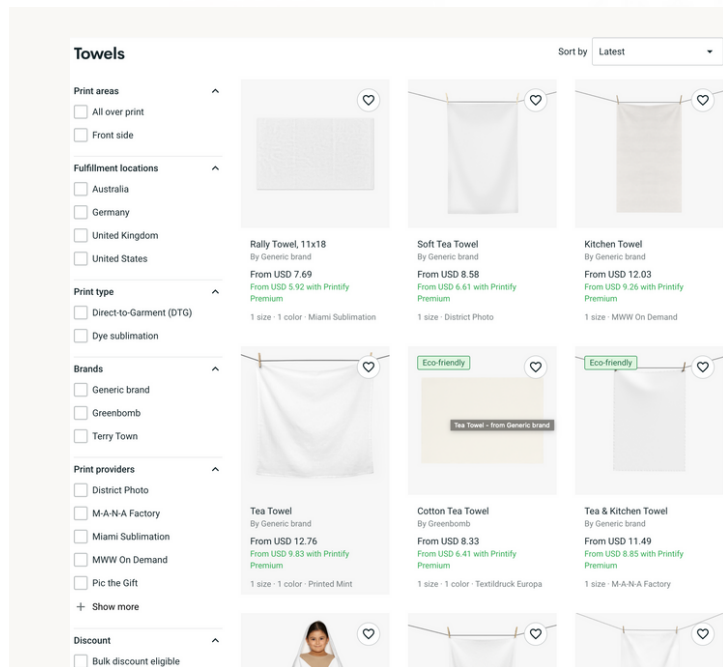


The image shows the Printify website navigation menu. At the top left is the Printify logo. To its right are links for 'Catalog', 'My Products', 'Orders', 'Printify Premium', and 'Need help?'. On the far right is a user profile icon labeled 'Do'. Below the navigation bar is a grid of product categories:

- Featured Products**
 - Bestsellers
 - Valentine's Day Picks
 - New Arrivals
 - Eco-friendly
 - AOP Clothing
 - Assembled in the USA
 - Print Providers
 - Brands
 - Bulk Discounts
 - My Favorites
- Men's Clothing**
 - T-shirts
 - Hoodies
 - Sweatshirts
 - Long Sleeves
 - Tank Tops
 - Sportswear
 - Bottoms
 - Swimwear
 - Shoes
- Women's Clothing**
 - T-shirts
 - Hoodies
 - Sweatshirts
 - Long Sleeves
 - Tank Tops
 - Skirts & Dresses
 - Sportswear
 - Bottoms
 - Swimwear
 - Shoes
- Kids' Clothing**
 - T-shirts
 - Long Sleeves
 - Sweatshirts
 - Baby Clothing
 - Sportswear
 - Bottoms
 - Other
- Accessories**
 - Face Masks
 - Phone Cases
 - Bags
 - Socks
 - Underwear
 - Hats
 - Baby Accessories
 - Mouse Pads
 - Pets
 - Kitchen Accessories
 - Car Accessories
 - Tech Accessories
 - Travel Accessories
 - Stationery Accessories
 - Other
- Home & Living**
 - Mugs
 - Bottles & Tumblers
 - Canvas
 - Posters
 - Postcards
 - Ornaments
 - Journals & Notebooks
 - Magnets & Stickers
 - Home Decor
 - Bathroom
 - Towels
 - Blankets
 - Pillows & Covers
 - Games
 - Rugs & Mats
 - Seasonal Decorations



The image shows a product page for a 'Soft Tea Towel' by a generic brand. The product is displayed as a white towel hanging on a line. Below the image, the text reads: 'Soft Tea Towel By Generic brand', 'From USD 8.58', 'From USD 6.61 with Printify Premium', and '1 size · District Photo'. A large black arrow points from the left towards the product image.



The image shows a product list for 'Towels' on the Printify website. The list is sorted by 'Latest'. On the left side, there are filters for 'Print areas', 'Fulfillment locations', 'Print type', 'Brands', 'Print providers', and 'Discount'. The main area displays several towel products with their respective prices and details:

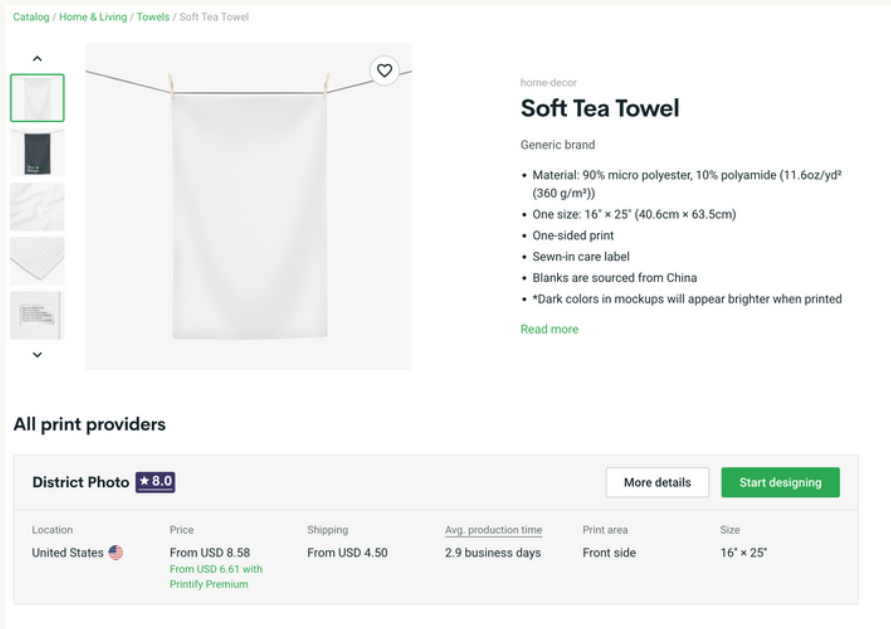
- Rally Towel, 11x18** By Generic brand. From USD 7.69. From USD 5.92 with Printify Premium. 1 size - 1 color - Miami Sublimation.
- Soft Tea Towel** By Generic brand. From USD 8.58. From USD 6.61 with Printify Premium. 1 size - District Photo.
- Kitchen Towel** By Generic brand. From USD 12.03. From USD 9.26 with Printify Premium. 1 size - MWW On Demand.
- Tea Towel** By Generic brand. From USD 12.76. From USD 9.83 with Printify Premium. 1 size - 1 color - Printed Mint.
- Cotton Tea Towel** By Greenbomb. From USD 8.33. From USD 6.41 with Printify Premium. 1 size - 1 color - Textildruck Europa.
- Tea & Kitchen Towel** By Generic brand. From USD 11.49. From USD 8.85 with Printify Premium. 1 size - M-A-N-A-Factory.

Printify isn't just one POD print provider. It's actually a marketplace of many POD companies at your fingertips. To get started, you'll first need to select a tea towel from the available options.

When selecting a provider, be sure to check what country it is located in, the cost per item and the shipping fees. For this example, we will choose the Soft Tea Towel by Generic Brand.

4

CLICK START DESIGNING



Once you've clicked on and selected the tea towel, you will be presented with additional information about it such as fiber content, size, etc. You'll also be able to see item cost, cost to ship and average production time. Click on the green Start Designing button to begin.

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DOWNLOAD THE TEMPLATE (OPTIONAL)



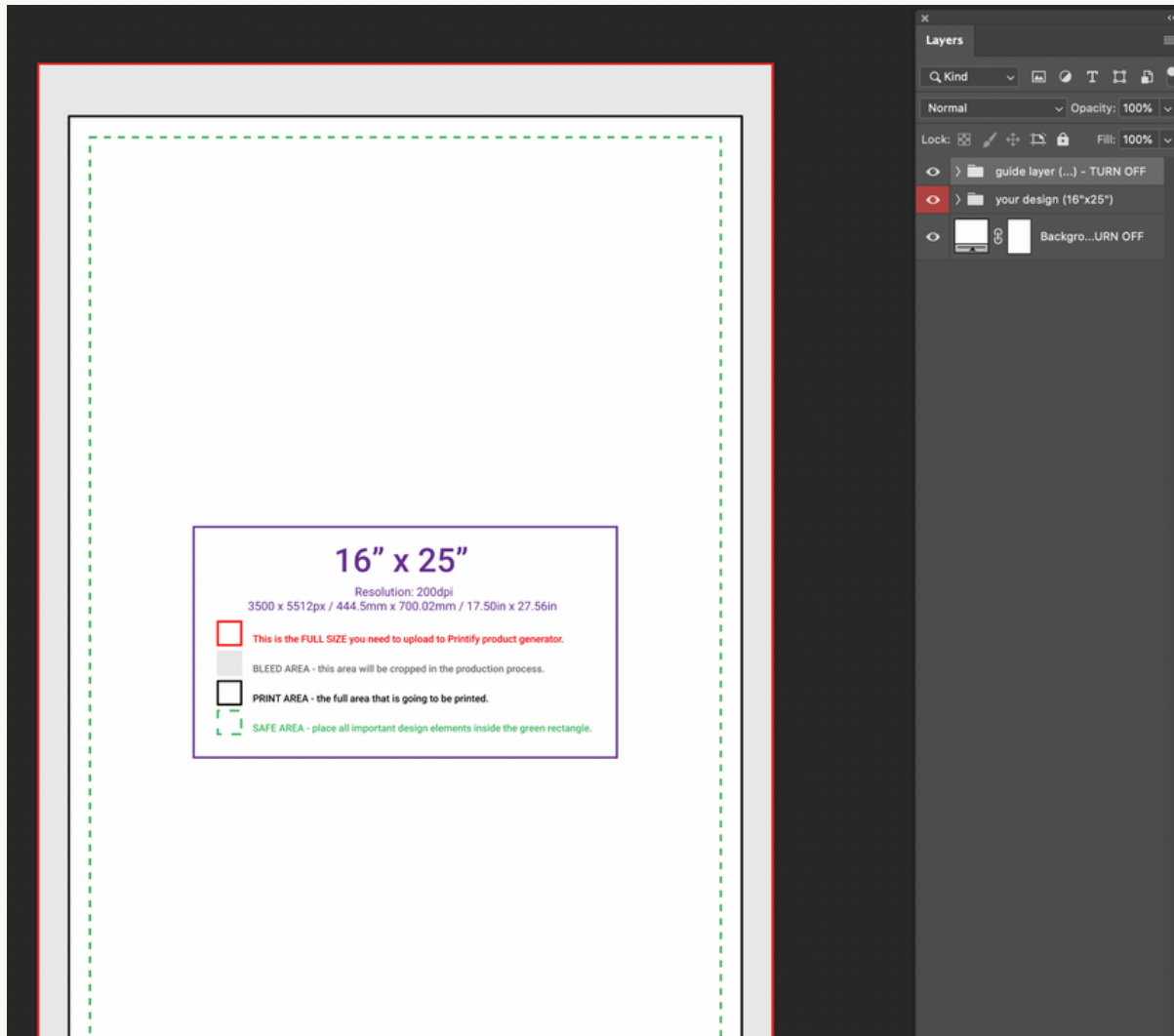
Many of the products will have a design template that you can download to help create your design. Look for this symbol in the lower left-hand corner of the page. If you are using a completed pattern swatch from Adobe Photoshop or Adobe Illustrator, you may find this very helpful.

You will see a photo of the design guide for this towel on the next page along with some suggested design guidelines that are presented when you click on the grey 'i' in a circle icon.

5

DOWNLOAD THE TEMPLATE (OPTIONAL)

You Below is an example of the Soft Tea Towel design guide you can download. It can be especially helpful if you use Adobe Illustrator or Photoshop!



Designing guidelines

Double-check bleed area of design

Please make sure your design covers the entire print area. This includes the bleed area (marked in gray). Otherwise, the sides of your product might be left blank. Important design elements should remain within the safe area (marked with dashed line) as they might be cut-off if left outside.



6

UPLOAD YOUR ARTWORK

It's time to select the source location of your finished artwork. As you can see from the panel at the right, you have many options to choose from. If you are uploading a design from your computer choose 'My device'

Look to the grey box at the bottom of the page for the supported file types, size limitations and suggested DPI for the best results.



Add design

Prices & variants

New design My library Graphics

Add design from...

 My device

 Custom text

 Shutterstock
Add images for free and pay only after you sell.

 Dropbox

 Google Drive

 Fiverr
Hire professional designers on Fiverr.

Print file requirements

- JPG, PNG and SVG file types supported
- Maximum 50 MB (JPG, PNG) or 20 MB (SVG)
- Print area size 3500 × 5512 px (200 DPI)
- Maximum resolution 25000 x 25000 px

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POSITION WITHIN THE GUIDES



Once your artwork has finished uploading it will appear within the guides as shown. If you have uploaded a finished artwork file or pattern like this example, it is simply a matter of clicking and dragging the art within the guidelines shown until you are satisfied.

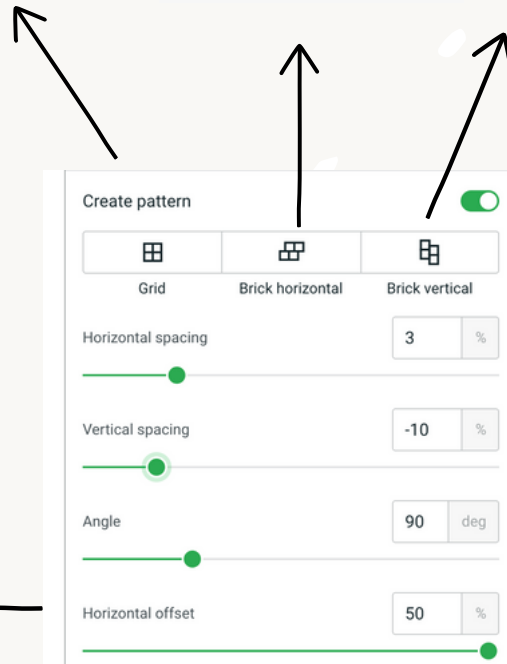
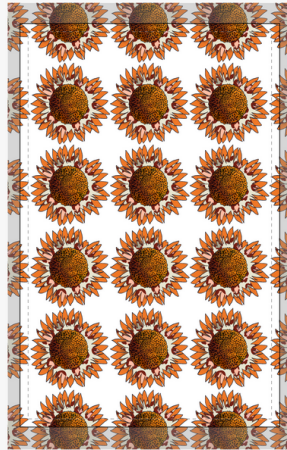
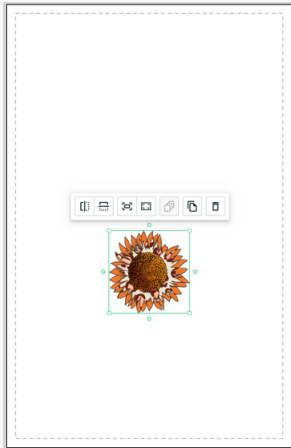
When enlarging uploaded artwork, be sure to keep an eye on the DPI indicator to make sure you don't go below 200 for best printing results.

If you are uploading a single motif, please go to the next page.

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CREATE A PATTERN FROM A SINGLE MOTIF (OPTIONAL)

A) ADJUST THE LAYOUT



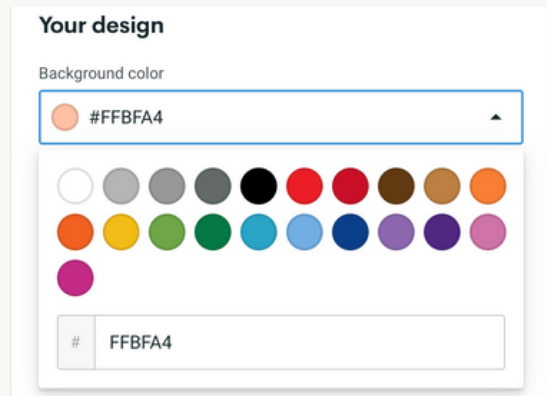
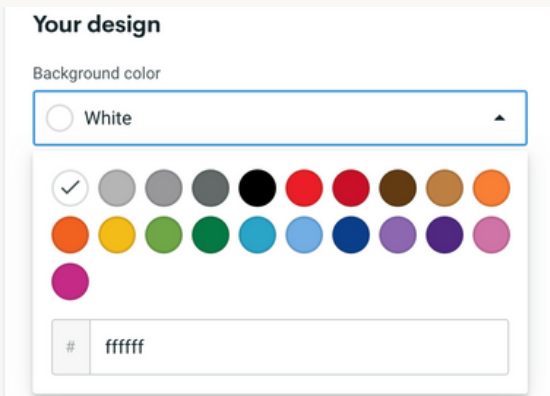
Once your single motif has been uploaded it will appear in the center of the design canvas as shown. To create an all-over pattern from one piece of art, click on the Create Pattern toggle button.

A new panel will appear that shows your options. I've illustrated them for you here, but there is really no better way to get a feel for this than just trying it out for yourself. You can create a wide variety of effects simply by selecting different layouts and then playing with the spacing sliders!

8

CREATE A PATTERN (OPTIONAL)

B) CHANGE THE BACKGROUND COLOR



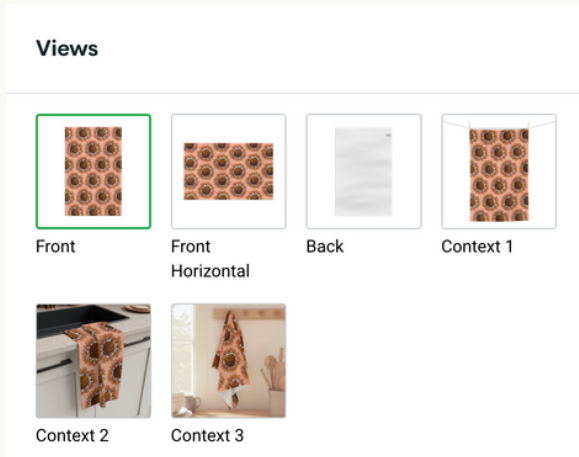
I always suggest uploading a motif with a transparent background unless you want your towel to have a white background. (Side note: the back of these towels is always white)

White is the default as shown above. To change the background color, you have the option to select from one of the standard palette swatches, or you can enter a 5 digit hex-code to get any color you want. Isn't that cool?





PREVIEW THE MOCKUPS



Once you're happy with the design, it's time to take a look at the mockups to make sure that the results are as you expect. When you click the Preview button at the top of the screen, you will be given 6 mockups showing your design. My favorites are the three highlighted here, and they are perfect to use in your Etsy or Shopify store if you're intending to sell your designs.

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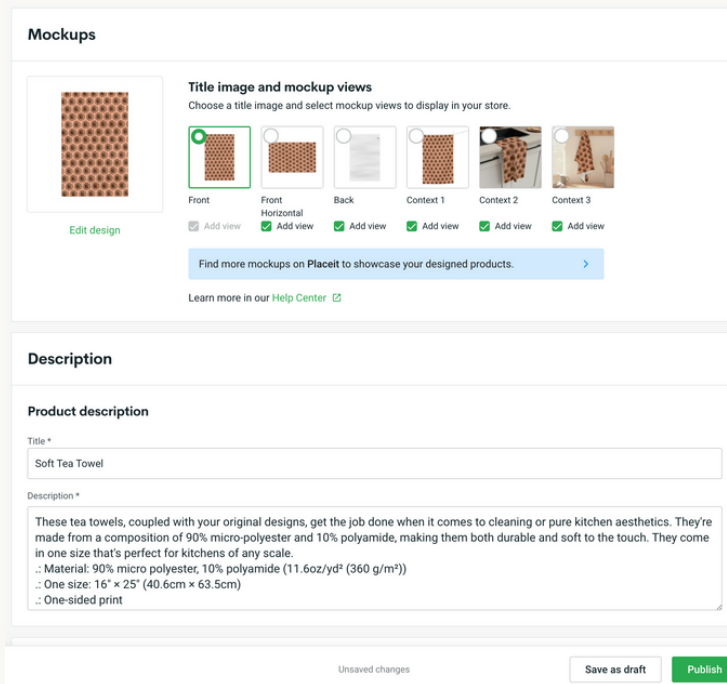
SAVE YOUR DESIGN

Save product

When you're happy with your design, and the mockups look correct click on the green Save Product button. This will take you out of the design mode and back to the product detail page.

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PUBLISH OR SAVE AS DRAFT



The screenshot shows the 'Mockups' section of the Printify design interface. It features a 'Title image and mockup views' section with a title image and several mockup options: Front, Front Horizontal, Back, Context 1, Context 2, and Context 3. Each option has an 'Add view' button. Below the mockups is a link to 'Find more mockups on Placeit to showcase your designed products.' and a link to 'Learn more in our Help Center'. The 'Description' section below has a 'Product description' field with a title 'Soft Tea Towel' and a description: 'These tea towels, coupled with your original designs, get the job done when it comes to cleaning or pure kitchen aesthetics. They're made from a composition of 90% micro-polyester and 10% polyamide, making them both durable and soft to the touch. They come in one size that's perfect for kitchens of any scale. ∴ Material: 90% micro polyester, 10% polyamide (11.6oz/yd² (360 g/m²)) ∴ One size: 16" x 25" (40.6cm x 63.5cm) ∴ One-sided print'. At the bottom, there are 'Unsaved changes', 'Save as draft', and 'Publish' buttons. A large black arrow points to the 'Publish' button.

At the product detail page, the last thing you'll do is Publish or Save as Draft. The Publish button is for those who have connected their own e-commerce storefront like Shopify or Etsy. I go into more detail on this in my full length introductory class, "The Artists' Guide to Printify Print on Demand using your Etsy or Shopify Store."

If you don't have a store connected, or want to publish at a later time, click the Save as Draft button.

12

TO PRINT DIRECTLY FROM PRINTIFY

My Products

Order in bulk






Get samples

My favorites

Search

Print Provider Brand Status Recently updated

Select all Product Inventory Status

<input type="checkbox"/>		Soft Tea Towel District Photo • Generic brand 1 size • Total 1 variant	All in stock	Unpublished	   
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Create order




Create order

1 Products 2 Shipping 3 Submit order

Add product to order +

District Photo

Product selected

 **Soft Tea Towel**
District Photo, United States

Sizes
16" x 25"

Production costs USD 8.58 × 1 USD 8.58

Subtotal: USD 8.58 [Shipping >](#)

Once you've saved your product as a draft (or published it to your store), you will be taken to your Products page where you can see all the products you've created (see above).

To place an order click on the Create Order icon on the right hand side of the product listing.

Congratulations

YOU DID IT - TIME TO CELEBRATE!

I hope you've found this guide helpful! If you enjoy seeing your art on products as much as I do, you may be wondering where to go from here...

So if you would like to learn more about the possibilities Print on Demand provides, I have created an in-depth class just for you called, **"The Artists' Guide to Printify Print on Demand using your Etsy or Shopify Store."**

In the class you'll take the next step by learning how to add a Print-on-Demand revenue stream by connecting Printify to your Etsy store or Shopify website.



SOME DETAILS ABOUT THE CLASS:

Here's a quick CLASS OVERVIEW:

- **First we will quickly go over how Print-on-Demand fulfillment works, its advantages and disadvantages and I'll share with you why I chose to use Printify as my first POD partner.**
- **Then we'll go step by step through opening your Printify account and getting your account settings right.**
- **We will talk about what type of art works best for different print on demand products and how to prepare your art so that you get the best results without any unwanted surprises.**
- **We will go step by step through creating 4 of the most popular Printify print-on-demand products including t-shirts, mugs, kitchen towels and stickers.**
- **You will learn about the importance of mockups, how to go beyond the basic stock Printify mockups, and I'll show you how to add your art in a believable way so that your designs will really stand out from the crowd and get noticed!**
- **Once you have your products designed and your beautiful product mockups ready, we will connect your Printify POD account and publish your products to either your Shopify website or your Etsy store.**

FEEDBACK FROM STUDENTS:

"Kari has helped me as a beginner to Printify and print on demand so much. I love the way she slowly explains things and put them into manageable step by step lessons. Thank you Kari, I am thoroughly enjoying your other classes too"

~ Lindsey Dawn Art, Watercolor Artist

"I'm so happy I found Kari's class. I followed along as she walked through setting up an Etsy and a Printify account, how to connect them and how to add mockups to items. I'm on my way to embark on my new business adventure"

~Liz MacIntyre

LEARN MORE HERE: <https://www.karibarnesart.com/artist-guide-printify>

WISHING YOU ALL THE BEST!

XO KARI