



Branded Drop Shipping with PrintsWell

Create a more branded experience for orders shipped directly to your customers. This guide walks you through how to setup branded packaging services for your drop shipped orders with PrintsWell.

What is Branded Drop Shipping?

Drop shipping means shipping the order directly to your customer instead of shipping it to you first, saving you time and money.

Our Branded Drop Shipping service takes it a step further by applying your branding materials to the packaging, so you can outsource fulfillment without giving up the branded experience of your business.

Up to Three Branding Materials

The size and design of your branding is up to you! We can store up to three branding items and apply each to a drop shipped order:



Product Packaging Sticker

Applied to the packaging of the printed product.



Shipping Container Sticker

Applied to the outside of the shipping box or mailer.



Drop-In Card

One flat card placed inside the shipment.



How to Get Started

1

Place your branding order

Place one order for the stickers and/or flat cards you want us to keep on hand for Branded Drop Shipping.

2

Tell us what goes where

At checkout, give us simple placement instructions in the Customer Service Request section.

3

Select Branded Packaging

Select Branded Packaging as the shipping method on this order only. This tells our team to hold your branding materials instead of shipping them to you.

At Checkout:

Customer Service Request

2

Small sticker on product packaging. Large sticker on shipping box. One drop-in card in each shipment.

Branding Order Shipping Method:

SPECIAL

3

☐ Customer Pickup

☒ Branded Packaging



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How It Works

Once you've placed your branding order and selected Branded Packaging as the shipping method, our team will produce and store your materials. Your placement instructions will also be saved to your account.

Branded Drop Shipping becomes active once production on that order is complete. From then on, whenever you select Custom ShipTo from the Shipping Address dropdown at checkout, your saved instructions will appear automatically and Branded Packaging will default to Yes.

Select Shipping Address

Custom ShipTo Address

Branded Packaging

☒ Yes

☐ No

Saved branding instructions appear here

How do I know when setup is complete?

You'll receive an invoice when your branding order is complete. Once you receive the invoice, your Branded Drop Shipping setup is ready to use on future orders.

Branding FAQ

What sizes do most people use for branding?

For product packaging, we typically see smaller stickers around 1.5" to 2" so they fit comfortably on smaller items. Shipping container stickers are usually 2.75" or larger so they're easy to spot. For drop-in cards, 4.25" x 5.5" is a popular size, with 5" x 7" as the maximum.

Can my drop-in card include specialty finishing?

Absolutely. Some stationers choose double-thick paper, foil stamping, or die-cut shapes for their drop-in cards to showcase their capabilities, while others keep the design simple. No matter the style, drop-in cards are a great place to include a thank you message, artist information, a coupon code, or other helpful details for your customer.

Can I skip branded packaging on a specific order?

Yes. Eligible orders will default to Branded Packaging, but you can select No at checkout anytime you do not want branding applied.

Set it & forget it.

To help ensure branding materials are available for your orders, PrintsWell automatically reorders branding at our discretion as materials run low. To change your branding or discontinue branded packaging, contact the Customer Success team.