

**Print More,  
Spend Less**

# The 2025 Growth Playbook for Print-on-Demand Businesses





In 2025, print-on-demand is booming—and so is the competition. To keep up, you need smarter tools, sharper strategies, and creative agility.

With 15+ years of experience serving various companies worldwide—and print-on-demand being one of the key focus areas—Depositphotos understands the real challenges: licensing headaches, tight budgets, and quality demands.

This guide gives you practical tips to stay ahead—from choosing the right license to improving quality and scaling your business.

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# Understanding content licenses

## Problem

As a print-on-demand business, you're juggling various tasks: creating merchandise, running a platform for custom designs, producing marketing materials, and more. Each of these requires different types of stock content usage, but how do you ensure you choose the right license for each scenario?





# What kind of image license is legal and cost-effective for your business?

## Solution

Your content needs fall into two main categories:

RESELLING products with stock images → **Extended License**

*T-shirts, mugs, notebooks, and other products for further reselling or free distribution*

Using stock content for SELF-MARKETING → **Standard License**

*social media, digital and print ads, presentations, posters, and more*

With Depositphotos, you can combine plans that **include Extended and Standard Licenses**, ensuring you only pay for the downloads you need, whether for reselling products or self-marketing. This flexibility helps you manage your content needs efficiently and cost-effectively.



# Meeting 2025 customer expectations

## Problem

Growing a business means understanding your customers' needs and keeping an eye on your competitors. If you've noticed other companies offering stylish, custom designs or user-friendly tools that let customers personalize images before printing, you might be wondering how you can gain that same competitive edge.





# How can you upgrade services without overspending?

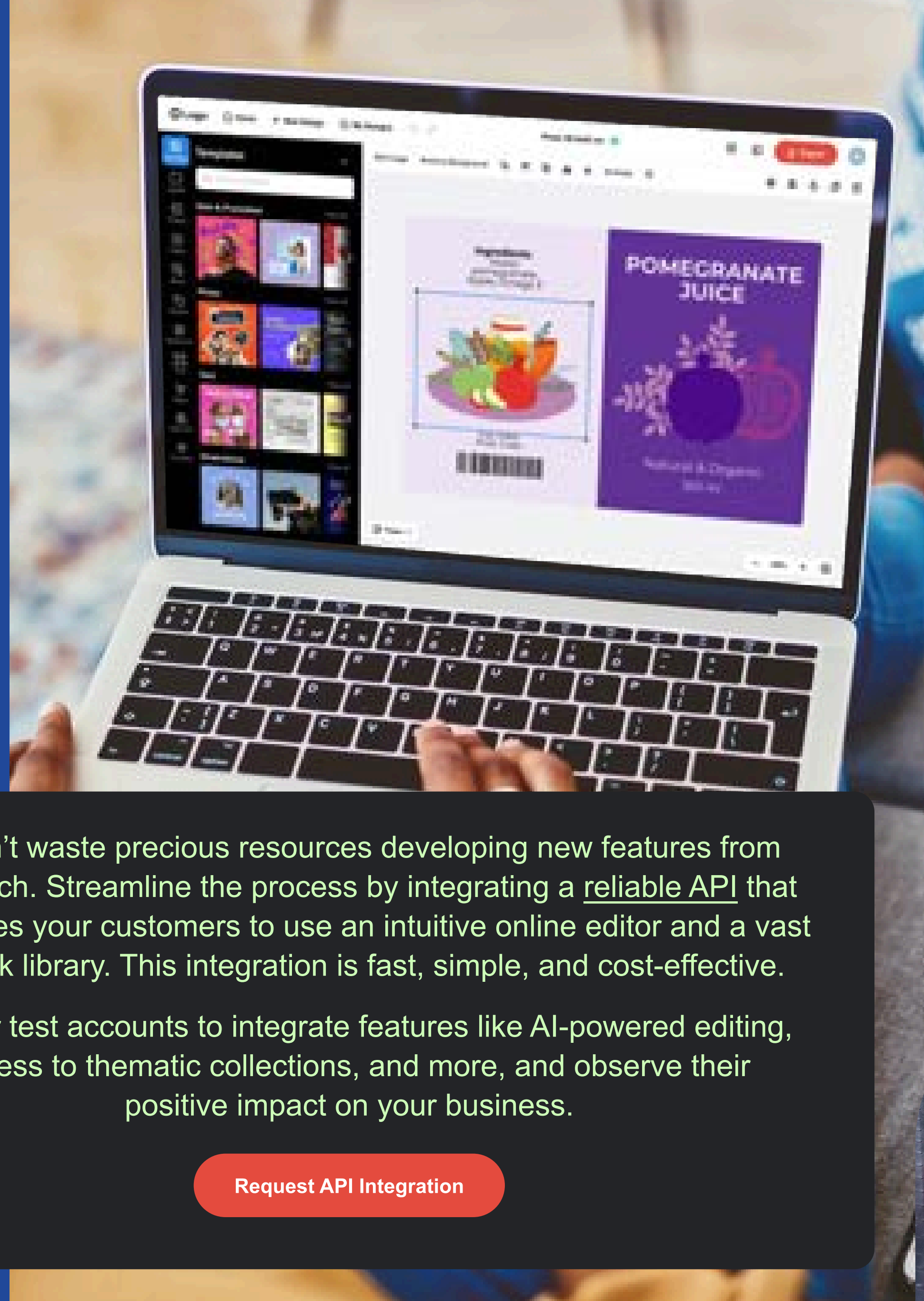
## Solution

Make it easy for customers to go from picking a design to placing an order. Offer a library of trending, print-ready images and simple tools for quick customization. The easier the creative process feels, the more customers complete orders, come back, and spread the word about your brand.

Don't waste precious resources developing new features from scratch. Streamline the process by integrating a reliable API that enables your customers to use an intuitive online editor and a vast stock library. This integration is fast, simple, and cost-effective.

Ask for test accounts to integrate features like AI-powered editing, access to thematic collections, and more, and observe their positive impact on your business.

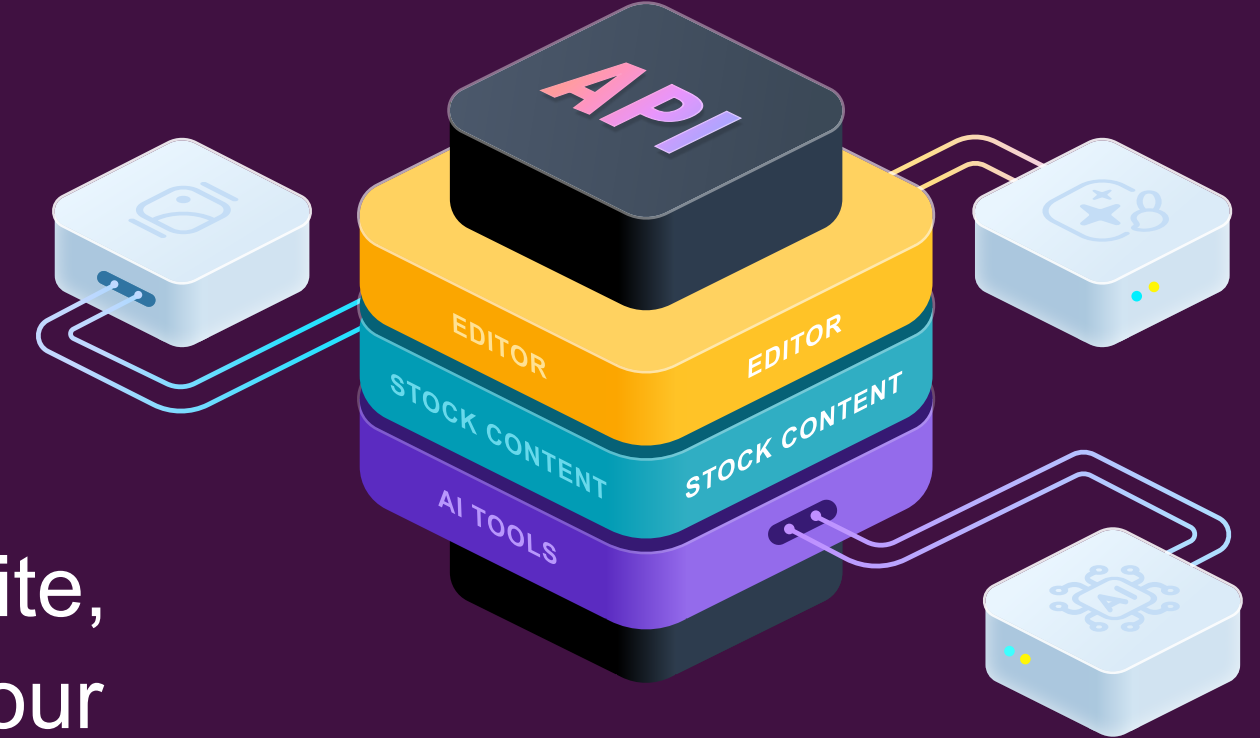
[Request API Integration](#)





# What is API Suite?

Innovation doesn't have to be complicated. With the API Suite, you can easily integrate the right tools and resources into your platform to enhance your users' experience. Mix and match features to fit your print-on-demand business needs best:






WHITE  
LABEL  
OPTION

## VistaCreate design editor

- 80K+ templates & 30+ print formats
- Integrated content library
- Customizable set of editing features



## AI tools

-  AI Image Generator
-  Image & Video Background Remover
-  AI Image Editor including Object Replacer, Object Remover, People Modifier, Background Extender, Image Upscaler

Discover API Suite

## Stock content library

- 300M+ stock photos, vectors, and illustrations
- AI-powered search
- Customizable collections





# Planning for peak print season

## Problem

Holidays, festivals, and conferences are great opportunities but major stress tests for your business. While print and delivery speed are critical, streamlining your design workflow is essential to save precious time and focus on what matters. How can you optimize content processes to stay ahead?



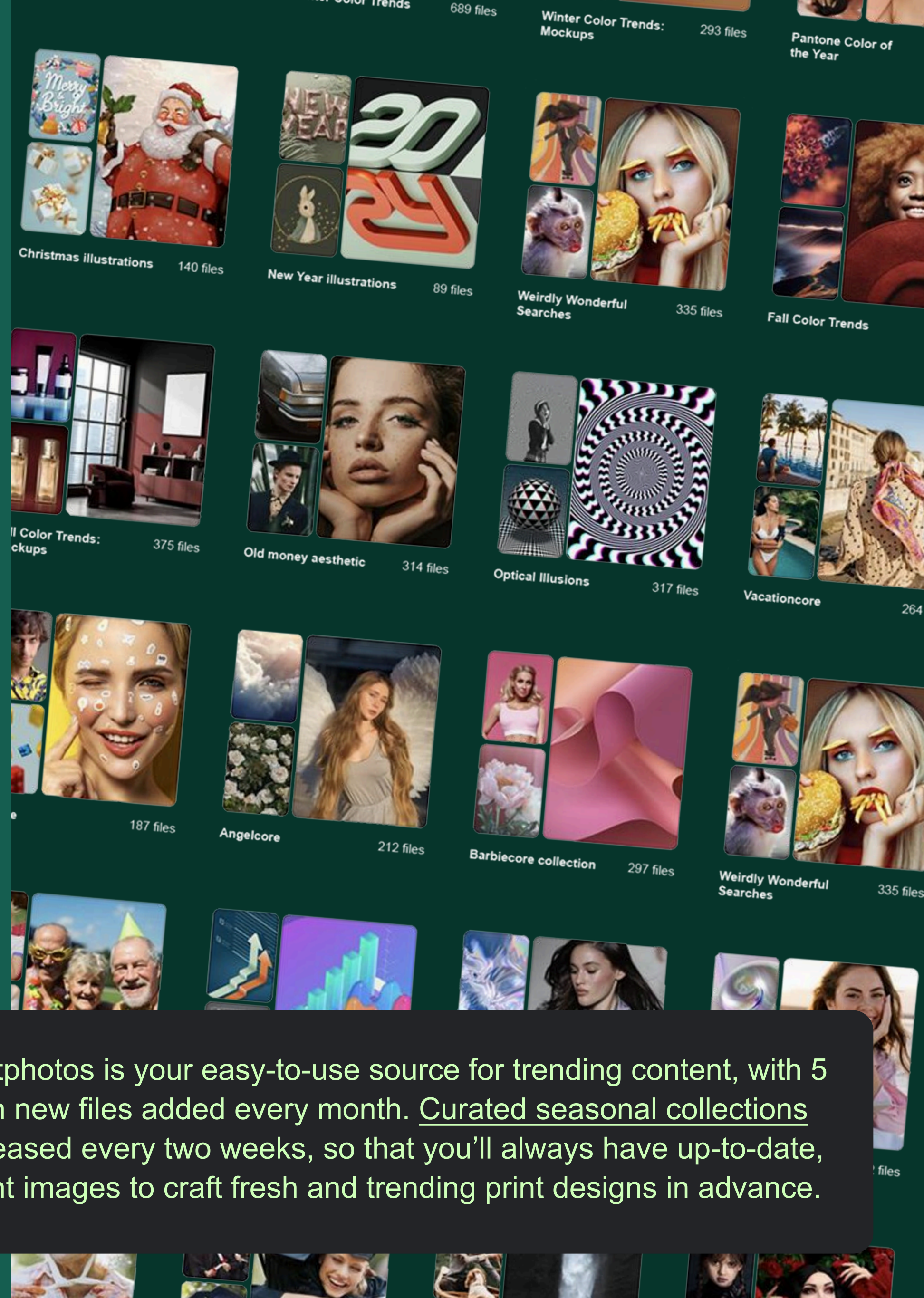


# What's the smartest way to prepare for demand spikes?

## Solution

Prepare tailored image collections in advance so you're ready when demand hits. Having ready-to-use content at your (or your customer's) fingertips allows you to move faster to printing and delivery during seasonal peaks.

Depositphotos is your easy-to-use source for trending content, with 5 million new files added every month. Curated seasonal collections are released every two weeks, so that you'll always have up-to-date, relevant images to craft fresh and trending print designs in advance.





# Managing large orders with confidence

## Problem

Exceeding customer expectations keeps them coming back—and bringing others with them. In print-on-demand, quality is key, especially for big orders or high-impact formats like event banners. How can you deliver consistent, high-quality results and build trust with your clients?





# How can you ensure top print quality from the start?

## Solution

Test design quality before final production. Even when you're working with high-res visuals, printing variables—like materials, formats, and colors—can affect the final look. Reviewing samples helps you spot issues early and approve the best version for your context.

With Depositphotos, you can download free unwatermarked comp images for mockups and test designs, only paying for the visuals you use in your final products. This exclusive feature helps reduce upfront costs while allowing you to experiment with different options.

All files you download are available in high resolution (supersize), suitable for large-format printing when you're ready to go live.



# Marketing on a budget

## Problem

Marketing campaigns thrive on originality—but getting unique, eye-catching visuals can be a struggle. Finding stock content that represents your creative vision might take time, and making custom graphics from scratch means higher spendings. When speed, uniqueness, and authenticity all matter, what's the workaround?



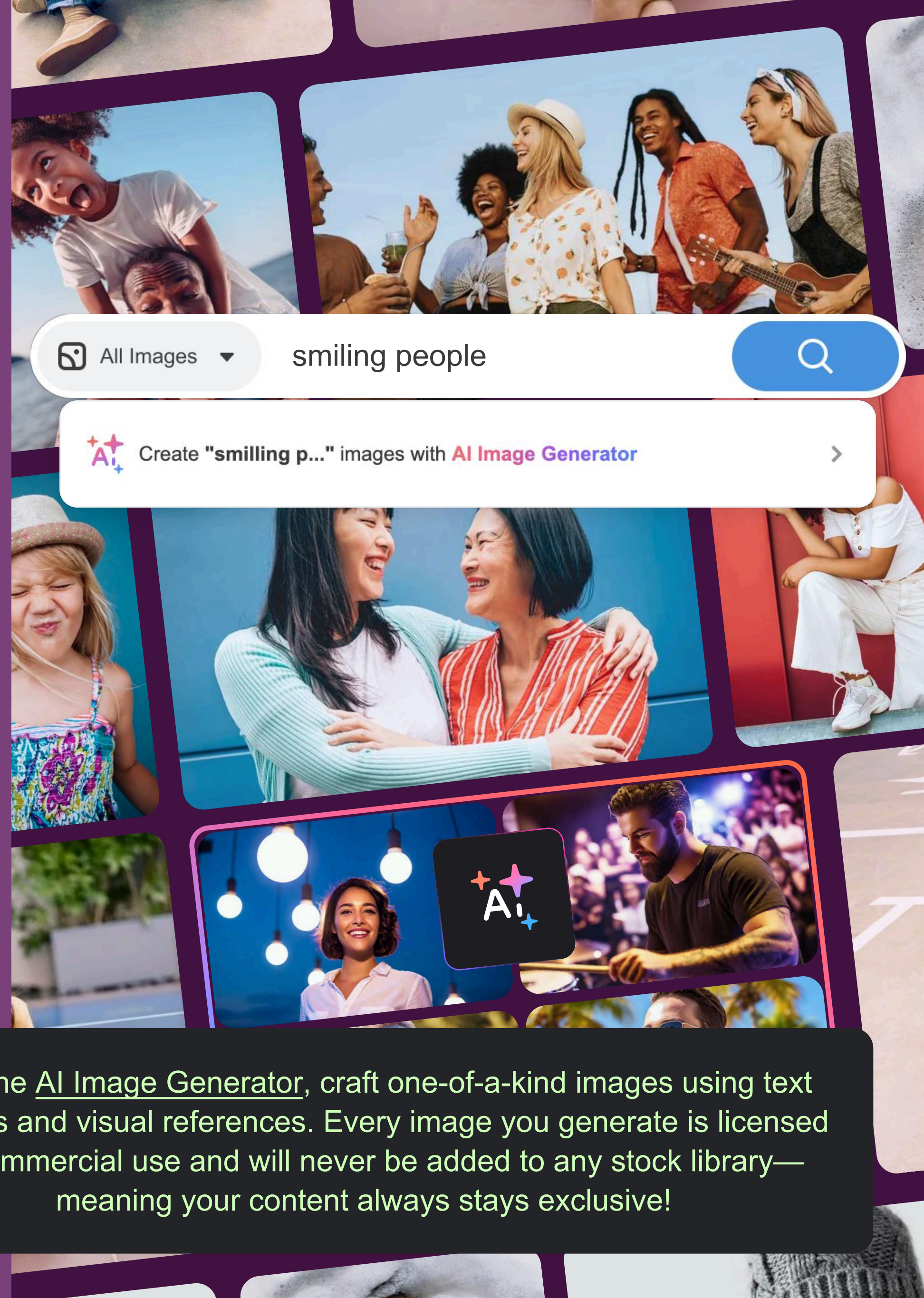


# Can you reach more customers with affordable omnichannel tools?

## Solution

Generative AI offers a fast, flexible way to create visuals that stand out. Instead of digging through libraries, you can generate on-brand, unique images tailored to your message or product. It's a time-saving and cost-effective option that gives you creative control—perfect for testing new formats on social media, launching products, or refreshing your website.

With the AI Image Generator, craft one-of-a-kind images using text prompts and visual references. Every image you generate is licensed for commercial use and will never be added to any stock library—meaning your content always stays exclusive!



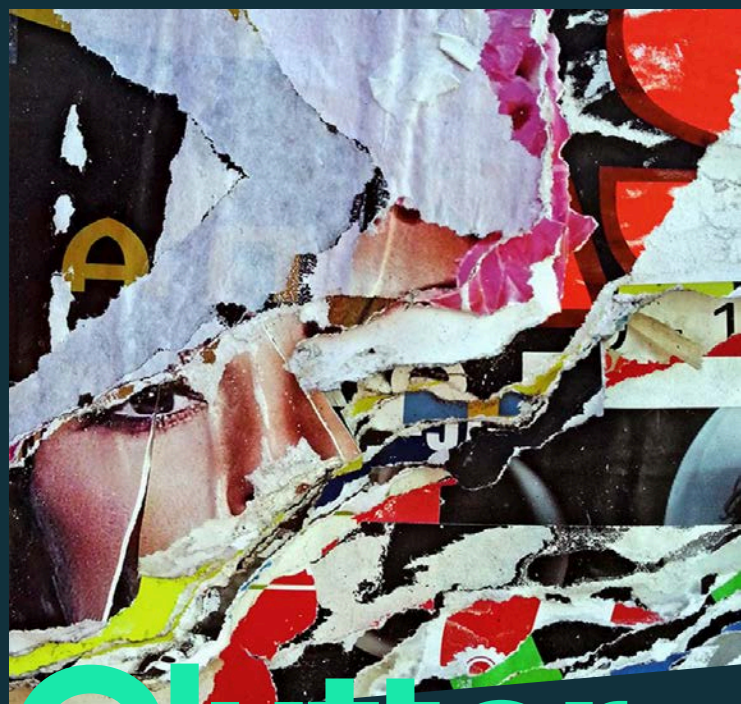


Looking for ways to resonate with audiences?  
Find ideas in the Depositphotos annual report

*Creative Trends 2025*  
**Elevated**  
*Perspectives*



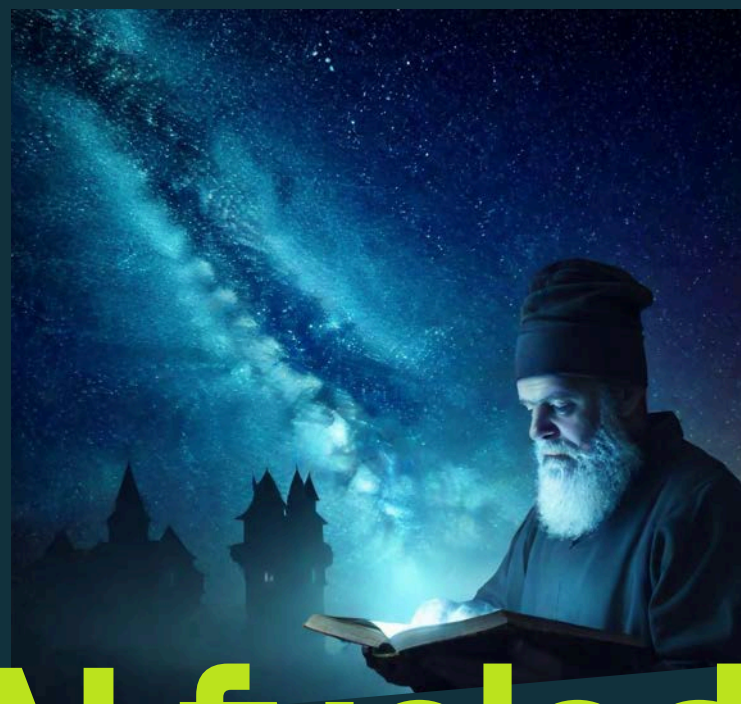
**The new**  
*contemporary*



**Clutter**  
*core*



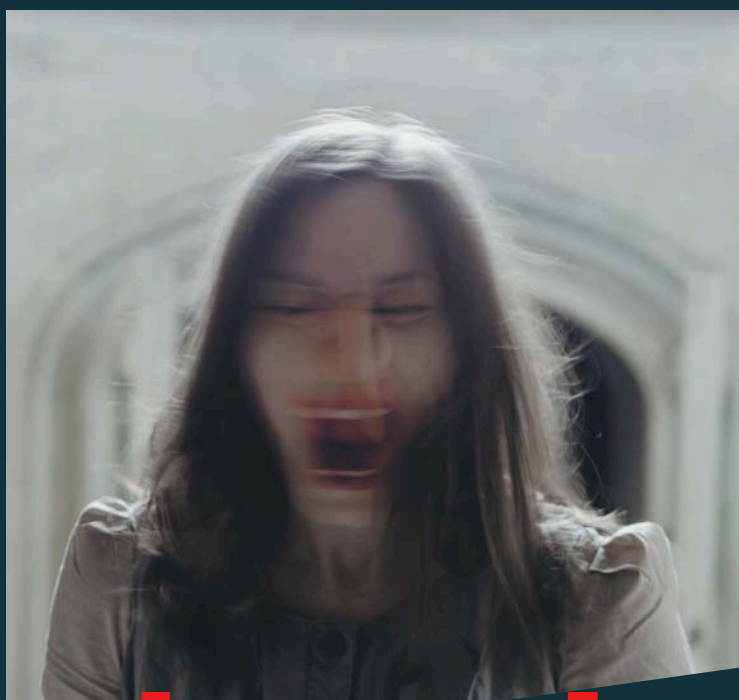
**Getting**  
*sentimental*



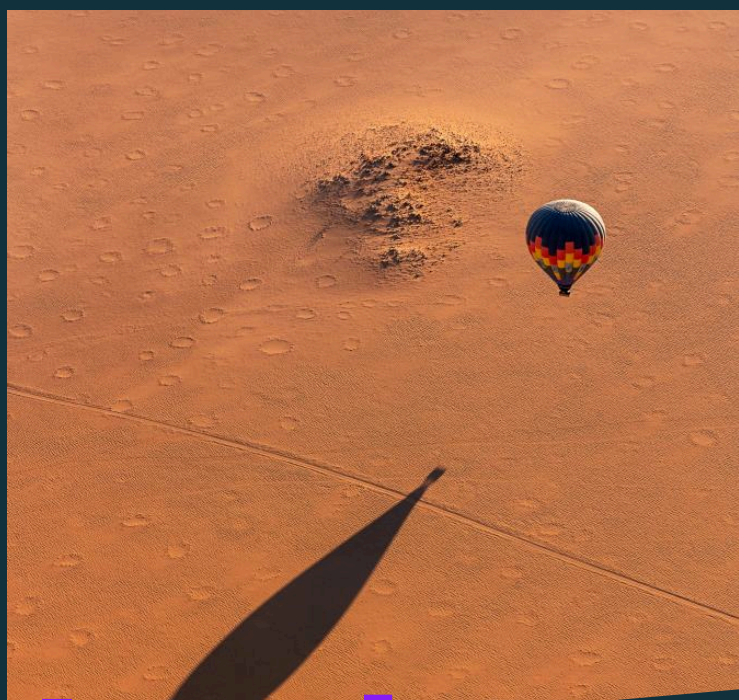
**AI-fueled**  
*art*



**Crafted**  
*harmony*



**Embracing**  
*the dark*



**Look**  
*from above*

[Download Report](#)



At Depositphotos, we know running a print-on-demand business means juggling budgets, deadlines, customer expectations, and content needs. Whether you're aiming to grow or just streamline operations, the right tools make a big difference.

Need help keeping up or scaling smarter? Access 300 million stock files, save time with AI tools, or enhance your platform with Creative Suite API.

Want better performance without overspending? Our team can help you build a setup that fits your budget. Get in touch today!

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