

RANKFOR® INDEX 2026 · BRAND PROFILE · NORDIC-BALTIC EDITION

Printful.

print-on-demand and fulfillment · HQ: Latvia · Market: Latvia

MEAN ARI

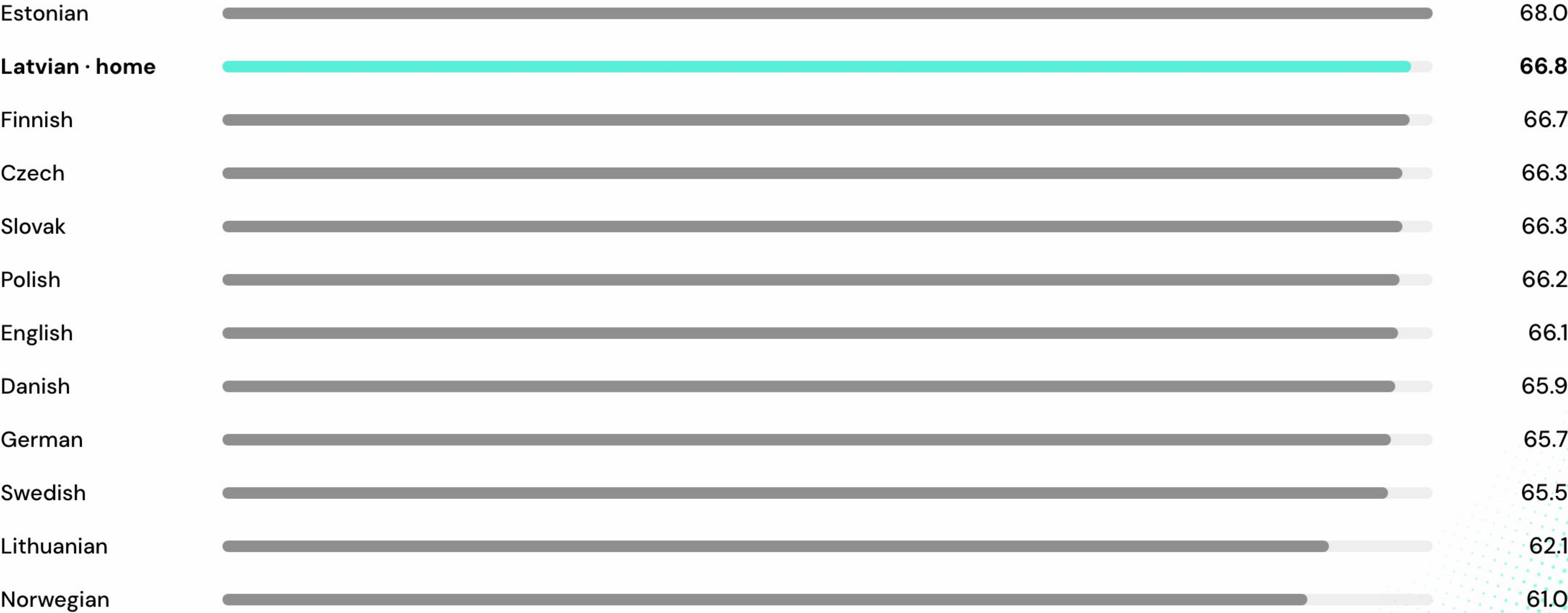
65.5

RANK IN 66-BRAND COHORT

#5

How AI describes Printful across 12 languages.

Mean Rankfor® Index score per language, averaged across GPT, Gemini and Perplexity. The home-language bar is highlighted.



STRATEGIC SIGNALS

Three numbers that change the brief.

BILINGUAL PENALTY

+0.7

Home-language ARI (66.8) and English ARI (66.1) are aligned. AI describes the brand consistently across the language boundary.

CITATION CONCENTRATION

0.74

Highly concentrated: a few sources dominate the AI narrative. Controllable through 2-3 domain partnerships.

RECOMMENDATION SHARE

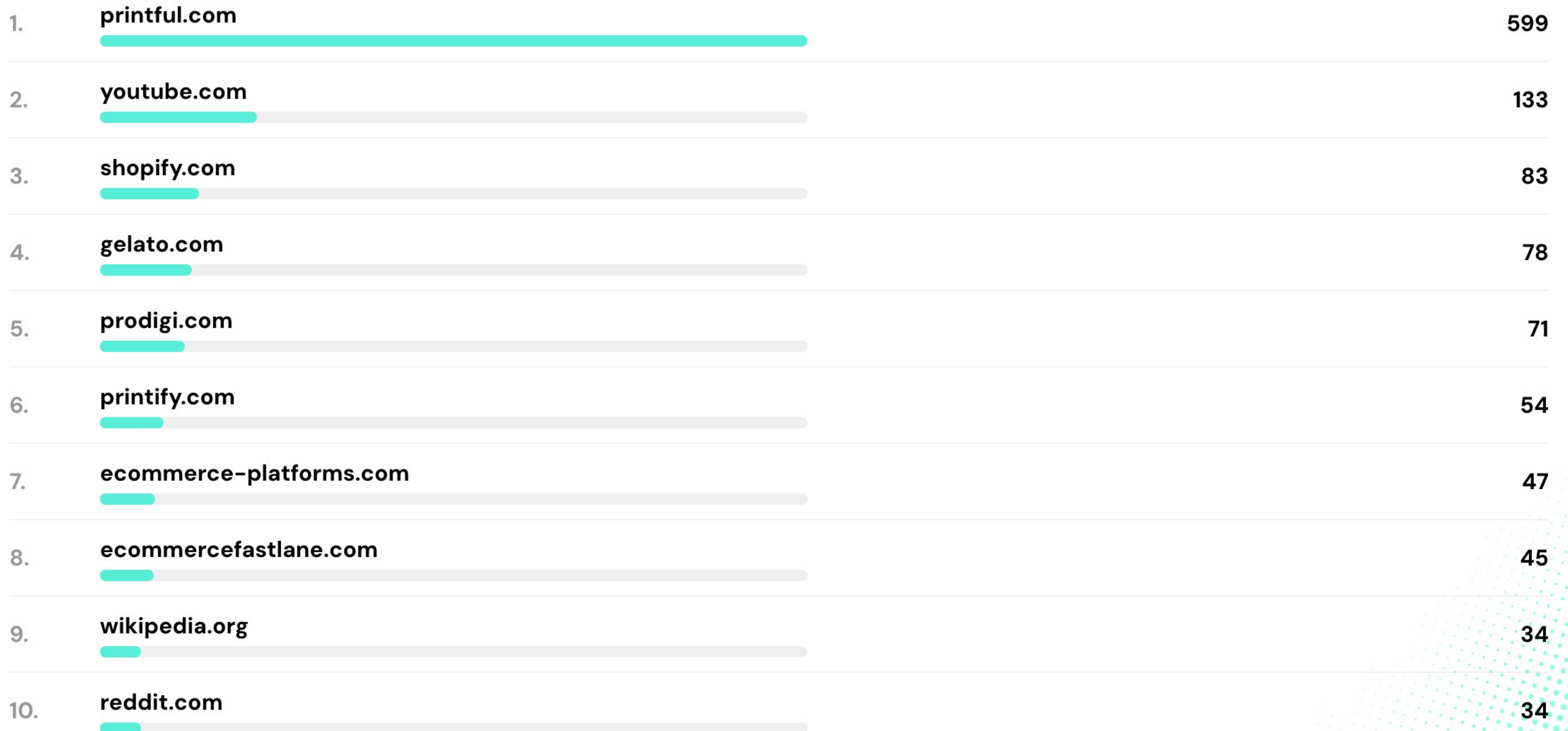
97%

Share of buyer-intent prompts where AI mentions Printful when asked about its category.

Mean visibility gap (sentiment-vs-recommendation MAE): 0.58.

Where AI gets Printful's story.

Top 10 domains AI cited when asked about Printful, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

What kind of evidence does AI ground in?

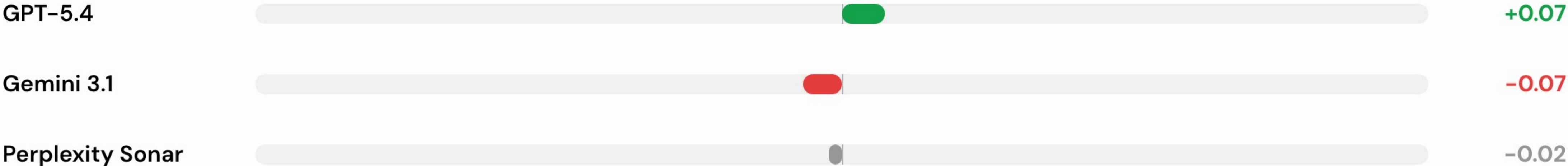
Distribution of source types in citations for Printful. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

Which AI describes Printful most positively?

Sentiment polarity averaged across 12 languages, per model. Range -1 to +1. Differences between models translate directly into differences in what your buyers see.



Inter-model std: 0.059. Models broadly agree.

KEY TAKEAWAY

The so-what for Printful.

AI recommends Printful in 97% of buyer-intent prompts about tech in Latvia.

Distinctive strength

Highly concentrated AI narrative (HHI 0.74). A few authoritative sources control the story. Controllable through 2-3 domain partnerships.

Opportunity

Mean sentiment-vs-recommendation gap is 0.58. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

Printful can submit a response.

Every brand in the Rankfor® Index 2026 is offered the right of reply. Your response is published alongside the brand profile.

dmitrij@rankfor.ai · Subject: Right of reply

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