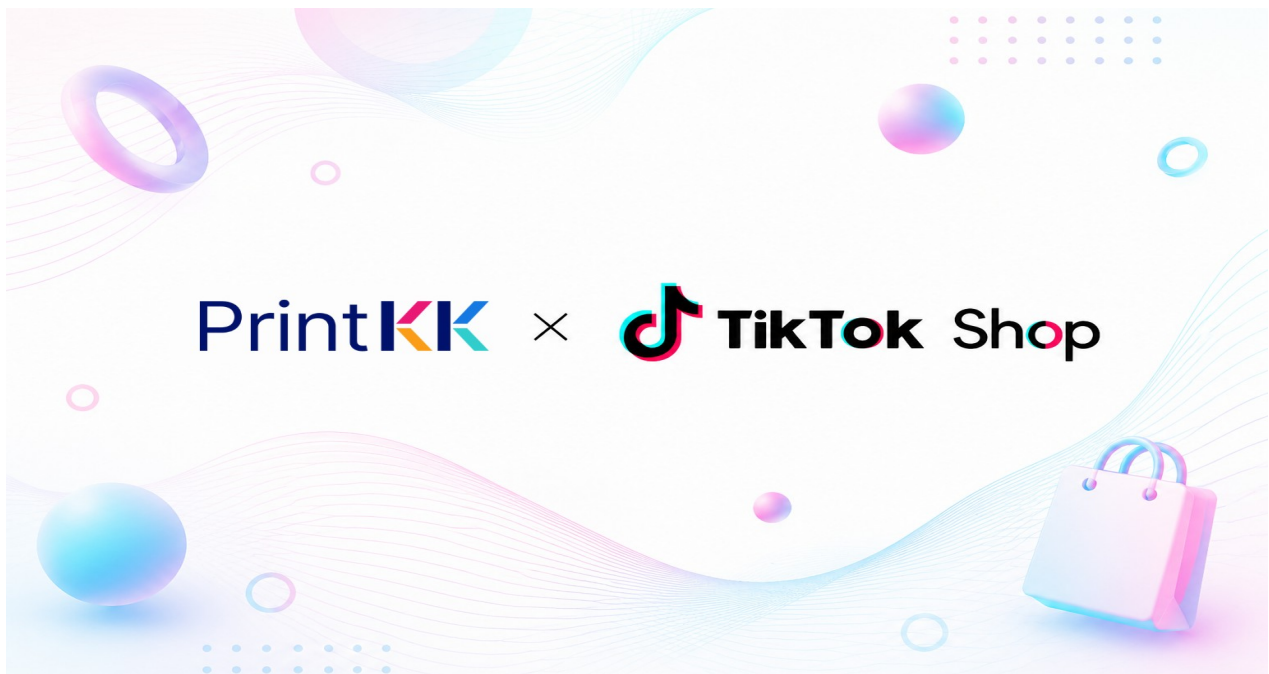




PrintKK's Los Angeles Production Powers TikTok Shop Sellers Through Viral Demand Surges

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PrintKK, a global print-on-demand and dropshipping platform, today outlined how its 30,000-square-foot Los Angeles production facility can help sellers absorb the unpredictable demand surges that define selling on TikTok Shop, where a single viral video can shift a product from ten orders a day to several thousand within hours.

The mismatch between TikTok's discovery-driven commerce and traditional overseas fulfillment has become one of the defining operational challenges for creators and small brands on the platform. Unlike search-led marketplaces such as Amazon, where demand is relatively predictable and inventory can be planned weeks in advance, TikTok Shop demand is shaped by content performance that is difficult to forecast.

A product that sold in low double digits for weeks can jump to four-figure daily volume overnight once a video enters the For You feed at scale. Products that go viral in this way often lose momentum before overseas shipments arrive, leaving sellers unable to convert attention into revenue and, in many cases, facing negative

reviews and refund requests that damage store ratings long after the trend has passed.

PrintKK's US-based operation is designed around that specific problem. The company runs a company-operated production facility in the Los Angeles area, complemented by a global network of fulfillment partners.

The domestic footprint allows sellers to meet the delivery expectations that TikTok Shop shoppers have inherited from Amazon, with no minimum order quantities and most items produced within 48 hours of order receipt. For sellers whose audiences are concentrated in North America, this shortens the window between a viral moment and a delivered package from weeks to days.

"Virality on TikTok is a fulfillment problem before it's a marketing problem," said William Ning, CEO of PrintKK. "If a seller can't ship in days, the trend is over by the time the package lands. Our Los Angeles facility exists so that a video posted on Monday can turn into a delivered order by the weekend."

PrintKK has spent the past year adapting to the specific rhythm of TikTok-driven demand, which behaves differently from standard e-commerce volume. Orders from creator-led stores tend to arrive in sharp, short bursts rather than steady flows, with a single video capable of generating more volume in 48 hours than a store's entire previous month.

In response, the company has restructured how production capacity is allocated across product categories and time windows, so that spikes from viral products can be absorbed without disrupting fulfillment on the rest of the platform.

Sellers can connect their TikTok Shop print on demand stores to PrintKK to sync orders, product data, and tracking information between the two platforms. Once connected, orders flow automatically from customer purchase to production, and products from PrintKK's catalog can be published to TikTok Shop storefronts without leaving the PrintKK dashboard.

A growing share of PrintKK's active sellers now treat TikTok Shop as their main storefront rather than a side channel. PrintKK's US-based production and platform are built for that shift.

About PrintKK:

PrintKK is a print-on-demand platform serving creators, small brands, and e-commerce sellers worldwide. The company enables sellers to launch custom product lines without inventory, minimum orders, or upfront

costs. PrintKK offers a catalog of more than 1,300 customizable products, along with AI-assisted design tools and AI-powered workflows that help sellers move from concept to storefront-ready product faster, and integrates with the major e-commerce platforms used by online sellers today. More information is available at www.printkk.com.

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PrintKK

PrintKK is a print-on-demand platform helping sellers launch custom products without inventory. With 1300+ items, no MOQ, and worldwide shipping, PrintKK supports creators and brands from design to fulfillment.

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The logo for PrintKK features the word "Print" in a dark blue, sans-serif font. To its right, the letters "KK" are rendered in a stylized, blocky font. The first "K" is composed of two overlapping shapes: a pink one on top and an orange one on the bottom. The second "K" is composed of two overlapping shapes: a blue one on top and a teal one on the bottom.