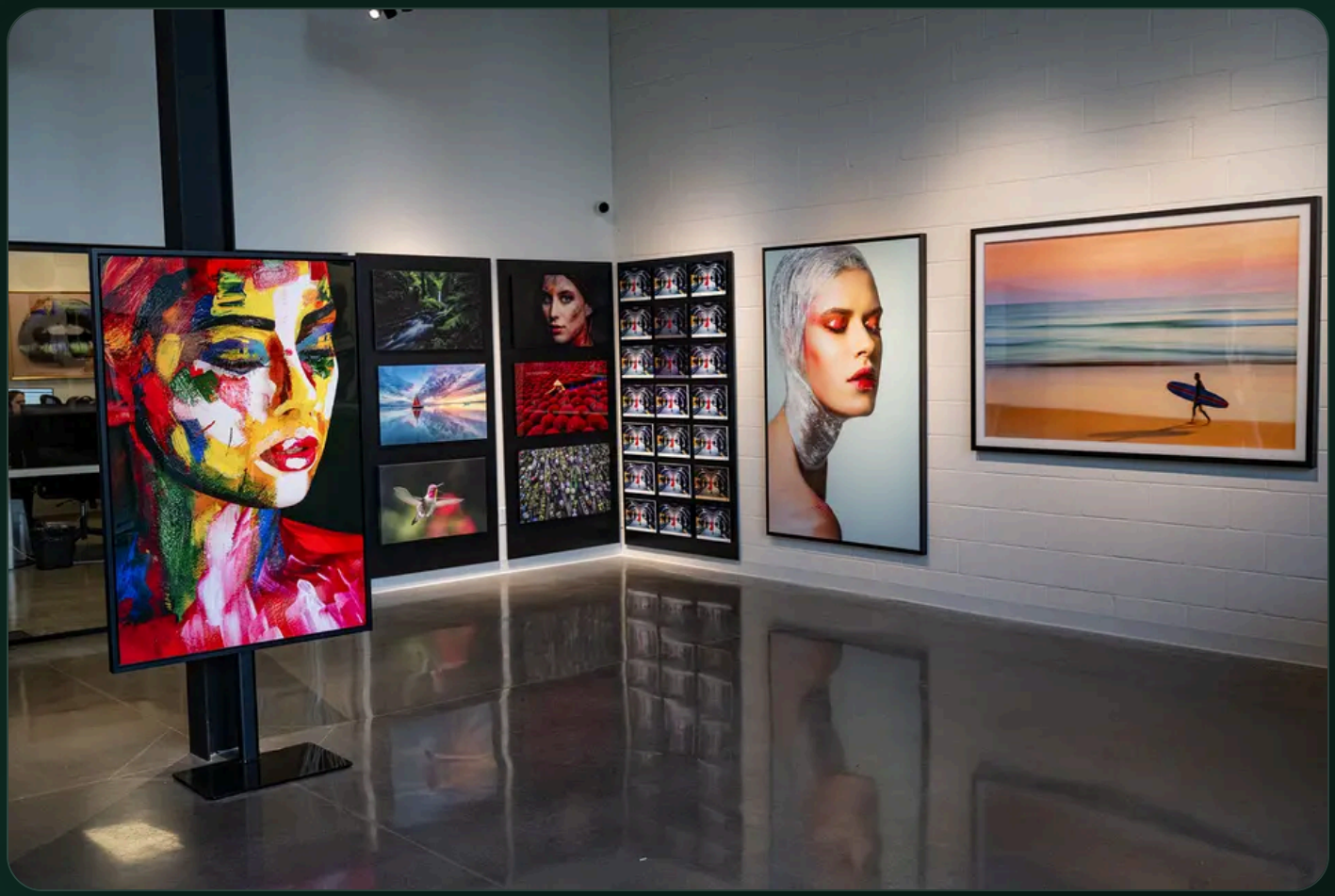
ToolGPA

NOVEMBER 2026

# Pictorem

## The Insider's Guide

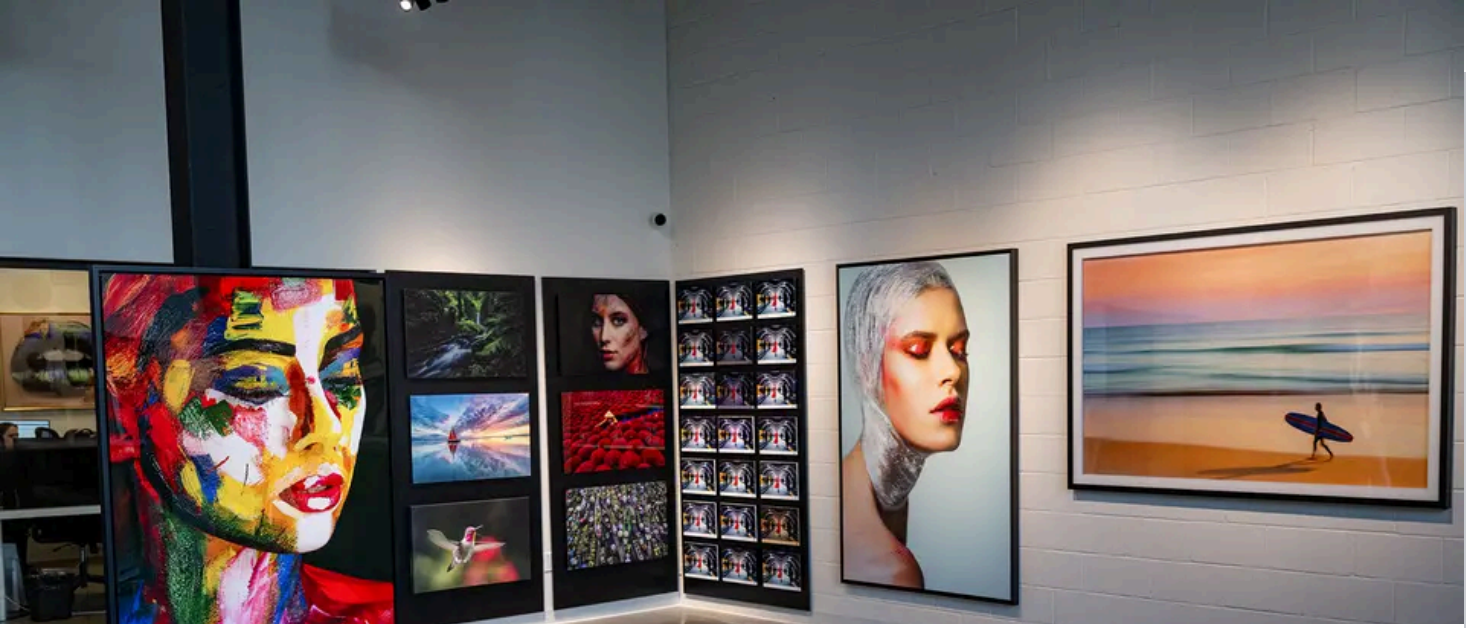
Wall-art print lab with white-label dropshipping and artist shops



**Every plan, grade, refund rule and rival among print-on-demand and dropshipping services, read from Pictorem's own pages.**

Made by Pictorem · checked Nov 13, 2026 · toolgpa.com

2.8
GPA



# Contents


**01 Welcome**
What it is, who it suits, its grades and the ten things to know first

**02 What it costs**
Every plan, the free plan, ways to pay less and how prices have moved

**03 What it does**
Its main features, where it runs, what it works with and who makes it

**04 Where it stands**
Its grades against its category, and whether to keep it or make your own

**05 The alternatives**
The tools it is most often weighed against, side by side

**06 Quick answers**
The questions people ask about it, each answered in a line or two

**07 About ToolGPA**
Who made this guide, what else is on the site, and how to cite it


ToolGPA put this guide together from Pictorem's own pages, its app-store listings and our grades. Every fact in it is on Pictorem's page too, where it is kept up to date. Checked Nov 13, 2026.

# Welcome

What it is, who it suits, its grades and the ten things to know first

**2.8**

GPA, above 54 of the 70 other print-on-demand and dropshipping services we grade

Pictorem prints canvas, acrylic, metal, wood and framed wall art and ships it from facilities in the USA and Canada. Resellers can open a free Pro account to dropship under their own brand, and artists can run a hosted print shop, free or on a paid Premium plan.

To get you started, here are **9 things to know about Pictorem**, taken from its own pages and our grades.

> "
>
> **You upload art and set up a gallery or a store connection.**
>
> From our grade for ease of use

**1** **Best for wall art printing and artist print shops**

Pictorem prints wall art with white-label dropshipping and gives artists a free gallery with a print shop, with Premium at $4.99 a month.

**2** **Paid plans start at $4.99 a month**

As its pricing page puts it: $4.99 per month, billed annually ($59.88 a year).

**3** **There is a free plan**

Free artist plan: 250 artwork uploads and a hosted gallery with a print shop, with no subscription and no commission on sales.

**4** **It runs on Web**

Web.

### 5 White-label dropshipping

Pro accounts ship orders without Pictorem branding; a logo on the label and packing slip, an optional thank-you card and a certificate of authenticity can be added.

### 6 Wall-art catalog

Canvas, acrylic, metal, wood, fine art paper, murals, puzzles, custom framing and multi-panel prints, all made to order.

### 7 Store integrations

Connects to Shopify, Etsy, WooCommerce, BigCommerce, Wix, Squarespace and OrderDesk, with a REST API and CSV, Excel or XML order exports.

### 8 A 2.8 GPA, above 54 of 70

That is against the other print-on-demand and dropshipping services we grade, on value, the free plan, features, ease of use and platforms.

### 9 Keep it

To replace Pictorem you would be making printers that make and ship each order. That is not a weekend's work, with an AI app builder or without one.

## Pictorem at a glance

PRICING
Free plan, from $4.99 per month, billed annually ($59.88 a year)

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Pictorem, since 2014

CATEGORY
Print on Demand & Dropshipping

OUR GRADE
2.8 GPA, good

# The report card

## Best for wall art printing and artist print shops

Pictorem prints wall art with white-label dropshipping and gives artists a free gallery with a print shop, with Premium at $4.99 a month. It is wall decor only, and the free plan stops at 250 uploads.

| TOOLGPA REPORT CARD | Pictorem | Graded Nov 13, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | A | Premium is $4.99 a month on annual billing ($59.88), under 60% of the $19.90 the cheaper quarter of the category starts at. Print prices are separate. |
| **Free plan and trial** | B | Free plan with 250 uploads, a hosted gallery and a print shop, and no commission on sales. Uploads are capped at 250. |
| **Features** | C | White-label dropshipping, gallery, reseller rebate and AI image tools. The catalog is wall decor only, with no apparel or other products. |
| **Ease of use** | C | No store rating on record. You upload art and set up a gallery or a store connection. |
| **Platforms and integrations** | B | Web app connecting to Shopify, Etsy, WooCommerce, BigCommerce, Wix, Squarespace and more, with a dropship API. |
| **Grade point average** | | Good, out of 4.0 **2.8** |

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

### Who Pictorem is for

- ✓ Fits if you are an artist who wants a print shop with no commission
- ✓ Works for stores that want wall prints dropshipped under their own name

### Who it is not for

- ✗ Skip it if you need apparel or any product other than wall decor
- ✗ Tight if you have a big catalog, since the free plan stops at 250 uploads
- ✗ Watch out: print prices vary by type and size and are not covered by Premium
- ✗ Pricey if you ship abroad, as free ground shipping is stated for continental USA and Canada only

## Good to know

### Good for

- ✓ Artists and photographers selling fine art prints without holding stock
- ✓ Resellers who want unbranded wall-art dropshipping
- ✓ Sellers in the US and Canada who want to avoid customs delays

### Worth knowing

- ⓘ Product prices vary by print type and size, and are not covered by the Premium subscription.
- ⓘ Free ground shipping is stated for continental USA and Canada; international shipping is priced at checkout.
- ⓘ The catalog is wall decor only, with no apparel or other product types.
- ⓘ Premium is paid up front, with no automatic renewal, and the free plan has a 250-artwork upload cap.

PART 02 · PRICING

# What it costs

Every plan, the free plan, ways to pay less and how prices have moved

**$4.99**

A month to start. There is a free plan too

Pictorem has a free plan. Paid plans start at $4.99 per month, billed annually ($59.88 a year).

FREE PLAN

## $0

250 artwork uploads, full online gallery features and standard image processing.

ARTIST PREMIUM PLAN

## $4.99

per month, billed annually ($59.88)

Unlimited uploads, your own domain name, up to 5 custom pages, digital downloads and certificates of authenticity.

### The free plan

Free artist plan: 250 artwork uploads and a hosted gallery with a print shop, with no subscription and no commission on sales.

Read from pictorem.com on Nov 13, 2026.

# What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Wall-art print lab with white-label dropshipping and artist shops. Here is what it does, as its own site describes it, and what it covers: public API, AI features, online store, print on demand, dropshipping.

"

**White-label dropshipping, gallery, reseller rebate and AI image tools.**

From our grade for features

### White-label dropshipping

Pro accounts ship orders without Pictorem branding; a logo on the label and packing slip, an optional thank-you card and a certificate of authenticity can be added.

### Wall-art catalog

Canvas, acrylic, metal, wood, fine art paper, murals, puzzles, custom framing and multi-panel prints, all made to order.

### Store integrations

Connects to Shopify, Etsy, WooCommerce, BigCommerce, Wix, Squarespace and OrderDesk, with a REST API and CSV, Excel or XML order exports.

### Hosted artist gallery

Artists set their own retail prices, choose print types and size ranges, and keep the profit above Pictorem's printing cost; the vendor states no commission.

### Reseller rebate

A Pro account gets an automatic 15% rebate off the lowest displayed price, which the page says rises to 17% and 20% as accumulated orders grow.

### AI image tools

Free accounts get 10 AI upscales a day, and Premium raises that to 50 along with AI keyword and title generation for uploads.

### Where it runs

Web

### What it works with

Shopify
Etsy
WooCommerce
BigCommerce
Wix
Squarespace
OrderDesk
ROES

Pictorem is made by Pictorem, and has been around since 2014.

# Where it stands

Its grades against its category, and whether to keep it or make your own

**54**/70

Other print-on-demand and dropshipping services it is graded above

Pictorem's GPA of 2.8 is higher than 54 of the 70 other print-on-demand and dropshipping services we grade, and level with 6.

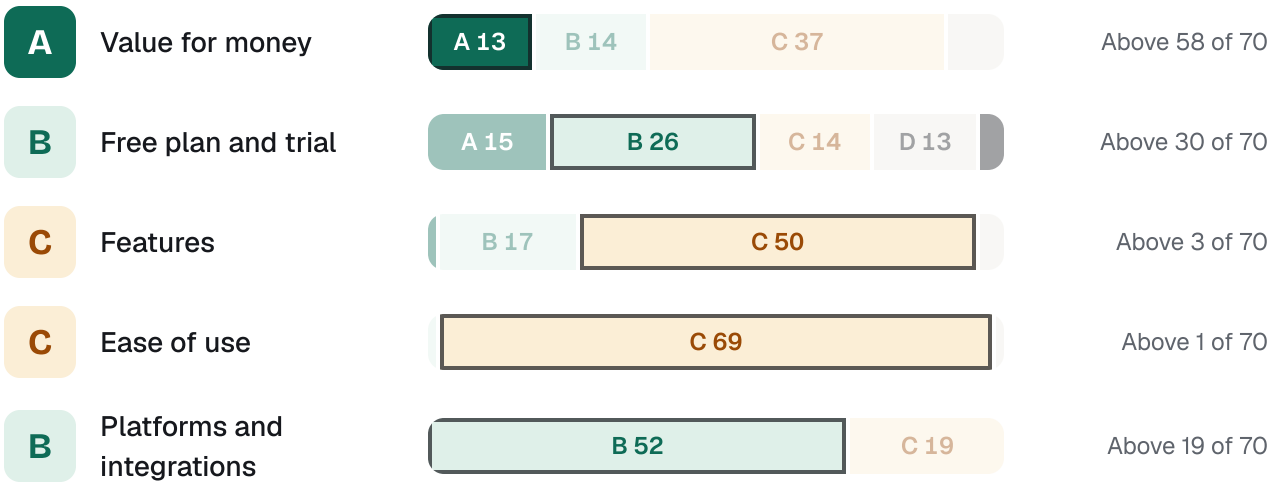
It stands best on value for money (A, above 58 of 70) and worst on ease of use (C, above 1).

Its paid plans start at $4.99 a month, against a middle price of $25 for the category: 5 of the 36 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 7 tools score higher and cost less.

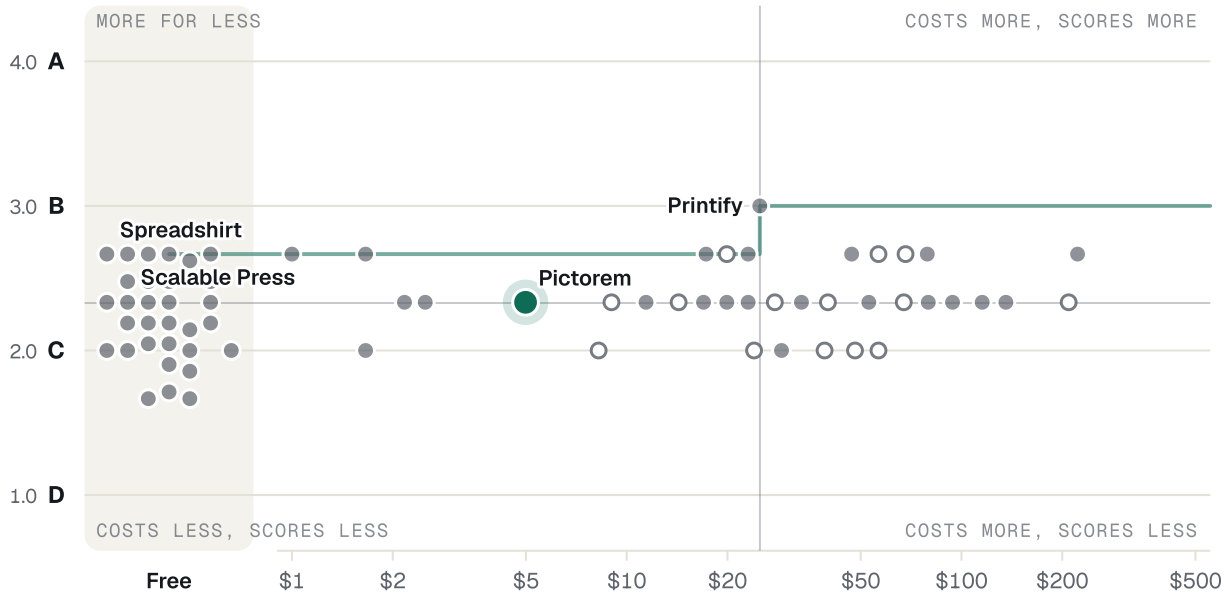
## Each grade against the category

Every bar is all 71 print-on-demand and dropshipping services we grade, cut by the letter each got. Pictorem's own letter is outlined.



## Price against what you get

Each dot is one of 68 print-on-demand and dropshipping services. Further left costs less; higher up scores better on features, ease of use and platforms. Pictorem is the marked dot.




What paid plans start at, a month (each step along is roughly double) ⍰

## Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

### Keep it

To replace Pictorem you would be making printers that make and ship each order. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.8 is higher than 54 of the 70 other print-on-demand and dropshipping services we grade. It costs $59.88 a year.

**What you could not**

- ✕ Printers that make and ship each order.
- ✕ Suppliers who ship each order for you.

- ✕ Checkout, card payments and sales tax handled for you.
- ✕ It plugs into other products, Shopify, Etsy and WooCommerce among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

**What this rests on.** Pictorem's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

# The alternatives

The tools it is most often weighed against, side by side



Printful, Gelato, Prodigi, Fine Art America and Pixels

The 5 tools Pictorem is most often weighed against, with where each one differs from it.

## Printful

3.2 GPA

Free plan · from $24.99/mo

Print-on-demand company that makes and ships orders in-house.

- Pictorem also covers dropshipping.

Pictorem and Printful compared in full

## Gelato

3.0 GPA

Free plan · from $19.99/mo

Print-on-demand service that prints orders near the buyer.

- Pictorem also covers online store and dropshipping.

Pictorem and Gelato compared in full

## Prodigi

3.2 GPA

Free plan · from $47/mo

Print-on-demand platform for wall art, prints and gifts, with an API.

- Pictorem also covers online store and dropshipping.

Pictorem and Prodigi compared in full



2.8
GPA

## Fine Art America

Free plan · from $30/yr

Art marketplace where artists sell prints and products made on demand.

- Only Fine Art America lists iOS and Android apps.
- Pictorem also covers dropshipping.
- Fine Art America also covers digital downloads.

Pictorem and Fine Art America compared in full



2.8
GPA

## Pixels

Free plan · from $30/yr

Art marketplace where artists sell prints and products made on demand.

- Only Pixels lists iOS and Android apps.
- Pictorem also covers dropshipping.
- Pixels also covers digital downloads.

Pictorem and Pixels compared in full

PART 06 · QUESTIONS

# Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

### Is Pictorem free?

Pictorem has a free plan. Free artist plan: 250 artwork uploads and a hosted gallery with a print shop, with no subscription and no commission on sales.

### How much does Pictorem cost?

Pictorem lists 2 plans. Free Plan: $0.

### What platforms does Pictorem work on?

Pictorem is available on Web.

### Does Pictorem have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Pictorem is listed for Web.

### Does Pictorem have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Pictorem is listed for Web.

### Is Pictorem open source?

Pictorem is not described as open source on its own site, as read on Nov 13, 2026.

### Does Pictorem have an API?

Yes. Pictorem offers a public API, according to its own site.

### What does Pictorem integrate with?

Pictorem's listing names Shopify, Etsy, WooCommerce, BigCommerce, Wix, Squarespace, OrderDesk and ROES.

### Who makes Pictorem?

Pictorem is made by a company of the same name. It dates from 2014.

### What are the alternatives to Pictorem?

The closest alternatives to Pictorem in our directory are Printful, Gelato, Prodigi, Fine Art America and Pixels.

### How does Pictorem compare with other print-on-demand and dropshipping services?

Pictorem's GPA of 2.8 is higher than 54 of the 70 other print-on-demand and dropshipping services we grade, and level with 6.

### Is Pictorem good value for money?

ToolGPA grades Pictorem A for value for money. Its paid plans start at $4.99 a month, against a middle price of $25 for the category: 5 of the 36 others that charge start lower.

### Could I make my own version of Pictorem?

To replace Pictorem you would be making printers that make and ship each order.

## Where this guide comes from

The prices, plans, platforms and features were read from Pictorem's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Pictorem's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Pictorem. Prices change, so check pictorem.com before you buy.

pictorem.com/artistpremium.html
pictorem.com/pro/d/dropship.html
pictorem.com/
pictorem.com/artist.html

PART 07 · ABOUT

# About ToolGPA

Who made this guide, what else is on the site, and how to cite it

**7,721**

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

| 7,721 | 95 | 739 | 579 |
|---|---|---|---|
| tools graded | categories | price changes on record | apps priced in 12 countries |

## What else is on toolgpa.com

### Pictorem, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/pictorem

### How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

### Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

### Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

### Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

### Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

### Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

### Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

**Scan for the live page**

Prices and grades as they are today

### Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Pictorem: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/pictorem
```

### Know someone choosing between print-on-demand and dropshipping services?

Send them this guide:
toolgpa.com/tools/pictorem/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded print-on-demand and dropshipping services after Pictorem, each with an Insider's Guide of its own.

### Print on Demand & Dropshipping Insider's Guide

Every one of the 71 print-on-demand and dropshipping services we grade, compared

### Printify Insider's Guide

Print-on-demand marketplace with 2,000+ products and 70+ printers

3.4 GPA

### CJdropshipping Insider's Guide

Dropshipping supplier and sourcing agent with factory-price products

3.2 GPA

### Printful Insider's Guide

Print-on-demand company that makes and ships orders in-house

3.2 GPA

ToolGPA

## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Pictorem's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Pictorem is a trademark of its owner, and this guide is not made, paid for or approved by Pictorem. Prices and plans change: check pictorem.com before you buy.