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Product & Marketing Information for Distributor Sales Professionals

2019
TOP
DISTRIBUTORS

2019 Top Distributors

The year's top promotional products distributors: the list, profiles and much more

By Sean Norris

With all the mergers and acquisitions happening in promo (and there were a lot of them last year), it can feel like the industry is getting smaller, not larger—contracting, not expanding. That's true, in one sense. Every mega-distributor that forms technically reduces the number of individual companies operating in the space. But overall industry sales are growing. The pie is getting larger. And the most creative, innovative and forward-thinking distributor companies are snapping up the extra slices.

That's why, as the rest of the industry consolidates, our Top Distributors list is expanding. We wanted to make it less about the big companies at the top, and more about the big picture—a better, more complete snapshot of the industry's best companies. So, instead of the Top 50, we compiled the Top 65 (page 6). We brought back several notable companies we had trouble tracking down for previous installments of the list. We collected more information for each distributor, including percentage of hard goods versus apparel sales and a listing of top vertical markets. Oh, and we added a Top 30 Fastest Growing Distributors list (page 8), opening the door for companies of all sizes to showcase their sales success.

You'll find all that and more—including stats, trends and analysis for the Top 65 (page 3) and short profiles of some of the year's top companies (page 4)—on the following pages. We hope it gives you a good look at the overall state of the industry and a window into the success of its top companies. Let's hit it!



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2019 Top Distributors: Stats, Trends and Analysis

According to our data, the Top 65 Distributors totaled \$6.24 billion in gross revenue. Since we expanded to a larger number of distributors this year, we can't compare that number directly to last year's list, which numbered 50 companies. But this year's Top 50 alone totaled \$5.96 billion, up from last year's \$5.03 billion. We should note that part of that nearly billion-dollar increase is due to the return of several large distributors absent from last year's list, including Safeguard/Deluxe Corp. (No. 13), Fully Promoted/EmbroidMe (No. 16) and Positive Promotions Inc. (No. 19), among others. But the majority of the sales growth was the result of a strong all-around year for the promo industry.

In all, 50 of our Top 65 Distributors grew their sales from 2017 to 2018, with 25 posting at least double-digit percentage growth. Twelve of those companies grew by 20 percent or more. The largest percentage sales increase belonged to Corporate Imaging Concepts (93.02 percent), whose acquisition of eCompanyStore helped it nearly double its overall promotional products revenue from 2017 to 2018. HALO Branded Solutions had the second largest increase (45.43 percent), also helped by several key acquisitions (see notes section below), followed by Kotis Design (35.29 percent), Touchstone (28.57 percent) and The Icebox-Cool Stuff (28 percent). The largest gross revenue increase belonged to HALO, which grew sales by \$189 million, followed by 4imprint

(\$106.5 million), BDA Inc. (\$90.5 million), Corporate Imaging Concepts (\$40 million) and Geiger (\$25.1 million).

This year's top 10 companies remained almost unchanged from our 2018 list, with a few minor shakeups. For one, iPROMOTEu jumped two spots from No. 11 last year to No. 9 this year, bumping AIA Corporation down one spot to No. 10 and American Solutions for Business from No. 10 to No. 11. BDA Inc. jumped from No. 4 to No. 3, while IMS (Integrated Merchandising Solutions) moved from No. 7 to No. 6. The top 10 distributors alone combined for \$3.4 billion in promotional products revenue, up from \$2.9 billion last year.

The return of those large distributors we mentioned did impact the year-to-year rankings for the rest of the list, with a number of companies posting significant revenue gains but sliding a few spots as new additions to the list slotted in ahead. For example, despite growing sales by more than 35 percent, Kotis Design ranked No. 34, its same position from last year's list. Touchstone grew sales by more than 28 percent and slid from No. 33 last year to No. 35 this year. This effect can be seen throughout most of the list, so we suggest not putting much stock in rankings changes for this installment—though there were some notable risers. The Icebox-Cool Stuff jumped five spots from No. 47 last year to No. 42 this year, while Smart Source moved from No. 46 to No. 43 and HDS Marketing rose from No. 50 to No. 45.

Other stats

- The average split of hard goods versus apparel sales for the Top 65 Distributors was 62 percent to 37 percent.
- The top vertical markets for distributors on our list were Financial (listed 31 times), Health Care (29), Manufacturing (20), Retail (19) and Technology (18).
- Of the 66 principal officers listed (Proforma listed two) for the Top 65 Distributors, 54 were men and 12 were women.
- In all, 24 U.S. states and one Canadian province (Ontario) appeared on our list as headquarters to at least one Top 65 Distributor. Ohio and Illinois led with seven distributors apiece, followed by Minnesota and California with five apiece. New York, Maryland and Georgia each had four. Nine states had a single distributor each.
- A few cities appeared multiple times on the list. Los Angeles was home to three Top Distributors, while New York, Dallas and St. Louis were each home to two.
- All four major regions of the U.S. had at least one distributor on the list. The midwest led the way again with 27 companies in eight states. The northeast had 16 companies in seven states, while the south had 13 in six. The west brought up the rear once again, with nine companies in three states.
- In 2018, the Top 65 Distributors employed more than 18,000 people at 2,654 locations. The highest number of employees by any one company was 3,000, while the lowest was 30. Forty-two companies had at least 100 employees, with five distributors reaching 1,000 or more.

Notes

For various reasons, a handful of top distributors do not appear on this list. Some, like *Staples Promotional Products*, *Cimpres* and *Cintas*, typically do not report financials to us. Those three would certainly appear in the upper third of this list, but rather than estimating, we've chosen not to include them. Others, like *InnerWorkings*, *e Group Inc.*, *PrintGlobe Inc.* and *Club Colors*, have reported in the past, but chose not to submit or could not meet the submission deadline for this year's list.

Some distributors that appeared on previous years' lists were acquired by other top distributors, thus removing them from standalone contention on this year's list. HALO Branded Solutions acquired *CSE - Caliendo Savio Enterprises* (No. 22 in 2017) in January 2018, *Sunrise Identity* (No. 20 in 2018) in August 2018,

Chamberlain Marketing Group (No. 30 in 2018) in September 2018 and *Boost Promotional Branding* (No. 45 in 2018) in January 2019. Corporate Imaging Concepts acquired *eCompanyStore* (No. 33 in 2017) in May 2018.

Other notable acquisitions included unranked distributor companies, but likely impacted certain distributors' positions on the list by adding significant new revenue to their totals. Those include several of the above acquisitions, as well as The Image Group/Target Marketing's acquisition of *Thomas Marketing* (not ranked) in August 2018, Shumsky/Boost Engagement's acquisition of *Impact Plus* (not ranked) in April 2018, and Geiger's acquisitions of *BTC Group* (not ranked) in March 2018 and *Bank Express and Promo Warehouse* (not ranked) in November 2018.



Geiger - No. 8

Based in Lewiston, Maine
435 employees, 16 locations
2018 promo sales: \$210.6 million

In August of 2018, Jo-an Lantz became the first non-family president of Geiger. It was a big deal, but it wouldn't be the only huge news for our No. 8 distributor. Geiger would go on to acquire two other distributors—one in the U.S. and one, based in the U.K., that would give it a significant overseas footprint—and earn recognition as one of the industry's best places to work. (It would also set an industry yoga record, for good measure.) All that on top of key investments in people and a tech platform to support customer relationships.

"We are paying close attention to integration with our customers, providing them value-added, consultative merchandising," says Lantz, now president and CEO. "Integration includes team selling, retail-like merchandising, technical back-end system ERP integrations, punch outs, site sales, and global support."

Looking back: "I would have invested earlier in working with a business coach," Lantz says. "Having an outside perspective to provide guidance and gentle (and perhaps not-so-gentle) prodding has been helpful."

Fun facts: Geiger is 100 percent sustainable. We generate our own electricity through a solar array, and we're 100 percent carbon neutral for all UPS shipments around the world.

HALO Branded Solutions - No. 2

Based in Sterling, Ill.
1,700 employees, 45 locations
2018 promo sales: \$605.5 million

HALO has been busy. In addition to a number of significant acquisitions over the last few years, including several involving former Top 50 distributors, the company has been hard at work growing its sales organically. Marc Simon, CEO, credits HALO's suite of business tools for helping account executives grow their business, with investments (and reinvestments) in technology and staff paying off on the balance sheet.

"The desire and ability to provide value is the single biggest key to success as a distributor," says Simon. "Distributors who provide value to their sales professionals and their clients will succeed. At HALO, our singular focus is creating and providing value to our account executives, so they can do the same for their clients."

Watching trends: "Clients' needs are growing more complex," says Simon. "In order to continue to gain market share, we will invest in those things that make the buying experience for every client as efficient and desirable as possible."

Promo advice: "Keep it simple. Clients want value—they want an account executive who is completely committed to their success and the growth of the client's brand. They want quality products, delivered on-time, at a fair price."



Proforma - No. 4

Based in Independence, Ohio
200 employees, 650 locations
2018 promo sales: \$378.8 million

Proforma has been a fixture in the top five of our list for as long as we can remember, and the distributor posted another strong year in 2018, finishing No. 4 by a wide margin. The company spent three years and \$10 million developing a new business technology management platform, and Vera Muzzillo, CEO, says it's already getting results, with owners using the system reporting a 20 percent increase in sales over the prior year. It's all part of the company's emphasis on technology as it looks to continue its run atop the industry sales charts.

"Today, the clear-cut differentiator is technology," Muzzillo says. "Because it optimizes workflow processes, grows sales and margins, and improves efficiency."

Best thing about promo: "I love the people," says Muzzillo. "I love that we are in the dream business, the business of helping our owners' dreams come true. It means a great deal when people come up to us at our convention and Million Dollar Club, give us a big hug and tell us, 'Thank you for building Proforma, because it changed my life.' That is an amazing feeling. Regarding what the industry could do better—it could continue to mentor and train its members and associates, resulting in a higher level of professionalism and business success."

What people may not know: "Proforma operates internationally—through its distributors, their offices, their customers and their supplier partners—on almost every continent. We have been involved in some significant capacity in every Olympics over the past 20 years, and we conduct business with more than 80 percent of the Fortune 1000."

BAMKO - No. 18

Based in Los Angeles
250 employees, 15 locations
2018 promo sales: \$94.9 million



When we last caught up with him (on our podcast), Phil Koosed, president of BAMKO, was talking about the innovative ways distributors are using promotional products to help clients connect with audiences. It turns out that's something of a mantra for BAMKO, our No. 18 distributor.

"We are in the connection-creation business," Koosed tells us now. "We need to be obsessed with creating connection with both our employees and our customers. Give people something to connect with and feel great about, particularly in today's world, and you'll go far. We derive incredible joy from connecting with our customers, creating extraordinary experiences for them, and helping them build their businesses. That joy animates everything that we do."

All about culture: "We've grown substantially, made acquisitions and hired more than 15 new sales reps, and through it all, our culture has grown stronger," says Koosed. "We've seen other companies struggle with their culture under the weight of growth and acquisitions. We've experienced the exact opposite. Our culture has gotten stronger and our team is more connected and positive than ever. It's something we've been extremely intentional about—only bringing on individuals

and partnering with companies that can positively contribute to our culture. That purposeful focus has made all the difference, and it's something I'm particularly proud of.

Success secrets: "Putting our salespeople in a position to succeed by surrounding them with an incredible team that contributes to their success. We view selling as a team sport. We invest a lot of resources in surrounding our salespeople with the best team and set of resources anywhere in the industry. It's a big bet that we make because we believe that our salespeople have the ability to thrive if supported in a major way. We want to put them in a position where they're not just selling themselves, they're selling the unique opportunity to work with our team and all of the resources we have to offer customers. It's a huge competitive advantage that contributes to a talented sales team growing ever more successful."



Overture Promotions - No. 26

Based in Vernon Hills, Ill.
150 employees, 4 locations
2018 promo sales: \$60.6 million

Overture Promotions wants to keep things moving. Literally, as in its coming move to a new, larger building later this year, and figuratively, as in "moving forward." For Overture, that means enhancements to the proprietary web development platform it uses to create online stores for its clients, new global partnerships,

and investments in staff and management training. Yet, still, Jo Ann Gilley, Overture's CEO, knows success comes down to good fundamentals.

"We at Overture believe that proactive customer service is the key to success," Gilley says. "We're always bringing new ideas, fresh creative, custom reporting and analysis to our customers. And we're always being responsive problem-solvers and truth-tellers."

Advice to your past self: "My background is in the advertising and PR side of marketing," says Gilley. "My advice to myself would be not to make assumptions about promo based on that experience. It's wildly different."

Company trivia: "Our staff is divided into four teams for a year-long Overture House Cup competition. Employees earn points for their teams for participation in events like bring-your-dog-to-work days, dress-up days, bring-food days, surveys, wacky competitions, etc. It turns out that our staff is insanely competitive!"

Kotis Design - No. 34

Based in Seattle
173 employees, 5 locations
2018 promo sales: \$46 million



Kotis Design, our No. 34 distributor, grew its sales by 35 percent in 2018 and has been steadily working its way up our Top Distributors list over the last few years. That success hasn't always come easy, which is why the company's rallying cry is "fight for better." "If all our people do this daily, in small and large ways, change starts to build and the momentum for progress increases," says Jeff Becker, Kotis Design's president.

And for Kotis, change has been good. In the past year, the distributor has opened two larger hubs, allowing it to provide two-day shipping throughout the entire U.S. for online store fulfillment, kitting and decoration services. More than half its office staff is now fully remote, which Becker says has had major benefits. And the company is now seeing the results of 10 years' worth of new ideas and divisions. "We're now really refining those services and telling our story in new ways," Becker says. "We have so much to offer—it's exciting being able to bring those solutions to even more brands and really help them promote their purpose."

Best thing about promo: "I love that we get to use our platform to help a brand amplify whatever their message is," says Becker. "Then seeing that happen as tribes of people wear, use and get excited about the swag we put forth is awesome. I wish the industry would change and adapt at a quicker pace to spur on innovation."

2019 Top Distributors: The List

2019 Rank	2018 Rank	Company Name	2018 Promo Sales	2017 Promo Sales	2018 Total Sales (All Services)	% Hard Goods	% Soft Goods	Top Verticals	Total Staff	Loca.	Principal(s)	City, State
1	1	4imprint Inc.	\$714,554,000	\$607,997,000	\$714,554,000	80	20	-	1,050	1	Kevin Lyons-Tarr, CEO	Oshkosh, WI
2	2	HALO Branded Solutions	\$605,000,000	\$416,000,000	\$605,000,000	67	33	Financial, Insurance, Health, Telecom, Entertainment	1,700	45	Marc Simon, CEO	Sterling, IL
3	4	BDA Inc.	\$437,000,000	\$346,500,000	\$437,000,000	-	-	-	500	75	Jay Deutsch, CEO	Woodinville, WA
4	3	Proforma	\$378,840,000	\$368,900,000	\$492,000,000	60	40	Mfg, Health, Financial	200	650	Greg Muzzillo, Founder; Vera Muzzillo, CEO	Independence, OH
5	5	Taylor Communications	\$248,200,000	\$226,500,000	\$2,200,000,000	63	37	Financial, Retail, Health, Mfg	3,000	100	Deb Taylor, CEO	Dayton, OH
6	7	IMS (Integrated Merchandising Solutions LLC)	\$221,800,000	\$209,400,000	\$295,700,000	70	30	Retail, CPG, Financial, Alcohol/Beverage	400	9	Josh Tobey, CEO	Morton Grove, IL
7	6	DiscountMugs.com	\$214,750,000	\$210,000,000	\$214,750,000	93	7	Faith-Based/Nonprofit, Education, Medical	1,100	2	Sai Koppaka, Pres. & CEO	Medley, FL
8	8	Geiger	\$210,600,000	\$185,500,000	\$210,600,000	73	27	Construction, Health, Industrial, Retail, Financial	435	16	Jo-an Lantz, Pres. & CEO	Lewiston, ME
9	11	iPROMOTEu	\$198,400,000	\$174,500,000	\$198,400,000	-	-	-	80	1	Ross Silverstein, Pres. & CEO	Wayland, MA
10	9	AIA Corporation	\$194,900,000	\$175,000,000	\$194,900,000	62	38	Hobby/Toy & Game Shops, Business Services, Medical	105	15	Matt Gresge, CEO	Neenah, WI
11	10	American Solutions for Business	\$190,550,952	\$170,134,779	\$314,033,163	61	39	Retail & Services, Medical, Financial, Mfg	1,126	535	Larry Zavadil, CEO	Glenwood, MN
12	12	Jack Nadel International Inc.	\$127,000,000	\$118,000,000	\$137,000,000	50	50	Insurance, Tech, Automotive, Entertainment	290	26	Craig Nadel, Pres.	Los Angeles, CA
13	-	Safeguard/Deluxe Corp.	\$126,500,000	\$110,000,000	\$1,998,000,000	66	34	Health, Financial, Retail	-	250	Barry C. McCarthy, Pres. and CEO	Dallas, TX; Shoreview, MN
14	14	Kaeser & Blair Inc.	\$121,879,460	\$114,333,435	\$121,879,460	70	30	-	102	3	Kurt Kaeser, CEO	Batavia, OH
15	13	Brand Addition	\$118,000,000	\$117,000,000	\$118,000,000	78	22	Automotive, Financial, Tech, Engineering/Mfg, Health/Beauty	390	8	Karl Whiteside, Managing Director	St. Louis, MO
16	-	Fully Promoted/ EmbroidMe	\$104,067,400	\$95,400,000	\$105,342,800	25	75	Education, Financial, Health, Nonprofits, Construction	930	300	Mike Brugger, Pres.	West Palm Beach, FL
17	16	Boundless	\$97,044,843	\$84,331,604	\$97,044,843	60	40	Nonprofits, Food/Bev, Business/Professional Services, Automotive	130	8	Henrik Johansson, CEO	Austin, TX
18	17	BAMKO LLC	\$94,900,000	\$83,700,000	\$346,000,000	50	50	Quick-Service Restaurants, Fitness, Tech, Entertainment	250	15	Phil Koosed, Pres.	Los Angeles, CA
19	-	Positive Promotions Inc.	\$86,300,000	\$82,300,000	\$86,300,000	91	9	Corporate, Education, Government/Military, Health	500	1	Nelson Taxel, CEO	Hauppauge, NY
20	15	G&G Outfitters	\$84,150,000	\$89,300,000	\$93,300,000	45	55	-	325	8	Doug Gardner, Pres.	Lanham, MD
21	-	Corporate Imaging Concepts	\$83,000,000	\$43,000,000	\$83,000,000	45	55	Tech, Health, Financial Services, Business Services, Automotive	165	6	Bob Herzog, CEO	Northbrook, IL
22	19	The Vernon Company	\$82,697,835	\$76,605,065	\$82,697,835	72	28	Food/Bev, Financial, Mfg, Health, Education	400	3	Chris Vernon, CEO & Pres.	Newton, IA
23	18	A Brand Company	\$79,500,000	\$83,600,000	\$79,500,000	-	-	Financial, Mfg, Consumer Products, Oil/Gas, Nonprofits	220	11	Fred Parker, CEO	Charlotte, NC
24	23	BrandVia Alliance	\$69,000,000	\$54,900,000	\$69,000,000	63	37	Tech, Health, Banks, Trade Shows, Entertainment	160	1	Jim Childers, Pres.	San Jose, CA
25	21	Summit Group LLC	\$64,550,000	\$66,300,000	\$64,550,000	70	30	Insurance, Food/Bev, Financial, Travel	151	4	Michael J. Harper, CEO	Silver Spring, MD
26	27	Overture Promotions	\$60,600,000	\$47,500,000	\$60,600,000	60	40	Tech, Aviation, Insurance, Financial, CPG	150	4	JoAnn Gilley, CEO	Vernon Hills, IL
27	22	ePromos Promotional Products	\$58,985,000	\$53,010,847	\$58,985,000	92	8	Professional & Scientific/ Technical Services, Health, Education, Retail	155	3	Jason Robbins, CEO	St. Cloud, MN
28	25	Genumark	\$57,683,619	\$52,581,632	\$57,683,619	50	50	Financial, Retail, Food/Bev, Tech	110	10	Mark Freed, Pres. & CEO	Toronto, ON, Canada
29	-	Artcraft Promotional Concepts	\$54,000,000	\$52,500,000	\$54,000,000	65	35	Pharmaceutical, Insurance, Banking, Financial	120	1	Judith E. Zimmermann, CEO	Moorestown, NJ
30	24	Axis Promotions	\$53,693,723	\$52,332,425	\$53,693,723	90	10	Business Services, Media/ Internet, Mfg, Financial, Tech	72	4	Larry Cohen, CEO	New York, NY
31	-	Brown + Bigelow Inc.	\$50,000,000	\$50,000,000	\$50,000,000	75	25	-	330	19	William D. Smith Jr., Pres. & CEO	St. Paul, MN
32	26	Zorch	\$48,900,000	\$48,400,000	\$48,900,000	85	15	-	52	1	Mike Wolfe, Pres.	Chicago, IL
33	28	PromoShop Inc.	\$47,300,000	\$45,400,000	\$47,300,000	70	30	Food/Bev, Pharmaceutical, Automotive, Airlines	115	9	Memo Kahan, Pres. & CEO	Los Angeles, CA

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34	34	Kotis Design	\$46,000,000	\$34,000,000	\$46,000,000	45	55	Colleges, Beverage, Tech, Financial, Health	173	5	Jeff Becker, Pres.	Seattle, WA
35	33	Touchstone	\$45,000,000	\$35,000,000	\$45,000,000	40	60	Social, CPG, Business Services, Mfg, Insurance	82	12	Derek Block, Pres. & Founder	Mason, OH
36	29	Quality Logo Products	\$42,000,000	\$42,000,000	\$44,000,000	97	3	-	123	2	Bret Bonnet, Pres.	Aurora, IL
37	32	Mercury Promotions & Fulfillment	\$38,400,000	\$36,000,000	\$38,400,000	50	50	Mfg, General Services, Retail, Social Media, Auto	65	5	Jon Sloan, CEO & Managing Partner	Sterling Heights, MI
38	31	APISource Inc.	\$36,000,000	\$36,000,000	\$36,000,000	40	60	Nonprofits, Government, Health, Licensing, Student Groups	185	2	Cynthia A. Brown, Pres. & CEO	Lanham, MD
39	35	Inkwell Global Marketing	\$34,250,000	\$33,500,000	\$34,250,000	60	40	Financial, Tech, Media, Health, Hospitality	58	3	Steven Marder, Pres.	Manalapan, NJ
40	38	The Image Group/Target Marketing	\$33,650,000	\$30,500,000	\$34,125,000	61	39	Senior Living, Health, Automotive, Universities	98	4	Jon Levine, Pres.	Holland, OH
41	39	Pinnacle Promotions Inc.	\$32,500,000	\$29,900,000	\$32,500,000	-	-	Mfg, Financial, Retail, Health, Education	84	1	David Weintraub, CEO	Norcross, GA
42	47	The Icebox-Cool Stuff LLC	\$32,000,000	\$25,000,000	\$32,000,000	40	60	Transportation, Food/Bev, Lifestyle, Corporate	135	2	Jordy Gamson, CEO	Atlanta, GA
43	46	Smart Source LLC	\$32,000,000	\$29,000,000	\$112,000,000	60	40	Professional/Technical Services, Retail, Education Services, Health	225	35	Thomas D'Agostino Jr., CEO	Suwanee, GA
44	-	Concord Marketing Solutions Inc.	\$31,700,000	\$26,100,000	\$31,700,000	55	45	Insurance, Investment Firms, Professional Services, Aerospace, Health	100	5	Kirk Graves, CEO	Glendale Heights, IL
45	50	HDS Marketing	\$31,138,900	\$29,426,569	\$31,138,900	60	40	Health, Financial, Retail	86	4	Howard Schwartz, Founder	Pittsburgh, PA
46	36	Eagle Promotions	\$30,703,564	\$30,777,000	\$30,703,564	33	67	Theme Parks, Corporations, Casino Marketing, Sports	180	1	Sean Ono, CEO	Las Vegas, NV
47	42	Stran Promotional Solutions	\$30,100,000	\$27,900,000	\$31,475,000	38	62	Retail, Financial Services, Equipment/Mfg, Food/Bev, Tech	61	7	Andrew Stranberg, CEO	Quincy, MA
48	43	Leaderpromos	\$29,750,000	\$27,750,000	\$29,750,000	60	40	Insurance, Health, Financial Services/Banking, Tech, Mfg	101	6	Stephanie Leader, Founder & CEO	Columbus, OH
49	49	WebbMason Marketing	\$28,360,092	\$24,545,703	\$124,940,246	40	60	Financial, Franchises, Health, Retail, Multi-Unit Housing Operators/Owners	320	22	Warner Mason, CEO	Hunt Valley, MD
50	37	Shumsky/Boost Engagement	\$28,102,715	\$30,646,879	\$28,102,715	68	32	Tech, Health, Retail, Mfg, Transportation/Logistics	74	2	Dawn Conway, CEO	Dayton, OH
51	40	Zagwear Inc.	\$26,150,000	\$29,816,000	\$26,150,000	65	35	CPG, Liquor, Tech, Hospitality, Entertainment	47	6	Toby Zacks, CEO	Orangeburg, NY
52	47	Image Source Inc.	\$25,500,000	\$25,000,000	\$25,500,000	70	30	Tech, Retail, Gaming, Colleges, Hospitality	52	2	Thomas Goos, Pres.; Brian Haner, CEO	Kirkland, WA
53	41	Barker Specialty Company	\$24,889,371	\$29,849,000	\$31,342,392	58	42	Automotive, Education, Financial, Industrial, Health	85	4	Gerald Barker, Pres.	Cheshire, CT
54	-	Quality Resource Group (QRG)	\$24,790,522	\$20,066,157	\$51,217,566	64	36	Communications, Insurance, Mfg, Retail, Professional	124	8	Todd Pottebaum, Pres.	Plymouth, MN
55	-	Guardian Products	\$21,162,929	\$19,371,938	\$21,162,929	85	15	Automotive, Sports, Poultry Industry	37	1	Neil Wise Sr., Pres. & CEO	Peachtree Corners, GA
56	-	Goldner Associates Inc.	\$21,025,000	\$18,250,000	\$21,025,000	60	40	Health, Hospitality, Athletics, Mfg, Education	60	3	Andy Straus, Pres.	Nashville, TN
57	-	OmniSource Marketing Group Inc.	\$20,800,000	\$17,200,000	\$20,800,000	26	74	Food/Bev, Commercial Real Estate/Retail, Automotive, Life Sciences, Higher Ed	60	1	Janet Goldberg, Pres. & CEO	Indianapolis, IN
58	-	Indoff Incorporated	\$16,824,000	\$10,178,000	\$174,000,000	70	30	Consumer Services, Casinos, Financial, Education	400	350	Jim Malkus, Pres. & CEO	St. Louis, MO
59	-	T R Miller Co. Inc.	\$15,500,000	\$14,700,000	\$15,500,000	65	35	Financial, Logistics, Insurance, CPG, Beverage	42	2	Thomas Miller, Pres.	Walpole, MA
60	-	Captiv8 Promotions	\$14,800,000	-	\$14,800,000	75	25	Media/Entertainment, Cosmetic, Food/Bev, Travel	23	4	Larry Shapiro, Pres.	New York, NY
61	-	Mid-America Merchandising Inc.	\$14,575,199	\$17,671,141	\$14,575,199	85	15	Agriculture, Animal Health, Health, Financial, Trucking	28	1	Lisa Klein, CEO	Kansas City, MO
62	-	MadeToOrder Inc.	\$13,800,000	\$14,400,000	\$23,000,000	60	40	Tech, Financial, Corporate, Gaming	30	2	Sandy Gonzalez, CEO	Pleasanton, CA
63	-	City Paper Company	\$13,322,320	\$14,958,462	\$15,139,000	65	35	Retail, Financial, Mfg, Hospitality, Health	32	4	Brad Friedman, Pres. & CEO	Birmingham, AL
64	-	Tic Toc	\$10,000,000	\$10,000,000	\$10,000,000	70	30	Hospitality/Entertainment, Telecom, Oil/Gas, Health	20	3	Paul Gittemeier, CEO	Dallas, TX
65	-	Signet Inc.	\$9,336,000	\$8,886,500	\$12,670,000	56	44	Consumer/Commercial Services, Transportation, Medical, Mfg	47	1	Elizabeth Tate, CEO & Chairperson	Memphis, TN

2019 Top Distributors: Fastest Growing

Rank	Company	% Year Over Year Growth	2018 Promo Sales	2017 Promo Sales	2018 Total Sales (All Services)	% Hard Goods	% Soft Goods	Top Verticals	Total Staff	Loca.	Principal(s)	City, State
1	Real Sourcing Network LLC	744.44%	\$380,000	\$45,000	\$1,200,000	70	30	Restaurant Chains, Financial, Universities, Retail, General Corporate	18	3	Sanford Kane, CEO	New York, NY
2	Vanguard Direct Inc.	150.00%	\$5,000,000	\$2,000,000	\$54,000,000	70	30	Government, Education, Corporate, Financial, Health	160	5	Robert O'Connell, Pres.	New York, NY
3	Spectrum Printing & Marketing Inc.	124.68%	\$495,266	\$220,435	\$1,550,533	60	40	Hospitality, Tourism, Medical, Mfg, Financial	5	1	Jim Bulluck, Owner	Savannah, GA
4	Corporate Imaging Concepts	93.02%	\$83,000,000	\$43,000,000	\$83,000,000	45	55	Tech, Health, Financial Services, Business Services, Automotive	165	6	Bob Herzog, CEO	Northbrook, IL
5	Indoff Incorporated	65.30%	\$16,824,000	\$10,178,000	\$174,000,000	70	30	Consumer Services, Casinos, Financial, Education	400	350	Jim Malkus, Pres. & CEO	St. Louis, MO
6	Connect the Dots Promotions LLC	61.54%	\$420,000	\$260,000	\$420,000	40	60	Retail, Tech, Aviation, Construction, Fine Arts	3	1	Karie Cowden, Founder & Pres.	Phoenix, AZ
7	The Printing Press	50.00%	\$138,000	\$92,000	\$510,000	46	54	Local Small Businesses/ Nonprofits, Mass Transit, Mfg, Schools, Women-Owned Businesses/Startups	5	1	Derek Danko, Owner	Moon Township, PA
8	Brand Spirit Inc.	47.44%	\$634,000	\$430,000	\$634,000	90	10	Entertainment/Media, Financial, Tech, Schools	4	1	Jenna Banks, CEO	Atlanta, GA
9	HALO Branded Solutions	45.43%	\$605,000,000	\$416,000,000	\$605,000,000	67	33	Financial, Insurance, Health, Telecom, Entertainment	1,700	45	Marc Simon, CEO	Sterling IL
10	Meridian	43.75%	\$4,600,000	\$3,200,000	\$24,800,000	40	60	Financial, Mfg, Health, Retail/Wholesale, Hospitality	102	5	-	Loves Park, IL
11	Winbrook	42.86%	\$5,000,000	\$3,500,000	\$22,000,000	60	40	Financial, Mfg, Retail, Consulting, Health	60	1	Scott Lattanzio, Pres.	Billerica, MA
12	The Printing, Fulfillment & Mailing Group LLC	41.29%	\$219,000	\$155,000	\$4,184,000	67	33	Retail, Financial, Health, Education, Tech	4	1	Kathleen Schindler	Medford, NJ
13	Mpress Printing	40.00%	\$175,000	\$125,000	\$450,000	25	75	Mfg, Aviation, Schools, Breweries, Cities	2	1	Steve Owen, Owner	Fort Worth, TX
14	Kotis Design	35.29%	\$46,000,000	\$34,000,000	\$46,000,000	45	55	Colleges, Beverage, Tech, Financial, Health	173	5	Jeff Becker, Pres.	Seattle, WA
15	Amme Promotions Inc.	33.62%	\$775,000	\$580,000	\$850,000	30	70	Logistics, Financial, Health, Tech, Liquor/Beverage	1	1	Todd Cotter, Pres.	Gurnee, IL
16	Perfect Promotions & More Inc.	32.56%	\$2,850,000	\$2,150,000	\$2,850,000	70	30	Hospitality, Tech, Hospitals, Education, Staffing	16	1	Stephen McFadden, Pres.	Apex, NC
17	Champion Specialty Advertising Inc.	30.21%	\$125,000	\$96,000	\$125,000	50	50	Nonprofits, Schools, Health, Corporations, Small Local Businesses	1	1	Renee Porter, Owner	Wilmington, DE
18	Touchstone	28.57%	\$45,000,000	\$35,000,000	\$45,000,000	40	60	Social, CPG, Business Services, Mfg, Insurance	82	12	Derek Block, Pres. & Founder	Mason, OH
19	The Icebox-Cool Stuff LLC	28.00%	\$32,000,000	\$25,000,000	\$32,000,000	40	60	Transportation, Food/Bev, Lifestyle, General Corporate	135	2	Jordy Gamson, CEO	Atlanta, GA
20	Overture Promotions	27.58%	\$60,600,000	\$47,500,000	\$60,600,000	60	40	Tech, Aviation, Insurance, Financial, CPG	150	4	JoAnn Gilley, CEO	Vernon Hills, IL
21	NuTek Business Products LLC	26.67%	\$285,000	\$225,000	\$380,000	90	10	Associations, Mfg, Financial, Health, Small Business	2	1	Salvatore Merola, Owner	Albany, NY
22	BDA Inc.	26.12%	\$437,000,000	\$346,500,000	\$437,000,000	-	-	-	500	75	Jay Deutsch, CEO	Woodinville, WA
23	BrandVia Alliance	25.68%	\$69,000,000	\$54,900,000	\$69,000,000	63	37	Tech, Health, Banks, Trade Shows, Entertainment	160	1	Jim Childers, Pres.	San Jose, CA
24	Brandito LLC	25.08%	\$6,626,238	\$5,297,772	\$6,626,238	60	40	Tech, Consulting, Automotive, Insurance, Health	17	2	Michael Lovern, CEO	Richmond, VA
25	Brandinc US Inc.	23.81%	\$5,200,000	\$4,200,000	\$5,200,000	35	65	Automotive, Health, Hospitality, Tech, Nonprofit	-	3	Tad Webster, Pres. & Chief Operating Officer	Los Angeles, CA
26	Quality Resource Group (QRG)	23.54%	\$24,790,522	\$20,066,157	\$51,217,566	64	36	Communications, Insurance, Mfg, Retail, Professional	124	8	Todd Pottebaum, Pres.	Plymouth, MN
27	Concord Marketing Solutions Inc.	21.46%	\$31,700,000	\$26,100,000	\$31,700,000	55	45	Insurance, Investment Firms, Professional Services, Aerospace, Health	100	5	Kirk Graves, CEO	Glendale Heights, IL
28	OmniSource Marketing Group Inc.	20.93%	\$20,800,000	\$17,200,000	\$20,800,000	26	74	Food/Bev, Commercial Real Estate/Retail, Automotive, Life Sciences, Higher Ed	60	1	Janet Goldberg, Pres. and CEO	Indianapolis, IN
29	4imprint Inc.	17.53%	\$714,554,000	\$607,997,000	\$714,554,000	80	20	-	1,050	1	Kevin Lyons-Tarr, CEO	Oshkosh, WI
30	WebbMason Marketing	15.54%	\$28,360,092	\$24,545,703	\$124,940,246	40	60	Financial, Franchises, Health, Retail, Multi-Unit Housing Operators/Owners	320	22	Warner Mason, CEO	Hunt Valley, MD

WHO WE ARE



Promo Marketing provides engaging and authoritative coverage on industry trends, sales and marketing strategies, and the latest news for promotional products distributors and suppliers. Our goal is to connect our readership with cutting-edge solutions and provide stories of success that will drive the future goals of their organizations. Our magazine, website, e-newsletter and multimedia content offer a one-stop shop for information and insight into the promotional products industry.

NAPCOMEDIA

NAPCO Media, Promo Marketing's parent company, is a leading B2B media company specializing in creating community through content via integrated media programs, video services, marketing services, events and event management, custom content, eLearning and market research. NAPCO Media has rapidly expanded its portfolio to include NAPCO Video Services, NAPCO Events, NAPCO Marketing Services and NAPCO Research.