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Product & Marketing Information for Distributor Sales Professionals

2020 *Top*
Distributors

The year's top promotional products distributor companies: the list, profiles and more

By Sean Norris

In the first few days of the coronavirus pandemic in the U.S., when the stay-at-home orders started to drop, businesses abruptly shut down and things got especially chaotic, we had to make a choice: move ahead with our annual Top Distributors list and celebrate the successes of a simpler time, or bag the whole thing and fill these pages with something else. It was a unanimous choice from the Promo Marketing staff—the list would go on. After more than a month of planning, outreach, emails, phone calls, spreadsheets, more emails, meetings and mild profanity, we can safely say it was the right choice.

The 2020 list is maybe the one we're most proud of to date (and we've been doing this a long time). Last year, we expanded our usual Top 50 Distributors list to include 65 industry companies, with plans to build out an even bigger list for 2020. Given the circumstances and the way things played out, we scrapped those plans and went back to a Top 50, which, to be honest, has a better ring to it anyway. And, considering we weren't even sure this list would come together at all, we're pretty thrilled at how it came out—and even more thrilled that so many industry companies, while facing the most adversity and uncertainty they've ever experienced, showed up, eager to participate. This list, for all involved, was a labor of love.

It's a testament to these distributor companies and the strength of the people behind them. And, in a weird way, it's a reminder of how creative and resourceful promo businesses are. After all, most of the challenge in assembling this list came down to companies being so busy with PPE orders that they needed a little extra reminding to submit their Top Distributors numbers on time. Those sales won't be reflected until next year's list, which, obviously, will be very different. So, until then, let's talk 2020.

There was also a noticeable slowdown in consolidation among distributor companies. What would have been

last year's biggest move—BDA's acquisition of Brand-Via—was called off shortly after it was announced, over unresolved terms. HALO Branded Solutions acquired Axis Promotions in a move with major implications for the 2020 list, but that happened at the beginning of 2020, not in 2019. Geiger made several smaller acquisitions, notably on the U.K. side, and Genumark acquired Rightsleeve. That was, essentially, it, at least as far as the list is concerned. Compared to 2018, when HALO alone acquired four former Top 50 distributors, it was quiet.

It was not quiet, however, on the tech front. When asked what major industry trend or issue (non-coronavirus) they were watching closely, every distributor we spoke to for our Distributor Profiles section (pages 5 and 6) mentioned technology in some form. Most of them said investing in tech played a pivotal role in their recent success, and it's increasingly clear that robust technological capabilities—or lack thereof—are fast becoming the differentiating factor separating the top industry companies and the rest of the pack.

And, as you'll see, it was a good year for those top companies. Promotional products sales for 2019 were up almost across the board, though the distribution across companies was somewhat different. While several distributors posted big year-over-year gains (see our Fastest Growing list on page 9—back again for this year) growth among the true heavyweights was more evenly spread. There was also one newcomer to the list, with Brand Makers making its Top Distributors debut at No. 48.

That's the macro stuff. For more stats and analysis and an in-depth breakdown of the numbers and trends, keep reading. Or, jump right to the 2020 Top Distributors list on pages 7 and 8. As always, we hope this feature provides a good snapshot of the promo industry overall—at least, as it was in 2019.

2020 Top Distributors: Stats and Analysis

Photo: Getty Images by Somyot Techapuwapat / EyeEm



According to our data, the Top 50 Distributors totaled \$6.18 billion in 2019 promotional products sales. That's up from last year's Top 50, which totaled \$5.96 billion in 2018 sales, and almost as much as last year's expanded Top 65, which totaled \$6.24 billion. Those numbers are more impressive considering a handful of large distributors included on last year's list did not report numbers for this year (see *Who's Missing* section on page 18).

Overall, 44 of this year's Top 50 distributors (88 percent) grew sales over the prior year. That compares favorably to last year, where 50 of that list's Top 65 distributors (77 percent) grew sales. This year, 10 Top 50 companies grew by 15 percent or more, while six grew by 20 percent or more. That seems to indicate that sales growth in 2019 was spread more evenly throughout the list than it was in 2018, where 12 companies grew by 20 percent or more and major acquisitions and mergers drove some of the largest individual company sales growth. Average growth for the Top 50 was 7.75 percent.

For the 2020 list, Overture Promotions had the largest percentage sales increase at 34.79 percent, followed by Proforma (32.25 percent), HALO Branded Solutions (30.08 percent), Leaderpromos (25.88 percent) and Brand Makers (23.31 percent). The largest total sales increase once again belonged to HALO, which grew promo sales by \$182 million over the prior year, followed by 4imprint (\$124.7 million) and Proforma (\$122.2 million). Contributing significantly to HALO's growth was its acquisition of Axis Promotions, itself a top 30 distributor last year with \$53.7 million in 2018 sales.

This year's top 10 also looks slightly different than last year's. With DiscountMugs.com, last year's No. 7 company, not reporting for 2020, American Solutions for Business (ASB) climbed back into the top 10 after placing No. 11 last year. The company would have cracked the top 10 anyway, as it jumped three spots to finish at No. 8 and broke the \$200 million mark in 2019 promo sales. The rest of the top 10 companies were the same as last year's, but with some notable changes in the order. Proforma, for example, overtook Bensussen Deutsch & Associates (BDA) to finish No. 3, while AIA Corporation jumped from No. 10 in 2019 to No. 7 this year.

Elsewhere on the list, some other significant jumps took place. Leaderpromos made a massive 15-spot leap from No. 48 last year to No. 33 this year. Eagle Promotions moved up 11 spots from No. 46 to No. 35. Goldner Associates Inc. jumped nine spots, while Image Source and Quality Resource Group (QRG) each moved up eight spots. Three companies made jumps of seven spots. Some of these jumps, especially further down the list, are partially the result of gaps left by a handful of distributors that did not return for this year. But many of them were the result of naturally strong sales growth. Four of the companies ranked in the 41-50 range, for example, had double-digit percentage sales increases, again illustrating solid growth throughout the Top 50.

Other Stats

- The average split of hard goods versus apparel sales for the Top 50 Distributors was 61.8 percent to 38.2 percent, matching last year's split almost identically. Factoring in all data submitted for this year's list (including distributors that did not make the list), the numbers change slightly but remain almost fully in line, with a 60.8 percent to 39.2 percent split.

- The top five vertical markets for distributors on our list were Health Care (listed 27 times), Financial (listed 21 times), Tech (listed 17 times), Manufacturing (listed 16 times) and Retail (listed 14 times). It will be interesting to see how top verticals change in next year's installment of the list due to market impacts related to the coronavirus. The Health and

Financial verticals seem a safe bet to remain strong relative to others, while Retail, Education (listed 12 times) and Hospitality (listed eight times) seem likely to regress.

- Of the 53 principal officers listed for the Top 50 Distributors (three companies listed more than one principal), 45 were men and 8 were women. That's a split of 85 percent versus 15 percent, roughly in line with last year's split for the expanded Top 65 list (83 percent versus 17 percent).

- In all, 20 U.S. states and one Canadian province (Ontario) were headquarters to at least one Top 50 distributor. Illinois and Ohio led the way with seven each, followed by Minnesota (five) and California (four). Maryland,

Washington and Georgia were next with three each. Four states appeared twice on the list. The city of Los Angeles alone was home to three Top 50 companies. No other city appeared twice.

- All four major regions of the U.S. (Northeast, South, Midwest and West) had at least one distributor on the list.

- The Top 50 Distributors employed more than 14,000 people at 2,183 locations in 2019 (data includes some, but not all, parent company headcounts and franchise locations). The highest employee count for any one Top 50 distributor was 2,500, while the lowest was 38. Four Top 50 distributors had 1,000 or more employees, while 16 companies had fewer than 100 employees.

Who's Missing?

As always, our list does not include companies that do not directly report financial data to us. Some of these companies, like Staples Promotional Products, Cimpress (parent of National Pen Company) and Cintas, would appear in the upper third of the list if included. As noted previously, Axis Promotions (No. 30 in 2019) was acquired by HALO Branded Solutions, and is also not included on this list.

The biggest gaps in this year's list, though, are mainly the result of industry disruptions due to the coronavirus pandemic. Some large companies, like DiscountMugs.com, chose not to report numbers, while others, like Positive Promotions, A Brand Company and G&G Outfitters—all regulars in the

top half of the list—were unreachable or unable to submit numbers in time. All of these companies would certainly have made this year's Top 50.

Those same communications issues also led us to the decision to return to a Top 50 list rather than assembling a Top 65, as we did last year, or expanding further. With gaps in submissions for companies that would typically rank in the 51-65 range, we determined that expanding the list beyond 50 would provide an incomplete snapshot of industry distributors. We anticipate many of these companies will return for 2021 as operations return to relative normalcy—though it's anyone's guess how a year of life in the new normal will reshape the distributor landscape.



Proforma - No. 3

2019 promo sales: \$501 million

- Independence, Ohio
- 200 employees, 650 franchise locations
- Top sales verticals: manufacturing, health care, financial

To say Proforma had a good 2019 would be an understatement. The company grew its promotional products sales from \$378.8 million in 2018 to \$501 million last year (32 percent), enough to jump from No. 4 on last year's list to No. 3 this year. Greg Muzzillo, Proforma's founder, and Vera Muzzillo, its CEO, credited the jump to the addition of new affiliate owners and the company's business success resources, which include ProVision, a \$15 million technology platform launched in 2019. In development for four years and in beta for three, the platform contributed to big gains for Proforma affiliate owners.

"We are most proud that owner affiliates on the system for more than one year have seen sales growth of over 20 percent and gross profit increase of over 17 percent," said Greg Muzzillo.

Outlook: Proforma has also fared well overall during COVID-19. Muzzillo said sales are up compared to prior periods, and as of this writing, the company had not laid off or furloughed any staff. Part of this is due to what Proforma calls its "Pivot Team." Made up of executives and managers, the team began developing business strategies for the then-looming COVID-19 crisis in early March, and has since continuously monitored products that are selling and industries that are buying, while providing marketing resources and training for affiliate owners. Muzzillo said Proforma's diversified product offering—the company also sells print, packaging and other categories—is also helping it maintain active revenue streams.

"It appeared that a number of other companies were focused on what percent industry sales were down," Muzzillo said. "We were focused on what percent of industry sales still existed, and worked in the relentless pursuit of helping our owners see and earn that business."



AIA Corporation - No. 7

2019 promo sales: \$210.7 million

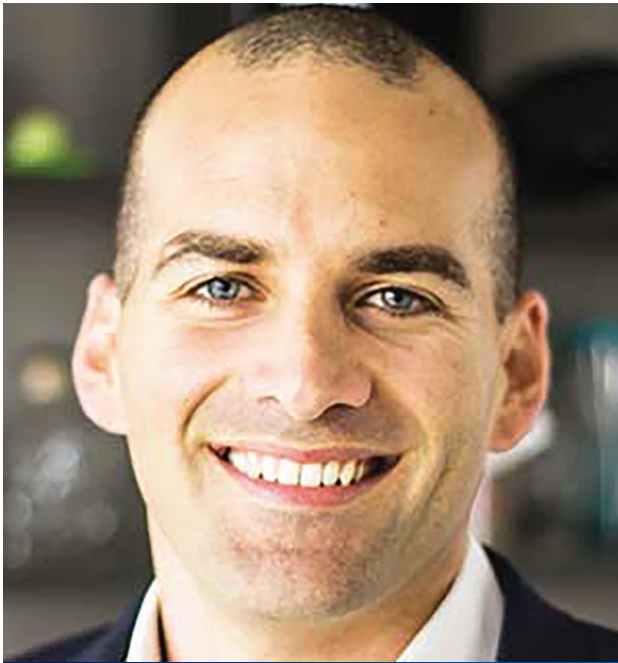
- Appleton, Wisconsin
- 88 employees, 2 locations
- Top sales verticals: services, wholesale trade,

In 2019, AIA invested heavily in technology, upgrading its order entry and order management systems, integrating them with enterprise-grade company stores and supporting them with additional marketing and sales planning resources. The moves appear to have paid off, as AIA grew its sales from \$194.9 million in 2018 to \$210.7 million last year (8 percent), good for No. 7 on our list. Still, it wasn't all tech. Nancy Schmidt, who succeeded Matt Gresge as AIA's CEO in May, primarily credited the company's success in 2019 to decidedly more human factors.

"It starts with the culture of AIA, the core values we share and how hard we work to attract, retain and grow those who share these values," Schmidt said. "We've extended this idea of culture and community to AIA's leadership team, and are so pleased to have assembled a talented, high-functioning team that cares deeply about the AIA community, cares deeply about one another and is completely committed to providing an extraordinary experience for AIA owners."

Outlook: Schmidt said one AIA's top goals through 2020 is to be a strong source of working capital for its affiliate owners, especially as suppliers shift payment terms to require large advance deposits for PPE, which has come to dominate industry sales. AIA also wants to continue providing new product information and marketing support for its owners as the market continues to change, while continuing to invest in its tech stack and, above all, its relationships.

"The greatest lesson, which is true now and will always be true, is that deep and wide customer relationships that are founded on consultative problem-solving are winning the day, and will always win over time," Schmidt said. "In contrast, simply 'collecting orders' instead of building productive relationships throughout your customer organizations is self-limiting, and will create many challenges in trying to weather the current storm."



BAMKO LLC - No. 15

2019 promo sales: \$115.2 million

- Los Angeles, California
- 275 employees, 16 locations
- Top sales verticals: quick service restaurants, tech, spirits

BAMKO jumped three spots on this year’s list, moving from No. 18 last year to No. 15 for 2020 after growing promotional products sales from \$94.9 million to \$115.2 million. Phil Koosed, BAMKO’s president, said that growth was entirely organic, a testament to the company’s sales force and a support structure that allows sales reps to focus on client relationships. “That structure—and the sales reps who have taken advantage of the time and resources we’ve given them—is the biggest reason for our growth in 2019,” Koosed said.

The company was also recognized as a “Best Place to Work” by three different publications in 2019, an accomplishment of which Koosed was especially proud. “To me, that’s the best leading indicator we have of future performance,” he said of the honors. “We recognize that creating a great place to work helps us attract exceptional talent. Exceptional talent allows us to do extraordinary things.”

Outlook: “Adaptability and technology.” That was Koosed’s response to a question about lessons from BAMKO’s success that apply even more now than they did pre-pandemic. “One of the reasons we are thriving is because we put the technological infrastructure in place years ago that has allowed us to easily transition to a new way of work,” he said. “The other piece is adaptability. You need to be quick to accept that circumstances have changed, and then you need to take bold, decisive action to adjust to changing circumstances. Letting go of attachment to the way things were and embracing the opportunity that comes from disruption is key.”

Koosed is optimistic about BAMKO’s future, but he’s wary of the overall state of the industry. He believes many companies are behind in modernization and technology, waiting too long to catch up with the speed of doing business and unable to adapt quickly to market shifts. He believes that could have major repercussions down the line, especially given the current business climate. “Whatever the ‘new normal’ is, it’s not going to look like the old one,” he said. “The need to embrace and invest in technology was always critical to this industry. Now, I think the companies that do survive will be the ones who have figured that out and have made concrete steps to lead the way with technology and innovation.”



Shumsky/Boost Engagement - No. 45

2019 promo sales: \$25.8 million

- Dayton, Ohio
- 62 employees, 2 locations
- Top sales verticals: health care, tech, manufacturing

Shumsky/Boost Engagement focused on technology and process improvements in 2019, creating a Shared Services team to support sales reps on administrative and other tasks. That resulted in more selling time for the company’s sales team, freeing up reps to focus more on customers. Shumsky also transitioned away from product selling, adopting a consultative approach that incorporates more of the company’s other solutions for customers. These moves are already paying off, with Shumsky cruising to \$25.8 million in 2019 sales and ranking No. 45 this year—an impressive finish for one of the list’s smallest distributors by number of employees.

“Our dedication to being customer-centric and listening to the needs of our customers, creating an agile environment that allows us to pivot quickly based on the need, strong trusted relationships with our supplier partners, and a strong culture of innovating in real-time [were key factors in our success],” said Dawn Conway, Shumsky’s CEO.

Outlook: One of Conway’s top goals for the immediate future—and one she sees as a major priority for the industry overall—is keeping employees engaged. Shumsky’s Boost Engagement business already specializes in this for other companies, and Conway is exploring ways to bring that expertise to the promo industry at large. As for what the industry will look like moving forward, her outlook is largely positive.

“We are in the process of analyzing what the organization will look like post-COVID-19,” said Conway. “Although we believe PPE products will be in demand for the foreseeable future, now is the time to start laying the groundwork for when the economy starts to recover and people go back to work. What will our work environment look like? What will our customers require in the future that we can create solutions for right now? What do we need to do as an organization to shift to be relevant to the market? We have created a task force to begin to look at appropriate and relevant business/market solutions that will complement our offerings today.”

2020 Rank	2019 Rank	Company Name	2019 Promo Sales	2018 Promo Sales	2019 Total Sales (All Products and Services)	% Hard Goods	% Apparel	Top Verticals	Total Empl.	Locations	Principal(s)	City, State
1	1	4imprint Inc.	\$839,284,000	\$714,554,000	\$839,284,000	80	20	-	1,150	1	Kevin Lyons-Tarr, CEO	Oshkosh, WI
2	2	HALO Branded Solutions	\$787,000,000	\$605,000,000	\$787,000,000	67	33	Consumer Products & Retail, Health Care, Entertainment, Financial, Government & Education	1,900	34	Marc Simon, CEO	Sterling, IL
3	4	Proforma	\$501,000,000	\$378,840,000	\$501,000,000	60	40	Manufacturing, Health Care, Financial	200	600	Greg Muzzillo, Founder; Vera Muzzillo, CEO	Independence, OH
4	3	Bensussen Deutsch & Associates (BDA)	\$493,400,000	\$437,000,000	\$493,400,000	-	-	-	500	75	Jay Deutsch, CEO	Woodinville, WA
5	5	Taylor Communications	\$243,000,000	\$238,000,000	\$1,000,000,000	65	35	Manufacturing, Retail, Financial, Health Care, Entertainment	2,500	100	Glen Taylor, Founder and CEO	Dayton, OH
6	8	Geiger	\$236,250,000	\$210,600,000	\$236,250,000	73	27	Health Care, Financial, Manufacturing, Construction, Insurance	400	15	Jo-an Lantz, President and CEO	Lewiston, ME
7	10	AIA Corporation	\$210,700,000	\$194,900,000	\$210,700,000	67	33	Services, Wholesale Trade, Retail Trade, Financial & Insurance, Manufacturing	88	2	Nancy Schmidt, CEO	Appleton, WI
8	11	American Solutions for Business	\$201,984,010	\$190,550,952	\$326,316,310	61	39	Retail/Services, Medical/Dental, Manufacturing, Financial, Automotive	1,126	535	Larry Zavadil, CEO	Glenwood, MN
9	6	IMS (Integrated Merchandising Solutions LLC)	\$196,800,000	\$221,800,000	\$271,900,000	70	30	Retail, Financial, Consumer Packaged Goods, Alcohol & Beverage	400	9	Josh Tobey, CEO	Morton Grove, IL
10	9	iPROMOTEu	\$177,932,000	\$197,000,000	\$177,932,000	-	-	-	80	1	Ross Silverstein, President and CEO	Wayland, MA
11	12	Jack Nadel International	\$145,000,000	\$127,000,000	\$155,000,000	70	30	Tech, Health Care, Hospitality, Entertainment, Automotive	280	22	Craig Nadel, President	Los Angeles, CA
12	13	Safeguard/Deluxe Corp.	\$136,000,000	\$126,500,000	\$2,040,000,000	-	-	-	-	250	Barry McCarthy, President and CEO	Dallas, TX; Shoreview, MN
13	15	Brand Addition	\$125,000,000	\$118,000,000	\$125,000,000	77	23	Automotive, Financial, Tech, Health & Beauty, Manufacturing & Engineering	420	8	Chris Lee, CEO	St. Louis, MO
14	14	Kaeser & Blair Inc.	\$121,000,000	\$116,000,000	\$121,000,000	70	30	-	97	3	Kurt Kaeser, CEO	Batavia, OH
15	18	BAMKO LLC	\$115,200,000	\$94,900,000	\$376,700,000	50	50	Quick Service Restaurants, Tech, Spirits, Entertainment, Fitness	275	16	Philip Koosed, President	Los Angeles, CA
16	16	Fully Promoted	\$105,700,000	\$104,067,400	\$107,550,000	39	61	Education, Hospitality, Construction, Health Care, Nonprofits	930	300	Mike Brugger, President	West Palm Beach, FL
17	17	Boundless Network Inc.	\$98,000,000	\$98,000,000	\$101,000,000	65	35	Nonprofits, Health Care, Hospitality, Tech, Energy	115	4	Henrik Johansson, CEO	Austin, TX
18	21	Corporate Imaging Concepts	\$87,000,000	\$83,000,000	\$87,000,000	45	55	Tech, Health Care, Professional Services	170	6	Bob Herzog, CEO	Northbrook, IL
19	26	Overture Promotions	\$81,697,472	\$60,612,669	\$81,697,472	60	40	Delivery Services, Food & Beverage, Health Care, Aviation, Financial Services	147	3	Jo Gilley, CEO	Waukegan, IL
20	22	The Vernon Company	\$79,555,741	\$82,030,428	\$79,555,741	63	37	Food & Beverage, Education, Health Care, Manufacturing, Financial	416	3	Chris Vernon, President and CEO	Newton, IA
21	24	BrandVia Alliance	\$71,200,000	\$69,000,000	\$71,200,000	65	35	Social Media, Software Tech, Bio Tech	177	3	Jim Childers, President	San Jose, CA
22	25	Summit Group	\$64,600,000	\$64,550,000	\$64,600,000	60	40	Financial, Retail, Food & Beverage, Travel, Consumer Goods	145	4	Michael J. Harper, CEO	Silver Spring, MD
23	28	Genumark	\$62,762,719	\$57,683,619	\$62,762,719	50	50	Grocery, Financial & Banking, Tech, Food & Beverage, Public Sector	130	8	Mark Freed, President and CEO	Toronto, Ontario, Can.
24	26	ePromos Promotional Products	\$61,000,000	\$59,000,000	\$61,000,000	87	13	Professional Services, Education, Internet Software and Services, Health Care	155	2	Steve Paradiso, President	St. Cloud, MN
25	32	Zorch International Inc.	\$54,100,000	\$48,900,000	\$54,100,000	70	30	-	56	1	Mike Wolfe, CEO and President	Chicago, IL

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26	29	Artcraft Promotional Concepts	\$53,500,000	\$51,000,000	\$53,500,000	74	26	Insurance, Hardware, Pharmaceuticals, Banking, Health Care	150	3	Judith E. Zimmermann, President and CEO	Moorestown, NJ
27	33	PromoShop Inc.	\$52,400,000	\$45,400,000	\$52,400,000	65	35	Consumer Goods, Automotive, Entertainment, Hospitality, Tech	110	9	Memo Kahan, President and CEO	Los Angeles, CA
28	35	Touchstone	\$48,500,000	\$45,000,000	\$48,500,000	50	50	Social & Digital Brands, Retailers, Financial Services, Insurance, Health Care	70	20	Derek Block, Founder and CEO	Mason, OH
29	34	Kotis Design LLC	\$47,900,000	\$45,500,000	\$47,900,000	44	56	Tech, Nonprofits, Education, Financial, Beverage	174	3	Jeff Becker, President	Seattle, WA
30	31	Brown & Bigelow Inc.	\$46,800,000	\$46,100,000	\$46,800,000	70	30	-	300	10	William D. Smith Jr., President and CEO	St. Paul, MN
31	36	Quality Logo Products	\$45,304,471	\$44,000,000	\$45,304,471	96	4	Tech, Manufacturing, Health Care, Retail, Transportation	89	2	Bret Bonnet, President	Aurora, IL
32	38	APISource Inc.	\$38,400,000	\$35,400,000	\$38,400,000	60	40	Nonprofits, Government, Health Care, Amateur/Professional Sports, Construction/Home Improvement	155	2	Cindy A. Brown, President and CEO	Greenbelt, MD
33	48	Leaderpromos	\$37,450,000	\$29,750,000	\$37,450,000	40	60	Health Care, Insurance, Retail, Tech, Financial Services	105	9	Stephanie Leader, Founder and CEO	Columbus, OH
34	39	Inkwell Global Marketing	\$37,300,000	\$34,200,000	\$37,300,000	65	35	Health Care, Tech, Education, Media, Financial	55	4	Steven Marder, President and CEO	Manalapan, NJ
35	46	Eagle Promotions	\$36,423,352	\$30,803,991	\$36,423,352	33	67	Theme Parks, Corporations, Casinos, Entertainment, Resorts	188	1	Sean Ono, CEO; Mario Stadlander, President	Las Vegas, NV
36	40	The Image Group	\$34,815,000	\$33,650,000	\$34,815,000	56	44	Senior Living, Universities, Automobile Suppliers, Manufacturing, Hospitals	106	4	Jon Levine, CEO	Holland, OH
37 (tie)	43	Smart Source LLC	\$34,000,000	\$32,000,000	\$123,500,000	55	45	Health Care, Financial, Retail, Manufacturing	240	40	Thomas D'Agostino Jr., CEO	Suwanee, GA
37 (tie)	37	Mercury Promotions & Fulfillment	\$34,000,000	\$32,000,000	\$34,000,000	60	40	Oil, Building, Transportation, Automotive, Casinos	65	6	Jon Sloan, Managing Partner	Sterling Heights, MI
39	41	Pinnacle Promotions Inc.	\$33,500,000	\$32,500,000	\$33,500,000	60	40	Manufacturing, Education, Tech	75	4	David Weintraub, CEO and President; Steve Jennings, CFO	Norcross, GA
40	45	HDS Marketing	\$33,480,000	\$31,138,900	\$33,480,000	64	36	Health Care, Political, Retail, Financial, Manufacturing	90	4	Howard Schwartz, Founder and CEO	Pittsburgh, PA
41	44	Concord Marketing Solutions Inc.	\$32,739,000	\$31,700,000	\$32,739,000	55	45	Insurance, Investment Firms, Professional Services, Aerospace, Health Care	105	5	Kirk Graves, CEO	Glendale Heights, IL
42	49	WebbMason Marketing	\$32,596,110	\$29,107,345	\$129,820,786	38	62	Health Care, Hospitality, Multi-Family Housing, Restaurants, Senior Living	350	23	Warner Mason, CEO	Hunt Valley, MD
43	47	Stran Promotional Solutions	\$31,700,000	\$30,100,000	\$33,942,000	47	53	Retail, Government, Financial Services, Equipment & Manufacturing, Health Care	62	7	Andrew Stranberg, CEO	Quincy, MA
44	52	Image Source	\$30,000,000	\$25,500,000	\$30,000,000	70	30	Tech, Education, Retail, Construction, Gaming	60	1	Thomas Goos, President; Brian Haner, CEO	Kirkland, WA
45	50	Shumsky/Boost Engagement	\$25,811,844	\$28,102,715	\$25,811,844	71	29	Health Care, Tech, Manufacturing, Transportation & Logistics, Retail	62	2	Dawn Conway, CEO and President	Dayton, OH
46	54	Quality Resource Group (QRG)	\$25,679,390	\$24,790,522	\$46,641,034	71	29	Communications, Retail, Insurance, Manufacturing, Professional	106	8	Todd Pottebaum, President	Plymouth, MN
47	56	Goldner Associates Inc.	\$24,000,000	\$21,025,000	\$24,000,000	60	40	Health Care, Hospitality, Sports, Manufacturing, Education	65	3	Andy Straus, President	Nashville, TN
48	-	Brand Makers	\$23,345,756	\$18,933,263	\$23,345,756	50	50	Health Care, Government, Telecom, Political, Automotive	53	3	James Greaves, CEO	Spanish Fork, UT
49	53	Barker Specialty	\$22,500,000	\$31,300,000	\$29,586,000	56	44	Industrial Corporations, Health Care, Financial, Education, Automotive	85	4	Gerald Barker, President	Cheshire, CT
50	55	Guardian Products	\$21,304,000	\$21,162,929	\$21,304,000	80	20	Automotive, Food Service, Colleges & Schools	38	1	Neil Wise Sr., CEO	Peachtree Corners, GA

Rank	Company Name	% Year Over Year Growth	2019 Promo Sales	2018 Promo Sales	2019 Total Sales (All Products and Services)	% Hard Goods	% Apparel	Top Verticals	Total Empl.	Locations	Principal(s)	City, State
1	W.M. Martin Advertising	120.00%	\$770,000	\$350,000	\$773,000	90	10	Banks, Hospitality, Corporate Gifts, Trade Shows, Schools	2	1	Wendy Fahle, President and Owner	Dallas, TX
2	Foundry Brand Services Group	80.63%	\$4,049,203	\$2,241,759	\$4,589,534	65	35	Food & Beverage	4	1	Brandon Lutz, National Sales Director	Long Beach, CA
3	Promotional Products Plus	77.78%	\$80,000	\$45,000	\$80,000	70	30	-	2	1	Mickey Ash-Weiss, Owner	Billings, MT
4	Printfection	67.21%	\$9,902,000	\$5,922,000	\$9,902,000	40	60	Tech, Education, Manufacturing	20	1	Kevin Materi and Casey Schorr, Founders	Denver, CO
5	MPG Tandem	51.92%	\$13,117,000	\$8,634,000	\$13,465,937	60	40	Health Care, Corporate, Teams & Sports	-	4	David LaRusso, President	Fenton, MO
6	Brandito LLC	45.56%	\$8,890,517	\$6,107,854	\$9,690,923	60	40	Health Care, Financial & Banks, Tech, Consulting, Sports & Entertainment	24	2	Michael Lovern, President	Richmond, VA
7	Overture Promotions	34.79%	\$81,697,472	\$60,612,669	\$81,697,472	60	40	Delivery Services, Food & Beverage, Health Care, Aviation, Financial Services	147	3	Jo Gilley, CEO	Waukegan, IL
8	Signet Inc.	32.82%	\$12,400,000	\$9,336,000	\$12,400,000	40	60	Service, Industrial, Transportation, Financial, Medical	45	1	Elizabeth Tate, CEO	Memphis, TN
9	Proforma	32.25%	\$501,000,000	\$378,840,000	\$501,000,000	60	40	Manufacturing, Health Care, Financial	200	600	Greg Muzzillo, Founder; Vera Muzzillo, CEO	Independence, OH
10	HALO Branded Solutions	30.08%	\$787,000,000	\$605,000,000	\$787,000,000	67	33	Consumer Products & Retail, Health Care, Entertainment, Financial, Government & Education	1,900	34	Marc Simon, CEO	Sterling, IL
11	Doing Good Works	28.63%	\$2,823,494	\$2,194,968	\$2,823,494	40	60	Education, Medical Devices, Health Care, Financial Services, Cannabis	21	3	Scott Henderson, CEO	Irvine, CA
12	Captiv8	28.57%	\$18,000,000	\$14,000,000	\$18,000,000	55	45	Media, Sports, Beverage, Tech, Resorts	24	4	Larry Shapiro, President	New York, NY
13	Awesome Advertising	26.82%	\$279,000	\$220,000	\$279,000	100	0	Credit Unions, Medical Offices, Lumber Companies, Car Dealerships	1	1	Angie Gallo-Hughes, Owner	Collettsville, NC
14	Leaderpromos	25.88%	\$37,450,000	\$29,750,000	\$37,450,000	40	60	Health Care, Insurance, Retail, Tech, Financial Services	105	9	Stephanie Leader, CEO and Founder	Columbus, OH
15	Brand Makers	23.31%	\$23,345,756	\$18,933,263	\$23,345,756	50	50	Health Care, Telecom, Government, Political, Automotive	53	3	James Greaves, CEO	Spanish Fork, UT
16	BAMKO LLC	21.39%	\$115,200,000	\$94,900,000	\$376,700,000	50	50	Quick Service Restaurants, Tech, Spirits, Entertainment, Fitness	275	16	Philip Koosed, President	Los Angeles, CA
17	Eagle Promotions	18.24%	\$36,423,352	\$30,803,991	\$36,423,352	33	67	Theme Parks, Corporations, Casinos, Entertainment, Resorts	188	1	Sean Ono, CEO; Mario Stadlander, President	Las Vegas, NV
18	Image Source	17.65%	\$30,000,000	\$25,500,000	\$30,000,000	70	30	Tech, Education, Retail, Construction, Gaming	60	1	Thomas Goos, President; Brian Haner, CEO	Kirkland, WA
19	Brand RPM LLC	17.51%	\$17,336,025	\$14,753,411	\$17,336,025	29	71	Corporate & Fulfillment, Construction, Churches, Schools & Teams, Government	95	3	Vivienne Anderson, CEO	Charlotte, NC
20	4imprint Inc.	17.46%	\$839,284,000	\$714,554,000	\$839,284,000	80	20	-	1,150	1	Kevin Lyons-Tarr, CEO	Oshkosh, WI
21	PromoShop Inc.	15.42%	\$52,400,000	\$45,400,000	\$52,400,000	65	35	Consumer Goods, Automotive, Tech, Entertainment, Hospitality	110	9	Memo Kahan, President and CEO	Los Angeles, CA
22	Jack Nadel International	14.17%	\$145,000,000	\$127,000,000	\$155,000,000	70	30	Health Care, Hospitality, Entertainment, Tech, Automotive	280	22	Craig Nadel, President	Los Angeles, CA
23	Goldner Associates Inc.	14.15%	\$24,000,000	\$21,025,000	\$24,000,000	60	40	Health Care, Hospitality, Sports, Manufacturing, Education	65	3	Andy Straus, President	Nashville, TN
24	Bensussen Deutsch & Associates (BDA)	12.91%	\$493,400,000	\$437,000,000	\$493,400,000	-	-	-	500	75	Jay Deutsch, CEO	Woodinville, WA
25	Geiger	12.18%	\$236,250,000	\$210,600,000	\$236,250,000	73	27	Health Care, Financial, Manufacturing, Construction, Insurance	400	15	Jo-an Lantz, President and CEO	Lewiston, ME

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.