

Resources and Strategies for the Distributor Community

ppm
PRINT+PROMO MARKETING MAGAZINE

2021

Top Distributors

EVERY NUMBER TELLS A STORY

A lot has happened since we last composed our Top Distributors list. At press time, Americans were waiting for election results and a COVID vaccine—both of which would determine the course of the economy. A few months later, they got their answers. How that trickled down to our corner of the business world, the print and promotional products sector, remained to be seen ... until now.

For many distributors, the coronavirus pandemic has been a mixed bag of challenges and opportunities. There have been shipping delays, production issues, price increases and staffing shortages. But that didn't stop distributors from finding different ways to connect through kitting, signage and technology. Though demand has since leveled out, PPE also had a moment and, for some, it was the lifeline that allowed them to close deals instead of doors. All of that helped shape our newly combined (and expanded!) 2021 Top 75 Distributors list.

According to our data, the Top 75 Distributors totaled \$6.79 billion in 2020 sales. Because this is Print+Promo Marketing's first joint list, it is not possible to make a direct comparison to last year's list for this analysis. However, for a general barometer of industry health, Print+Promo's 2020 Top 50 Distributors put forth \$2.49 billion, and Promo Marketing's 2020 Top 50 Distributors generated \$6.18 billion.

Of the top 75 distributors who reported annual sales this year:

- 31 had revenue increases. Only three of those companies placed in the Top 10.
- 42 had revenue decreases.
- Two finished evenly.

Those who have been tracking our respective lists will recognize the names that comprise our top five, but keeping with the theme of 2020, there are surprises. HALO Branded Solutions reported a small decrease in sales (2.71%), but its total revenue was enough to bump 4imprint Inc., which reported a 34.94% decrease in sales, out of the No. 1 spot. Proforma and Bensussen Deutsch & Associates LLC (BDA) maintained their ranks, and rounding out the top five was American Solutions for Business, which enjoyed an 18.22% jump in revenue. Taylor Communications, which occupied the fifth spot on the 2020 list, opted to submit financial data only for its promotional arm, Taylor Promotional Products.

There were other exciting developments surrounding this year's list. Please welcome newcomers Helm (No. 25), Match-Up Promotions (No. 43) and Something Inked (No. 51), along with two companies that returned after missing a year, G&G Outfitters Inc. (No. 22) and Zagwear Inc. (No. 52).

Independent product sectors were down across the board—partially the result of gaps left by a handful of distributors who did not return for the list this year (see Who's Missing section below). Additionally, not all distributors disclose this information, which could skew findings (see Top 10 charts starting on page 9). Promotional Hard Goods put forth the strongest showing with \$1.21 billion. Packaging, which debuted on Print+Promo's 2020 product rankings, climbed to \$67.06 million (2020: \$51.9 million). And the "Other" category reached \$78.83 million (2020: \$65.4 million).

Printed Forms accounted for \$107.23 million (2020: \$150.6 million). Labels & Tags fell to \$83.11 million (2020: \$97.9 million). Commercial Print, consisting of marketing pieces, catalogs, brochures, presentation folders, envelopes, stationery and business cards, dropped to \$201.91 million (2020: \$220.5 million). Direct Mail produced \$77.35 million (2020: \$93.5 million). Plastic Products and Cards came in at \$32.34 million (2020: \$18.2 million). Signs/Displays/Wide-Format Printing generated \$61.52 million (2020: \$64.1 million). And, for the first time, we began tracking Branded Apparel, which represented \$701.24 million in sales.

For the complete analysis and profiles featuring leading executives of five of our top-ranked companies, turn to page 20. For additional data on top vertical markets and other statistics, see the expanded online version of our Top 75 in September.

We congratulate each company that made the list and wish everyone continued prosperity as they navigate this fluid situation.

(Editor's note: Factors to consider when interpreting sales figures are ongoing industry consolidations and responses reporting idiosyncrasies.)

Who's Missing?

In an effort to provide the most accurate data, our list includes only distributor companies that report financials directly to us. That means some larger distributors—Staples Promotional Products, Cimpress, Cintas and Myron, for example—do not appear on our list. These companies would likely place in the top third if included.

Other large distributors, like HH Global (formerly InnerWorkings),

DiscountMugs.com, Safeguard/Deluxe Corp., Positive Promotions, Vanguard Direct, The Icebox-Cool Stuff and RBO PrintLogistix Inc., have reported in the past, but elected not to submit for this year. (Note that one Safeguard partner company did make the list on its own.)

Mergers and acquisitions also reshape the list from year to year.

While M&A activity was lighter than usual in 2020, there were two notable

acquisitions that resulted in a company no longer appearing on the list. A Brand Company, a top 25 distributor as recently as 2019, closed in 2020, with The Sourcing Group acquiring certain assets in a foreclosure sale. HALO Branded Solutions acquired Axis Promotions, a former top 30 distributor, in January 2020.

Other Stats

- The top five vertical markets for distributors on our list remained consistent with 2020's findings. Not surprisingly, Health Care was the most common top vertical (listed 37 times). It was followed by Financial (listed 26 times), Retail and Technology (tied with 20 listings each), and Manufacturing (listed 18 times). As we predicted last year, certain verticals like Hospitality and Education had a slower recovery rate, but they still managed to collect 14 listings between the two.
- Of the 78 principal officers listed for the Top 75 Distributors (three companies listed more than one principal), 66 were men and 12 were women. That's a split of 85% versus 15%, in line with last year's breakdown of the shortened Top 50 list.
- In all, 25 U.S. states and one Canadian province (Ontario) were headquarters to at least one Top 75 distributor. Illinois led the way with nine distributors calling it home, closely followed by Ohio with eight. Maryland and Minnesota each had six. Fourteen other states appeared at least twice on the list, leaving eight states with a single top distributor each.
- All four major regions of the U.S. (Northeast, South, Midwest and West) had at least one distributor on the list.
- This year's Top 75 distributors employed more than 14,000 people at 2,059 locations (data includes some, but not all, parent company head counts and subsidiary or division locations). The highest employee count for any one Top 75 distributor was 1,800; the lowest was 15. Seven Top 75 distributors had 500 or more employees, while 42 companies had fewer than 100 employees.
- Six of the Top 75 distributors have been in business for more than a century, while two have been in business for less than a decade.



Top Distributors: The List

	COMPANY	2020 REVENUE	2019 REVENUE	TOP VERTICALS	PRINCIPAL(S)	LOCATION
1	HALO Branded Solutions	\$765,700,000	\$787,000,000	Retail, Medical/Health Care, Product Kitting	Marc Simon, CEO	Sterling, IL
2	4imprint Inc.	\$560,040,000	\$860,840,000	-	Kevin Lyons-Tarr, CEO	Oshkosh, WI
3	Proforma	\$538,450,397	\$501,000,000	Health Care, Tech, Industrial/Manufacturing	Greg Muzzillo, Founder; Vera Muzzillo, CEO	Cleveland, OH
4	Bensussen Deutsch & Associates LLC (BDA)	\$477,422,000	\$493,400,000	Recreation/Team Sports, Transportation, Food & Beverage	Jay Deutsch, CEO	Woodinville, WA
5	American Solutions for Business	\$385,763,891	\$326,316,310	Retail, Health Care, Manufacturing	Larry Zavadil, CEO	Glenwood, MN
6	IMS (Integrated Merchandising Solutions)	\$257,000,000	\$271,900,000	Retailers, Brands, Retail Banking	Josh Tobey, CEO	Morton Grove, IL
7	Taylor Promotional Products	\$215,000,000	\$243,115,000	Health Care, Financial Services, Manufacturing	Susan Drenning, Group President	Mankato, MN
8	Geiger	\$206,020,000	\$236,250,000	Health Care, Construction, Financial	Jo-an Lantz, CEO/President	Lewiston, ME
9	BAMKO	\$202,200,000	\$108,600,000	Tech, QSR, Gig Economy	Philip Koosed, President	Los Angeles, CA
10	iPROMOTEu	\$160,107,000	\$177,850,000	-	Ross Silverstein, CEO/President	Wayland, MA
11	AIA Corporation	\$143,009,715	\$206,274,149	Retail, Government, Hospitals/Medical Field	Nancy Schmidt, CEO	Appleton, WI
12	Jack Nadel International	\$135,000,000	\$165,000,000	Tech, Finance, Entertainment	Craig Nadel, CEO/President	Los Angeles, CA
13	Smart Source LLC	\$131,000,000	\$119,000,000	Health Care, Financial, Retail	Thomas D'Agostino Jr., CEO	Atlanta, GA
14	Overture Promotions Inc.	\$126,931,017	\$81,697,472	Delivery Services, Health Care, Retail	JoAnn Gilley, CEO Board/Co-Founder/CEO	Waukegan, IL
15	WebbMason Marketing	\$124,000,000	\$125,000,000	Health Care, Financial, Hospitality	Warner Mason, Chairman of the Board/Co-Founder/CEO	Hunt Valley, MD
16	Fully Promoted	\$118,500,000	\$105,600,000	Health Care, Government/Schools, Construction/Safety	Michael Brugger, President	West Palm Beach, FL



Top Distributors: The List

	COMPANY	2020 REVENUE	2019 REVENUE	TOP VERTICALS	PRINCIPAL(S)	LOCATION
17	Brand Addition	\$99,999,240	\$134,847,460	Health/Beauty/FMCG, Transportation, Tech	Karl Whiteside, Group Managing Director	St. Louis, MO
18	Kaeser & Blair Inc.	\$92,000,000	\$124,300,000	B2B, Nonprofit, Government/Education/Uniform Services	Kurt Kaeser, CEO	Batavia, OH
19	Tray Inc.	\$86,800,000	\$27,200,000	-	Brian Burlace, President	Glen Burnie, MD
20	CIC (Corporate Imaging Concepts)	\$86,000,000	\$83,000,000	Tech, Health Care, Business Services	Bob Herzog, CEO	Northbrook, IL
21	Boundless Network	\$83,000,000	\$101,000,000	Health Care, Tech, Agriculture	Charley Dean, CEO	Austin, TX
22	G&G Outfitters Inc.	\$77,032,315	\$97,293,947	Beverage, Licensed Sports, Uniforms	Douglas A. Gardner, President	Lanham, MD
23	Touchstone	\$72,500,000	\$48,500,000	Retail, Financial Services, Consumer Products	Derek Block, Founder/CEO	Mason, OH
24	ePromos Promotional Products LLC	\$70,000,000	\$65,000,000	Health Care, Education, Services	Tamara Borello, Chief Operating Officer	St. Cloud, MN
25	Helm	\$63,000,000	\$73,000,000	Automotive, Consumer Packaged Goods, Tech	Lorne Dubrowsky, President	Plymouth, MI
26	The Vernon Company	\$59,142,227	\$72,677,220	Health Care, Education, Construction	Chris Vernon, CEO/President	Newton, IA
27	Shamrock Companies Inc.	\$57,000,000	\$48,000,000	Consumer/Retail, Banking/Financial, Professional	Bob Troop, Chairman/CEO	Westlake, OH
28	Leaderpromos	\$52,500,000	\$37,450,000	Health Care, Insurance & Financial Services, Retail	Stephanie Leader, CEO	Columbus, OH
29	The Image Group	\$50,309,000	\$34,125,060	Health Care, Manufacturing, Education	Jon Levine, CEO	Holland, OH
30	Stran Promotional Solutions	\$48,566,031	\$33,942,000	Government/Public Sector, Tech, Health Care	Andy Shape, CEO/President	Quincy, MA
31	Summit Group	\$47,300,000	\$66,000,000	Financial, Travel, Tech	Michael J. Harper, CEO	Silver Spring, MD
32	Regency360	\$46,900,000	\$63,300,000	-	Eric Beguelin, CEO	Raleigh, NC



Top Distributors: The List

	COMPANY	2020 REVENUE	2019 REVENUE	TOP VERTICALS	PRINCIPAL(S)	LOCATION
33	The Artcraft Group	\$46,000,000	\$48,000,000	Financial, Insurance, Health Care	Judith E. Zimmermann, CEO/President	Moorestown, NJ
34	nbn360	\$44,500,000	\$44,000,000	Food, Medical, Manufacturing	Artie Collins, CEO	Bannockburn, IL
35	Brandvia Alliance Inc.	\$43,000,000	\$70,000,000	Tech, Software, Hardware	Jim Childers, President	San Jose, CA
35	Genumark	\$43,000,000	\$54,464,965	Financial, Grocery/Retail, Tech	Mark Freed, CEO/President	Toronto, Ontario, Canada
37	American Diversity	\$41,708,100	\$35,253,180	Financial, Business/Retail, Health Care	Diane Zavadil, CEO	Glenwood, MN
38	PromoShop Inc.	\$39,600,000	\$54,300,000	Food & Beverage, Automotive, Entertainment	Memo Kahan, President	Los Angeles, CA
39	Zorch International Inc.	\$39,300,000	\$53,000,000	-	Mike Wolfe, CEO	Chicago, IL
40	Eagle Promotions	\$37,400,000	\$36,500,000	Resorts, Entertainment, Corporate	Sean Ono, CEO	Las Vegas, NV
41	Quality Resource Group (QRG)	\$36,082,755	\$46,641,035	Insurance, Retail, Manufacturing	Todd Pottebaum, President	Plymouth, MN
42	Kotis Design LLC	\$36,000,000	\$48,000,000	Education, Health, Finance	Jeff Becker, President	Seattle, WA
43	Match-Up Promotions	\$34,000,000	\$25,000,000	Health Care, Professional Sport Franchises, F&B	Adam Thornton, President	Longwood, FL
44	HDS Marketing	\$33,500,000	\$33,500,000	Health Care, Construction, Political	Howard Schwartz, Founder/CEO	Pittsburgh, PA
45	Quality Logo Products Inc.	\$33,316,107	\$45,304,471	Retail, Tech, Health Care	Bret Bonnet, President	Aurora, IL
46	Brown & Bigelow Inc.	\$33,000,000	\$46,800,000	Tech, Bags, Calendars	William D. Smith Jr., CEO/President	St. Paul, MN
47	APISource Inc.	\$32,000,000	\$36,000,000	Construction, Nonprofit, Corporate	Cindy A. Brown, CEO/President	Greenbelt, MD
48	The Ampersand Group	\$31,200,000	\$27,300,000	Retail, Manufacturing, Municipalities	D. Todd Mellon, President	Akron, OH



Top Distributors: The List

	COMPANY	2020 REVENUE	2019 REVENUE	TOP VERTICALS	PRINCIPAL(S)	LOCATION
49	Inkwell Global Marketing	\$31,000,000	\$33,000,000	Tech, Health Care, Financial	Steven A. Marder, CEO/President	Manalapan, NJ
50	Mercury Promotions & Fulfillment	\$30,000,000	\$31,000,000	Services, Automotive, Manufacturing	Jon Sloan, CEO	Sterling Heights, MI
51	Something Inked	\$26,500,000	\$52,000,000	Sports, Entertainment, Retail	Oliver Landry, Managing Member	Nashville, TN
52	Meridian	\$26,000,000	\$24,500,000	Manufacturing, Financial, Health Care	Robert Chanson, President	Loves Park, IL
52	Zagwear Inc.	\$26,000,000	\$20,000,000	CPG, Tech, Liquor	Toby Zacks, CEO	Orangeburg, NY
54	Concord Marketing Solutions Inc.	\$25,838,000	\$32,739,000	Insurance, Investments, Professional Services	Kirk Graves, CEO	Glendale Heights, IL
55	Shumsky	\$25,672,538	\$25,811,844	Health Care, Tech, Manufacturing	Dawn Conway, CEO	Dayton, OH
56	City Paper Company	\$25,051,241	\$15,995,029	Retail, Financial, Manufacturing	Brad Friedman, CEO/President	Birmingham, AL
57	Barker Specialty	\$24,462,075	\$29,586,000	Manufacturing, Health Care, Finance	Gerry Barker, President	Cheshire, CT
58	Winbrook	\$22,700,000	\$24,600,000	Financial, Health Care, Manufacturing	Scott Lattanzio, President	Billerica, MA
59	T.R. Miller Co. Inc.	\$21,770,595	\$13,892,818	Financial, Manufacturing, Consumer/Retailers	Tom Miller, President	Walpole, MA
60	Brand Makers	\$20,393,177	\$23,345,756	Telecom, Health Care, Financial	James Greaves, CEO	Spanish Fork, UT
61	Image Source	\$20,000,000	\$30,000,000	Retail, Tech, Collegiate	Thomas Goos, President; Brian Haner, Founder/CEO	Kirkland, WA
62	MSP Design Group	\$19,749,331	\$14,774,338	Education, Construction, Hospitality	Dan Clarkson, CEO	Virginia Beach, VA
63	Consolidated Graphic Communications	\$19,662,217	\$21,411,873	Manufacturing & Distribution, Retail, Health Care	Jim Rhodes, CEO/Managing Partner	Bridgeville, PA
64	Guardian Products	\$19,090,772	\$21,304,000	Automotive, Poultry, Sports/Collegiate	Neil Alan Wise Sr., President	Peachtree Corners, GA

	COMPANY	2020 REVENUE	2019 REVENUE	TOP VERTICALS	PRINCIPAL(S)	LOCATION
65	Brand RPM	\$18,915,054	\$16,902,116	Corporate, Retail, Colleges/High Schools	David Anderson, CEO	Charlotte, NC
66	Goldner Associates Inc.	\$18,300,000	\$24,000,000	Hospitality, Health Care, Insurance	Andrew Straus, President	Nashville, TN
67	DFI – Solutions in Print	\$18,250,000	\$15,578,000	Manufacturing, Health Care, Financial	Bryan Miller, President	Davenport, IA
68	Insight Branding	\$18,000,000	\$6,600,000	Financial, Consumer Goods, Manufacturing	Kent Dyer, CEO	Charlotte, NC
69	Elevate Brand Marketing	\$17,000,000	\$14,500,000	Sports & Entertainment, Consumer Products, Health Care	Jeff Sampson, CEO	Dallas, TX
70	Hygrade Business Group	\$16,035,000	\$20,169,075	Health Care, Financial, General Business	Victor Albetta, CEO	Secaucus, NJ
71	Brand Fuel Inc.	\$13,910,030	\$14,039,147	Health Care, Technology, Insurance/Banking	Danny Rosin, Co-President; Robert Fiveash, Co-President	Morrisville, NC
72	American Business Forms & Envelopes	\$13,200,000	\$12,200,000	Fuel Dealers, Pest Control, HVAC	Steve Leary, Owner	Baltimore, MD
73	Cooley Group	\$12,000,000	\$12,000,000	Health Care, Education, Banking/Finance	Phil Yawman, President	Pittsford, NY
73	Flywheel Brands Inc.	\$12,000,000	\$7,400,000	Automotive, Manufacturing, Service	Jay Simpson, CEO	Hixson, TN
73	OEM Materials	\$12,000,000	\$5,000,000	Industrial, Aerospace, Electronics	Wendy King, CEO	Santa Ana, CA

Editor's note: All sales information provided directly by distributors and may represent estimates on their part.



Top 10 Forms Distributors

	COMPANY	FORMS REVENUE	TOTAL REVENUE	LOCATION
1	American Solutions for Business	\$40,698,091	\$385,763,891	Glenwood, MN
2	The Ampersand Group	\$10,920,000	\$31,200,000	Akron, OH
3	WebbMason Marketing	\$8,680,000	\$124,000,000	Hunt Valley, MD
4	Hygrade Business Group	\$5,612,250	\$16,035,000	Secaucus, NJ
5	Voluforms	\$5,550,508	\$10,091,833	Jeffersonville, IN
6	Meridian	\$5,200,000	\$26,000,000	Loves Park, IL
7	CTP Solutions	\$4,230,000	\$9,400,000	Agoura Hills, CA
8	American Business Forms & Envelopes	\$2,640,000	\$13,200,000	Baltimore, MD
9	Smart Source LLC	\$2,620,000	\$131,000,000	Atlanta, GA
10	American Diversity	\$2,085,405	\$41,708,100	Glenwood, MN



Top 10 Labels & Tags Distributors

	COMPANY	LABELS & TAGS REVENUE	TOTAL REVENUE	LOCATION
1	American Solutions for Business	\$26,501,979	\$385,763,891	Glenwood, MN
2	WebbMason Marketing	\$12,400,000	\$124,000,000	Hunt Valley, MD
3	DFI - Solutions in Print	\$9,490,000	\$18,250,000	Davenport, IA
4	Smart Source LLC	\$5,240,000	\$131,000,000	Atlanta, GA
5	American Diversity	\$4,170,810	\$41,708,100	Glenwood, MN
6	Meridian	\$3,900,000	\$26,000,000	Loves Park, IL
7	The Ampersand Group	\$3,120,000	\$31,200,000	Akron, OH
8	Tabco	\$2,560,000	\$8,000,000	Terre Haute, IN
9	CTP Solutions	\$1,880,000	\$9,400,000	Agoura Hills, CA
10	Data Forms Inc.	\$1,554,450	\$10,363,000	Fayetteville, AR

2021

Top 10 Promotional Hard Goods Distributors

	COMPANY	PROMOTIONAL HARD GOODS REVENUE	TOTAL REVENUE	LOCATION
1	HALO Branded Solutions	\$505,362,000	\$765,700,000	Sterling, IL
2	American Solutions for Business	\$146,204,515	\$385,763,891	Glenwood, MN
3	Fully Promoted	\$42,660,000	\$118,500,000	West Palm Beach, FL
4	Smart Source LLC	\$40,610,000	\$131,000,000	Atlanta, GA
5	CIC (Corporate Imaging Concepts)	\$38,700,000	\$86,000,000	Northbrook, IL
6	Touchstone	\$36,250,000	\$72,500,000	Mason, OH
7	Quality Logo Products Inc.	\$31,650,302	\$33,316,107	Aurora, IL
8	WebbMason Marketing	\$31,000,000	\$124,000,000	Hunt Valley, MD
9	Brandvia Alliance Inc.	\$27,950,000	\$43,000,000	San Jose, CA
10	The Vernon Company	\$24,839,735	\$59,142,227	Newton, IA

2021

Top 10 Branded Apparel Distributors

	COMPANY	BRANDED APPAREL REVENUE	TOTAL REVENUE	LOCATION
1	HALO Branded Solutions	\$229,710,000	\$765,700,000	Sterling, IL
2	American Solutions for Business	\$62,648,056	\$385,763,891	Glenwood, MN
3	CIC (Corporate Imaging Concepts)	\$47,300,000	\$86,000,000	Northbrook, IL
4	Fully Promoted	\$45,030,000	\$118,500,000	West Palm Beach, FL
5	Touchstone	\$36,250,000	\$72,500,000	Mason, OH
6	The Vernon Company	\$26,022,580	\$59,142,227	Newton, IA
7	Eagle Promotions	\$22,440,000	\$37,400,000	Las Vegas, NV
8	Mercury Promotions & Fulfillment	\$21,000,000	\$30,000,000	Sterling Heights, MI
9	PromoShop Inc.	\$19,800,000	\$39,600,000	Los Angeles, CA
10	Something Inked	\$15,900,000	\$26,500,000	Nashville, TN



Top 10 Commercial Print Distributors

	COMPANY	COMMERCIAL PRINT REVENUE	TOTAL REVENUE	LOCATION
1	American Solutions for Business	\$50,303,611	\$385,763,891	Glenwood, MN
2	WebbMason Marketing	\$43,400,000	\$124,000,000	Hunt Valley, MD
3	Smart Source LLC	\$37,990,000	\$131,000,000	Atlanta, GA
4	American Diversity	\$12,512,430	\$41,708,100	Glenwood, MN
5	Meridian	\$7,800,000	\$26,000,000	Loves Park, IL
6	Consolidated Graphic Communications (CGC)	\$4,915,554	\$19,662,217	Bridgeville, PA
7	The Ampersand Group	\$4,680,000	\$31,200,000	Akron, OH
8	Piedmont Graphics	\$3,594,644	\$11,595,625	Greensboro, NC
9	Match-Up Promotions	\$3,400,000	\$34,000,000	Longwood, FL
10	DFI - Solutions in Print	\$2,737,500	\$18,250,000	Davenport, IA



Top 10 Direct Mail Distributors

	COMPANY	DIRECT MAIL REVENUE	TOTAL REVENUE	LOCATION
1	American Solutions for Business	\$19,982,570	\$385,763,891	Glenwood, MN
2	WebbMason Marketing	\$16,120,000	\$124,000,000	Hunt Valley, MD
3	Smart Source LLC	\$15,720,000	\$131,000,000	Atlanta, GA
4	Data Forms Inc.	\$4,663,350	\$10,363,000	Fayetteville, AR
5	SOLV	\$3,001,974	\$6,526,031	Meridian, ID
6	PromoShop Inc.	\$1,980,000	\$39,600,000	Los Angeles, CA
7	Consolidated Graphic Communications (CGC)	\$1,966,222	\$19,662,217	Bridgeville, PA
8	American Diversity	\$1,668,324	\$41,708,100	Glenwood, MN
9	CTP Solutions	\$1,410,000	\$9,400,000	Agoura Hills, CA
10	American Business Forms & Envelopes	\$1,320,000	\$13,200,000	Baltimore, MD



Top 10 Packaging Distributors

	COMPANY	PACKAGING REVENUE	TOTAL REVENUE	LOCATION
1	HALO Branded Solutions	\$15,314,000	\$765,700,000	Sterling, IL
2	American Solutions for Business	\$14,504,772	\$385,763,891	Glenwood, MN
3	City Paper Company	\$8,517,422	\$25,051,241	Birmingham, AL
4	Smart Source LLC	\$6,550,000	\$131,000,000	Atlanta, GA
5	American Diversity	\$4,170,810	\$41,708,100	Glenwood, MN
6	PromoShop Inc.	\$3,960,000	\$39,600,000	Los Angeles, CA
7	Consolidated Graphic Communications (CGC)	\$2,752,710	\$19,662,217	Bridgeville, PA
8	Elevate Brand Marketing	\$2,550,000	\$17,000,000	Dallas, TX
9	Inkwell Global Marketing	\$1,550,000	\$31,000,000	Manalapan, NJ
10	Barker Specialty	\$1,467,725	\$24,462,075	Cheshire, CT



Top 10 Signs, Displays & Wide Format Distributors

	COMPANY	SDWF REVENUE	TOTAL REVENUE	LOCATION
1	American Solutions for Business	\$17,282,222	\$385,763,891	Glenwood, MN
2	HALO Branded Solutions	\$7,657,000	\$765,700,000	Sterling, IL
3	Smart Source LLC	\$6,550,000	\$131,000,000	Atlanta, GA
4	Fully Promoted	\$3,555,000	\$118,500,000	West Palm Beach, FL
5	The Vernon Company	\$3,548,534	\$59,142,227	Newton, IA
6	Piedmont Graphics	\$2,782,950	\$11,595,625	Greensboro, NC
7	Meridian	\$2,600,000	\$26,000,000	Loves Park, IL
8	City Paper Company	\$2,505,124	\$25,051,241	Birmingham, AL
9	MSP Design Group	\$1,974,933	\$19,749,331	Virginia Beach, VA
10	Match-Up Promotions	\$1,700,000	\$34,000,000	Longwood, FL

1. Imprint Genius

Gainesville, FL

2020 Sales: \$1,694,006**2019 Sales:** \$196,453**% Year-Over-Year Growth:** 762.30%**2. Team Phun LLC**

San Diego, CA

2020 Sales: \$8,000,000**2019 Sales:** \$1,400,000**% Year-Over-Year Growth:** 471.43%**3. Tray Inc.**

Glen Burnie, MD

2020 Sales: \$86,800,000**2019 Sales:** \$27,200,000**% Year-Over-Year Growth:** 219.12%**4. Liquid Screen Design**

Minneapolis, MN

2020 Sales: \$2,500,000**2019 Sales:** \$850,000**% Year-Over-Year Growth:** 194.12%**5. Insight Branding**

Charlotte, NC

2020 Sales: \$18,000,000**2019 Sales:** \$6,600,000**% Year-Over-Year Growth:** 172.73%**6. OEM Materials**

Santa Ana, CA

2020 Sales: \$12,000,000**2019 Sales:** \$5,000,000**% Year-Over-Year Growth:** 140.00%**7. BAMKO**

Los Angeles, CA

2020 Sales: \$202,200,000**2019 Sales:** \$108,600,000**% Year-Over-Year Growth:** 86.19%**8. Spirit Gear Unlimited**

Oviedo, FL

2020 Sales: \$1,057,333**2019 Sales:** \$595,732**% Year-Over-Year Growth:** 77.48%**9. Roham International Inc.**

Lomita, CA

2020 Sales: \$2,852,000**2019 Sales:** \$1,685,000**% Year-Over-Year Growth:** 69.26%**10. Knock-Out Specialties Inc.**

Plano, TX

2020 Sales: \$5,000,000**2019 Sales:** \$3,000,000**% Year-Over-Year Growth:** 66.67%**11. Flywheel Brands Inc.**

Hixson, TN

2020 Sales: \$12,000,000**2019 Sales:** \$7,400,000**% Year-Over-Year Growth:** 62.16%**12. T.R. Miller Co. Inc.**

Walpole, MA

2020 Sales: \$21,770,595**2019 Sales:** \$13,892,818**% Year-Over-Year Growth:** 56.70%**13. City Paper Company**

Birmingham, AL

2020 Sales: \$25,051,241**2019 Sales:** \$15,995,029**% Year-Over-Year Growth:** 56.62%**14. Overture Promotions Inc.**

Waukegan, IL

2020 Sales: \$126,931,017**2019 Sales:** \$81,697,472**% Year-Over-Year Growth:** 55.37%**15. Promote in Tandem**

Dallas, TX

2020 Sales: \$750,000**2019 Sales:** \$495,000**% Year-Over-Year Growth:** 51.52%**16. Central Valley Business Forms Inc.**

Visalia, CA

2020 Sales: \$6,031,562**2019 Sales:** \$4,019,010**% Year-Over-Year Growth:** 50.08%**17. Nassah Service Group**

Monrovia, NY

2020 Sales: \$1,500,000**2019 Sales:** \$1,000,000**% Year-Over-Year Growth:** 50.00%**18. Touchstone**

Mason, OH

2020 Sales: \$72,500,000**2019 Sales:** \$48,500,000**% Year-Over-Year Growth:** 49.48%**19. Consolidus LLC**

Akron, OH

2020 Sales: \$8,886,793**2019 Sales:** \$5,974,963**% Year-Over-Year Growth:** 48.73%**20. The Image Group**

Holland, OH

2020 Sales: \$50,309,000**2019 Sales:** \$34,125,060**% Year-Over-Year Growth:** 47.43%**21. Mudd Print & Promo LLC**

Edmond, OK

2020 Sales: \$1,600,000**2019 Sales:** \$1,090,000**% Year-Over-Year Growth:** 46.79%**22. Stran Promotional Solutions**

Quincy, MA

2020 Sales: \$48,566,031**2019 Sales:** \$33,942,000**% Year-Over-Year Growth:** 43.09%**23. Leaderpromos**

Columbus, OH

2020 Sales: \$52,500,000**2019 Sales:** \$37,450,000**% Year-Over-Year Growth:** 40.19%**24. Graphic Creations Inc.**

Knoxville, TN

2020 Sales: \$4,600,000**2019 Sales:** \$3,300,000**% Year-Over-Year Growth:** 39.39%**25. Lasting Impressions Promotions Inc.**

Southfield, MI

2020 Sales: \$8,600,000**2019 Sales:** \$6,200,000**% Year-Over-Year Growth:** 38.71%



HALO Branded Solutions - No. 1
2020 sales: \$765.7 million
Sterling, Illinois
 1,800 employees, 45 locations
 Top sales verticals: retail, medical/
 health care, telecommunications

HALO Branded Solutions took the top spot on our list for the first time, overtaking perennial No. 1 promo distributor 4imprint. While 4imprint struggled during the pandemic, HALO last year nearly matched its 2019 sales totals, finishing 2020 with \$765.7 million (versus \$787 million in 2019). Maintaining sales figures that high in a normal year would be impressive enough. But HALO did it in a year where overall industry sales declined by as much as 30%—a feat CEO Marc Simon chalked up to HALO's people.

"We came into the pandemic with an exceedingly skilled and determined account executive team and a wide array of expertise in operations, marketing and sales, technology, supply chain and distribution," he said. "Our sales and support teams were quick to identify opportunities and capitalize on our core strengths to create solutions to address the changing landscape quickly and effectively. That

fact that we accomplished so much in so many areas, in arguably the most challenging global crisis we have faced, is itself an incredible achievement. We maintained our revenue, improved our technology and enhanced our brand, which is a testament to the commitment and passion every member of our organization brings to work each day."

Outlook: HALO may have topped the list this year, but Simon was quick to note that nothing is guaranteed for the future. Promo distributors still have a number of immediate, pandemic-related challenges to overcome, he said, including increased costs, fluctuating product availability, longer lead times and more. To combat those issues, HALO is continuing to invest in technology. It's also prioritizing communication, transparency and, above all, innovation as it looks to strengthen relationships with its customers and suppliers.

"Our greatest learning was that it is impossible to predict what the future holds," said Simon. "As a result, one must always possess the maximum flexibility to respond to whatever comes our way. Additionally, the pace of change in every aspect of business is increasing and will continue to move quickly. Strategically, we must retain flexibility as well as have the vision to foresee as many of these changes as we can, and constantly utilize our resources to innovate to address change. For HALO, and for the industry in general, we must continue to bring an entrepreneurial mindset that aligns resources with opportunities in order to continue to thrive."



Proforma - No. 3
2020 sales: \$538.5 million
Cleveland, Ohio

152 employees, 601 franchises
 Top sales verticals: health care, technology, industrial/manufacturing

Proforma had a record-breaking 2020. The company grew its total sales to \$538.5 million (good for No. 3 on our list) and added 38 affiliate members to its Million Dollar and Multi-Million Dollar clubs. It did so by investing early in PPE—at one point wiring almost \$10 million for cargo planes to bring masks and other items to the U.S.—and by supporting members through its ProVision business management technology platform, which it launched in 2019.

“Our main goal is to continue to empower our owners and sales reps with the best technology and business success resources,” said Vera Muzzillo, Proforma’s CEO. “We are continuously building innovative programs that combine sales, marketing and sourcing, all

set on the foundation of our award-winning technology. When we see them excel during challenging times such as this past year, it is beyond gratifying.”

Outlook: In a profile for last year’s Top Distributors issue, Proforma founder Greg Muzzillo highlighted Proforma’s diversified product offering as a big reason for the company’s early success during the pandemic. That includes print, promotional products, packaging and a variety of other products. It also includes, increasingly, e-commerce solutions. As of July 2021, Proforma had launched 4,259 company stores, up from 2,000 at the end of 2020, a good indicator of the rising demand for these services and how critical it is that distributors can provide them for customers.

But for as invested as Proforma is in technology, Greg Muzzillo believes the fundamentals of business remain equally important for distributors looking to get back on track.

“If you do not know where or how to begin again after this past year, my advice to you is to just get in motion,” he said. “Pick up the phone, reach out to former customers and check in on them, or even make a list of prospects and start dialing for dollars. Business is coming back. The industry is rebounding quickly. Just get in motion and stay in motion. You got this.”



**American Solutions
for Business - No. 5**
2020 sales: \$385.8 million
Glenwood, Minnesota
1,161 employees, 571 locations
Top sales verticals: retail, health
care, manufacturing

American Solutions for Business finished 2020 with \$385.8 million in total sales—an 18% increase over 2019. Justin Zavadil, the company's president, said PPE "more than made up for" reduced print and promotional sales, as did ASB's retail business comprising mainly big box stores, which boomed during the pandemic. But when we asked Zavadil how his company grew its sales by nearly \$60 million in the midst of a global economic downturn, he was unequivocal: "The best and most flexible employees and sales associates in the industry," he said.

The key word, there, is flexible. Zavadil said that mindset has long been central to ASB's operations, guiding the company's overall strategy from the senior leadership level down. It's what enabled ASB to adapt quickly in 2020 and emerge stronger than ever in 2021.

"I don't think that anyone had 'global pandemic' as one of their threats they were planning against," said Zavadil. "The ability to change directions quickly and stay flexible will remain one of our core values."

Outlook: With each business decision, ASB's goal is to do the right thing for the right reason, said Zavadil. Does it make sense for them and will it ensure they're the last one standing? The company plans to open a new, 60,000 square foot distribution center in late 2021, and it will continue to explore new markets. And as it navigates the inventory and logistics challenges now facing the industry, it will continue to lean on communication and relationships while embracing technology, data and digitally enabled productivity enhancements.

"We are on the brink of another industrial revolution," said Zavadil. "The pandemic has created—or better yet, enabled—a new generation of innovators and entrepreneurs. At ASB, we make sure we look at every crisis as an opportunity. What can be gained from how the world has changed and how can we best position ourselves to be ready for the changes in our customers' needs? Our team is focused on the changing workplace of our customers and how we can be the best non-threatening partner for them."

**BAMKO - No. 9****2020 sales: \$202.2 million****Los Angeles, California**

375 employees, 13 locations

Top sales verticals: tech, quick service restaurants, gig economy

In 2020, there was perhaps no bigger industry success story than BAMKO. The distributor finished the year with \$202.2 million in sales—nearly double its 2019 total—rocketing up the list and into the top 10. It did so on the strength of massive PPE sales, sure, but it also ended 2020 with a company-record \$39.9 million backlog of traditional promo. Josh White, senior vice president of strategic growth for BAMKO, called 2020 a “pressure test” of the company’s values. The result, he said, was an unmatched display of character, leadership and work ethic from the BAMKO team.

“If our team can pull together and thrive amidst adversity like we faced last year, I can’t wait to see what we do when we’ve got the wind at our back,” said White. “We know exactly who we are and have a very well-defined philosophical approach to our business. A sense of urgency and an extreme bias towards action are central to that philosophy. We have done an incredible job of preserving the entrepreneurial spirit that drives this company, which is something that I think most of our similarly-sized competitors have lost along the path of growth. That entrepreneurial spirit allowed us to be OK with

experimentation, knowing that some of those experiments would fail. Our speed, agility and willingness to experiment, combined with the resources and infrastructure that we now have at our disposal, means that when an experiment ends up working out, it can deliver really sizable results.”

Outlook: BAMKO has always prioritized technology, and after its success in 2020, the company has only intensified that focus. “We intend to press that advantage to create so much distance between ourselves and every one of our competitors that BAMKO becomes something that is essentially unrecognizable to an industry that largely remains stuck in the 20th century,” said White.

But, for BAMKO, tech is only one component of a larger growth plan that leverages the company’s biggest assets—its people, culture, philosophy and mindset—to set it apart from its competitors.

“The company we’ve built, the things we’ve been able to accomplish the last several years, and the way we’ve been able to deliver on the biggest stage when no one else could, that’s proof positive that we belong in any room,” said White. “Now our perspective is to go create the opportunities to be in that room and trust that we’ve got everything we need to accomplish things that no one else in the industry is capable of doing.”



Stran Promotional Solutions - No. 30

2020 sales: \$48.6 million

Quincy, Massachusetts

78 employees, 9 locations

Top sales verticals: government/
public sector, technology, health care

Stran Promotional Solutions had its best year ever in 2020. Yes, in the middle of the pandemic, the 27-year-old company grew sales by 43% (to \$48.6 million), made its first-ever acquisition (Wildman Imprints, in September 2020) and climbed more than a dozen spots on our list to finish at No. 30. The company's early move into PPE played a major role in that success, as did its involvement with the U.S. Census, sourcing and fulfilling 16 million branded products beginning in 2019 and carrying through most of last year. But those weren't the only factors. Andy Shape, Stran's CEO and president, said the real key to the company's success was its tireless focus on servicing its customers.

"Staying true to who we have always been as a company, singularly focused on servicing our clients and being an

extension of their team, has helped us to build a successful business with long-standing customers, organic growth supported by regular referrals and a solid base that can withstand extraordinary circumstances," he shared. "That culture ensures that we are nimble and flexible, [and] designed to meet the needs of our customers all the time."

Outlook: Stran, like most of the industry, has spent this year dealing with supply chain issues and staffing challenges as it looks to build on its 2020 momentum. The company is addressing those areas through investments in technology and people, looking to bring in top talent from outside the industry. The ultimate goal, said Shape, is to keep providing the kind of top-tier customer experience that got Stran to where it is today.

Shape also noted the impact of the pandemic on customer preferences, identifying online store programs, in particular, as one area to watch.

"Customers are demanding a technology solution and supply chain model that allows them to easily see products with their own branding and place orders for those items with minimal inventory commitments," he said. "Offering a solution that takes advantage of inventorying items that are not conducive to an on-demand production model, combined with offering on-demand production for items that limit risk and obsolescence, is a trend that we are paying close attention to and delivering upon already."

WHO WE ARE



Print+Promo Marketing, a premium publication from Print+Promo and Promo Marketing, reaches more than 40,000 subscribers, including some of the largest suppliers of forms, labels, promotional products, branded apparel, commercial printing and direct mail. Targeting distributors/brokers within the print and promotional products industry, Print+Promo Marketing is designed to help protect legacy print and promo revenue, and expand and grow new revenue streams. Topics range from business development, supply chain partnerships and management strategy, to manufacturing, safety regulations and product trends.

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