

Resources and Strategies for the Distributor Community

ppm
PRINT+PROMO MARKETING MAGAZINE

2021

Top Suppliers

WHAT WE KNOW SO FAR

The losses of 2020, which we've covered all year, were widespread and deep — both on a human level and from a financial perspective. Management teams had to strike a balance between staying safe and keeping the doors open. And although print, specifically, was deemed an essential business from the pandemic's onset, many of the verticals it serves quickly learned they were not.

PPE and other COVID-inspired products became lifelines for companies looking to soften revenue pressures. Vaccines gave hope that an economic resurgence would lead to a better 2021. In a way, our hope was realized, but recovery doesn't happen overnight, as seen with current widespread staffing shortages and supply chain woes. Those who read Print+Promo Marketing's 2021 State of the Industry Report may also remember this sobering estimate from PRINTING United Alliance: Print industry sales declined between 15% and 18% in 2020. While it was unclear which part of the slope end-buyers would fall on in the predicted K-shaped recovery, our economists foresaw total industry sales increasing 2.5% to 4% in 2021. (Keep in mind that even 4% growth gets the industry only about 20% of the way back to pre-COVID sales).

We now know how these events influenced our expanded 2021 Top 65 Suppliers list — the first under the Print+Promo Marketing brand. According to our data, the Top 65 Suppliers totaled \$5.18 billion in 2020 sales. Because this is a newly combined effort, it is not possible to make a direct comparison to last year's list for this analysis. However, to provide perspective, Print+Promo's 2020 Top 50 Suppliers produced \$2.5 billion, and Promo Marketing's 2020 Top 50 Suppliers generated \$7.5 billion, putting our number right in the middle. We would be remiss not to mention several big names decided against submitting their 2020 financials (more on that later).

Of the top 65 suppliers who reported annual sales this year:

- 18 had revenue increases.
- 45 had revenue decreases.
- Two finished even.

Faithful followers of Print+Promo and Promo Marketing's respective lists will recognize the names of our top five, just not in the order they're used to seeing. Billion-dollar-plus supplier alphabroder | Primeline comfortably held onto the No. 1 spot. But with S&S Activewear and Polyconcept North America sitting this one out, Hit Promotional Products Inc. advanced to second place ahead of Print+Promo's perennial top-ranked supplier Ennis Inc., which appears third on the 2021 list (though first among printers). Koozie Group, formerly known as BIC Graphic North America and new owner of IMAGEN Brands (Crown and Vitronic), placed fourth. On the print side, 4over LLC, which typically holds the No. 2 spot on Print+Promo's list, did not submit their information, making room for OneTouch-Point in our top five. None of the top five suppliers had revenue increases. Two suppliers in our top 10, Sportsman Cap & Bag (No. 7) and Gemline (No. 8) enjoyed 44.58% and 10% jumps in revenue, respectively.

In addition to S&S Activewear, Polyconcept North America and 4over LLC, other notable entries were missing. For Promo Marketing, that was Next Level Apparel (2020: No. 6); TSC Apparel (2020: No. 9); Sweda Company LLC (2020: No. 12); Showdown Displays (2020: No. 14, and No. 7 on Print+Promo's list); Cutter & Buck (2020: No. 18); Evans Manufacturing (2020: tied for No. 28); iClick (2020: tied for No. 28); Tri-Mountain

(2020: No. 31); Spector & Co. Inc. (2020: No. 32); Delta Apparel (2020: No. 34); AAkron Line (2020: No. 39); Otto International Inc. (2020: No. 41); CPS/Keystone (2020: No. 46); and Tomax USA (2020: No. 48). And even though they don't typically report, powerhouses like SanMar and Gildan have the revenue to shake up our top 10.

For Print+Promo, it was Zoo Printing (2020: No. 9); New Jersey Business Forms/Hampshire Label, which sold its InfoSeal division to Ennis Inc. earlier this year (2020: No. 19); TLF Graphics Inc. (2020: No. 24); Design Distributors Inc. (2020: No. 25); Data Papers Inc. (2020: No. 29); Luminer Converting Group (2020: No. 37); Labels West Inc., which was sold to Resource Label Group late last year (2020: No. 38); Bradley Graphic Solutions (2020: No. 39); and ASAP Printing (2020: No. 44).

While their absence was felt (collectively, those companies earned \$3.1 billion for PM, and \$595.9 million for P+P), it created room for BreathIQ and FPS Apparel — the latter of which had 160.98% year-over-year growth. Also, HPG, which ranked No. 7 on Promo Marketing's 2020 list this year, opted to submit through its individual brands, with six appearing on the list on their own.

Individual product sectors were down across the board — partially the result of gaps left by those suppliers who did not return for the list this year. Additionally, not all suppliers disclose this information, which could skew findings (see Top 10 charts starting on page 6). Promotional Hard Goods, the only category in the green, also happened to have the strongest showing with \$1.3 billion (2020: \$225.4 million) — undeniably from the large representation of promo companies in our premier joint list.

Printed Forms accounted for \$256.1 million (2020: \$420.5 million). Labels & Tags dropped to \$433.5 million (2020: \$507.6 million). Commercial Print, consisting of marketing pieces, catalogs, brochures, presentation folders, envelopes, stationery and business cards, fell to \$164.6 million (2020: \$676.9 million). Direct Mail produced \$41.3 million (2020: \$109 million). Plastic Products and Cards came in at \$8.8 million (2020: \$25.9 million). Signs/Displays/Wide-Format Printing generated \$15.7 million (2020: \$192.9 million). And the "Other" category finished at \$132.4 million (2020: \$305.6 million). Similar to our 2021 Top 75 Distributors list, for the first time, we began tracking Branded Apparel, which represented \$393.6 million in sales (we expect that figure to be much higher with the eventual return of S&S Activewear, Next Level Apparel, TSC Apparel, etc.). Also new is Packaging, which consisted of \$37.7 million.

For the complete analysis and profiles featuring leading executives from five of our top-ranked suppliers, see page 9.

We congratulate each company that made the list and wish everyone the best of luck and, most importantly, good health in 2022. Cheers to the power of partnerships in the print and promo communities.

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

Other Stats

- We asked our Top 65 suppliers how they fared since the pandemic began. Of those who responded, 14 rated the effects as minor, 34 as moderate and 14 as massive, though one supplier said that was in a positive way. Twenty-three suppliers said their sales returned to pre-pandemic levels in January-June 2021, 16 said July-December 2021 and 19 expected normalcy in January-June 2022.
- Of the 64 principal officers listed for the Top 65 Suppliers (two companies listed more than one principal, and one principal appeared on the list four times), 58 were men and six were women. That's a split of 91% versus 9%, trending similarly to our Top Distributor findings (85% versus 15%).
- In all, 22 U.S. states and one Canadian province (Ontario) were headquarters to at least one Top 65 supplier. Illinois led the way with nine suppliers calling it home, closely followed by New York with seven. Kansas and Texas each had five. Ten other states and one Canadian province appeared at least twice on the list, leaving eight locations with a single supplier.
- All four major regions of the U.S. (Northeast, South, Midwest and West) had at least one supplier on the list.
- This year's Top 65 suppliers employed more than 19,735 people at 255 locations (data includes some, but not all, parent company head counts and subsidiary or division locations). The highest employee count for any one Top 65 supplier was 2,800, while the lowest was 11. Eight Top 65 suppliers had 500 or more employees, while 20 companies had fewer than 100 employees.
- Five of the Top 65 suppliers have been in business for more than a century, while one has been in business for only 13 years.

2021 Top Suppliers: The List

	COMPANY	2020 REVENUE	2019 REVENUE	PRINCIPAL(S)	LOCATION
1	alphabroder Prime Line	\$1,400,000,000	\$1,700,000,000	Dan Pantano, CEO/President	Treose, PA
2	Hit Promotional Products Inc.	\$443,000,000	\$496,000,000	CJ Schmidt, CEO	Largo, FL
3	Ennis Inc.	\$357,973,000	\$438,412,000	Keith S. Walters, Chairman/ CEO/President	Midlothian, TX
4	Koozie Group	\$255,000,000	\$310,000,000	David Klatt, CEO	Clearwater, FL
5	OneTouchPoint	\$135,740,000	\$140,588,000	David Holland, CEO	Hartland, WI
6	Staton Corporate & Casual	\$123,711,773	\$170,038,300	Billie Staton, President	Dallas, TX
7	Sportsman Cap & Bag	\$120,000,000	\$83,000,000	Dan Saferstein, Owner	Lenexa, KS
8	Gemline	\$115,500,000	\$105,000,000	Jonathan Isaacson, CEO	Lawrence, MA
9	Western States Envelope and Label Co.	\$98,576,728	\$103,258,833	Steve Bayerlein, CEO	Butler, WI
10	TST IMPRESO	\$96,151,574	\$115,264,459	Marshall Sorokwasz, CEO	Coppell, TX
11	The Magnet Group	\$89,300,000	\$121,437,000	Bill Korowitz, CEO	Washington, MO

2021 Top Suppliers: The List

	COMPANY	2020 REVENUE	2019 REVENUE	PRINCIPAL(S)	LOCATION
12	Discount Labels	\$82,000,000	\$81,000,000	Craig Harrison, Executive Vice President of Sales and Marketing	New Albany, IN
13	Logomark	\$81,800,000	\$98,500,000	Trevor Gnesin, CEO	Tustin, CA
14	NC Custom (Chocolate Inn Lanco)	\$69,900,000	\$60,500,000	Lance Stier, CEO; David Miller, President	Hicksville, NY
15	I.D. Images	\$69,600,000	\$58,440,000	Brian D. Gale, CEO/President	Brunswick, OH
16	Diversified Labeling Solutions Inc.	\$68,161,705	\$64,632,163	Jim Kersten, CEO	Itasca, IL
17	Greater Pacific Industries	\$65,500,000	\$32,000,000	Ben Zhang, CEO/President	Bellevue, WA
18	Ariel Premium Supply Inc.	\$62,359,981	\$70,816,922	Tai Lin, Chairman/CEO/President	St. Louis, MO
19 (tie)	Blue Generation	\$57,000,000	\$57,000,000	Eric J. Rubin, President	Long Island City, NY
19 (tie)	Edwards Garment	\$57,000,000	\$68,000,000	Jose Gomez, President	Kalamazoo, MI
21	ADG Promo Products	\$56,000,000	\$52,000,000	Tom Donlin, National Sales Manager	White Bear Lake, MN
22	Stouse LLC	\$53,834,000	\$60,647,669	Clay Davis, CEO/President	New Century, KS
23	SnugZ USA	\$51,000,000	\$56,000,000	Brandon Mackay, CEO	West Jordan, UT
24	Gill Studios Inc.	\$50,300,000	\$54,250,000	Donald A. Gill, Chairman of the Board	Lenexa, KS
25	Garyline	\$50,066,827	\$53,886,488	Richard Hellinger, CEO	Bronx, NY
26	Ward-Kraft Inc.	\$50,000,000	\$56,300,000	Roger Kraft, Owner/CEO	Fort Scott, KS
27	Repacorp Inc.	\$49,000,000	\$45,000,000	Rick Heintz, CEO	Tipp City, OH
28	KDM Products	\$47,101,000	\$46,000,000	Larry Newman, CEO/President	Carpentersville, IL
29	Tekweld	\$45,000,000	\$36,000,000	Taylor Tadmor, Owner/President	Hauppauge, NY
30	Raining Rose Inc.	\$44,085,000	\$45,720,000	Chuck Hammond, CEO	Cedar Rapids, IA
31	Bag Makers Inc.	\$42,400,000	\$57,100,000	Maribeth Sandford, CEO	Union, IL
32	Hub HPG	\$40,308,000	\$68,221,000	Trina Bicknell, Chief Revenue Officer	Braintree, MA
33	Vantage Apparel	\$40,000,000	\$52,171,000	Ira Neaman, CEO/President	Avenel, NJ
34	Cap America	\$37,099,904	\$42,499,167	Mark Gammon, CEO/President	Fredericktown, MO
35	BCT	\$37,000,000	\$60,058,000	William Wilkerson, Chairman/CEO	Fort Lauderdale, FL
36 (tie)	Handstands Promo HPG	\$34,542,000	\$46,126,000	Trina Bicknell, Chief Revenue Officer	Salt Lake City, UT
36 (tie)	Origaudio Promo HPG	\$34,542,000	\$46,126,000	Trina Bicknell, Chief Revenue Officer	Salt Lake City, UT
38	Charles River Apparel	\$34,100,000	\$45,000,000	Barry Lipsett, CEO/President	Sharon, MA

2021 Top Suppliers: The List

	COMPANY	2020 REVENUE	2019 REVENUE	PRINCIPAL(S)	LOCATION
39	Britten Inc.	\$34,000,000	\$48,000,000	Paul Britten, President	Traverse City, MI
40	Starline USA	\$33,739,527	\$34,080,304	Daniel Norris, President; Nicole Tasca, Vice President of Sales Administration	Grand Island, NY
41	Gold Bond Inc.	\$33,300,000	\$35,000,000	Mark Godsey, CEO	Hixson, TN
42	American Ad Bag	\$30,000,000	\$34,500,000	Virginia Semrow, Owner	Woodstock, IL
43	Debco HPG	\$28,648,256	\$55,037,430	Marie Kirshenbaum, Chief Operating Officer	Concord, ON, Canada
44	Mixie HPG	\$28,634,287	\$18,878,171	Trina Bicknell, Chief Revenue Officer	Eagan, MN
45	PDF Print Communications Inc.	\$26,880,000	\$22,515,000	Kevin Mullaney, CEO/President	Signal Hill, CA
46 (tie)	AAA Innovations	\$25,000,000	\$20,000,000	Jeffrey Nanus, President	Norwood, NJ
46 (tie)	Envelope Mart USA	\$25,000,000	\$27,000,000	Norman Shapiro, CEO/President	Northwood, OH
48	Hirsch Gift Inc.	\$23,890,000	\$23,404,000	Peter Hirsch, President	Houston, TX
49	The Label Printers	\$20,000,000	\$23,000,000	William Kane, Chief Executive	Aurora, IL
50	Best Promotions USA HPG	\$18,700,000	\$19,800,000	Michael Hicks, President	Balch Springs, TX
51	ID Label Inc.	\$18,050,000	\$18,563,000	Neil Johnston, CEO/President	Lake Villa, IL
52	Beacon HPG	\$16,204,677	\$23,860,046	Brett Olsen, Vice President/General Manager	New Ulm, MN
53	Team Concept Printing	\$15,588,450	\$19,245,000	Anthony Rouse, CEO/President	Carol Stream, IL
54	AmeriCAL Labels & Stickers	\$15,111,373	\$14,567,608	John C. Peterson, President	Omaha, NE
55 (tie)	HCF Inc.	\$15,000,000	\$17,000,000	Steve Patton, President	Hillsboro, OH
55 (tie)	HTT Headwear	\$15,000,000	\$15,000,000	Gary Decker, CEO	Murrieta, CA
55 (tie)	StickerYou	\$15,000,000	\$12,500,000	Andrew Witkin, CEO	Toronto, ON, Canada
58	CE Printed Products	\$14,992,767	\$16,932,814	Robert Ohr, CEO	Carol Stream, IL
59	MAR	\$14,480,000	\$17,530,000	Rick Roever, President	Valmeyer, IL
60	Maggio Data	\$13,500,000	\$16,900,000	Robert Maggio, President	Hauppauge, NY
61	Graphic Dimensions	\$13,000,000	\$13,900,000	Jay Scammell, President	Austell, GA
62 (tie)	BreathIQ	\$12,000,000	\$16,000,000	Lawrence Martin, President	St. Petersburg, FL
62 (tie)	Pro Towels	\$12,000,000	\$15,000,000	Kevin Nord, President	Abbeville, SC
64	UMC Print	\$11,500,000	\$14,250,000	Shawn Boyd, President	Shawnee Mission, KS
65	FPS Apparel	\$10,700,000	\$4,100,000	Jay Feinberg, President	Chester, NY

2021 Top 10 Forms Suppliers

	COMPANY	FORMS REVENUE	TOTAL REVENUE	LOCATION
1	Ennis Inc.	\$157,508,120	\$357,973,000	Midlothian, TX
2	KDM Products	\$23,550,500	\$47,101,000	Carpentersville, IL
3	PDF Print Communications Inc.	\$19,353,600	\$26,880,000	Signal Hill, CA
4	HCF Inc.	\$14,250,000	\$15,000,000	Hillsboro, OH
5	Maggio Data	\$10,800,000	\$13,500,000	Hauppauge, NY
6	TST IMPRESO	\$9,615,157	\$96,151,574	Coppell, TX
7	Royal	\$6,958,472	\$9,277,962	Brooklyn Park, MN
8	Phoenix Data Inc.	\$6,012,550	\$6,012,550	Montgomery, PA
9	QT2	\$5,106,780	\$9,457,000	Tiffin, OH
10	MAR	\$2,172,000	\$14,480,000	Valmeyer, IL

2021 Top 10 Labels & Tags Suppliers

	COMPANY	LABELS & TAGS REVENUE	TOTAL REVENUE	LOCATION
1	Discount Labels	\$73,800,000	\$82,000,000	New Albany, IN
2	Diversified Labeling Solutions Inc.	\$68,161,705	\$68,161,705	Itasca, IL
3	I.D. Images	\$62,640,000	\$69,600,000	Brunswick, OH
4	Ennis Inc.	\$60,855,410	\$357,973,000	Midlothian, TX
5	Repacorp Inc.	\$48,510,000	\$49,000,000	Tipp City, OH
6	Gill Studios Inc.	\$33,198,000	\$50,300,000	Lenexa, KS
7	The Label Printers	\$19,400,000	\$20,000,000	Aurora, IL
8	ID Label Inc.	\$16,786,500	\$18,050,000	Lake Villa, IL
9	AmeriCAL Labels & Stickers	\$15,111,373	\$15,111,373	Omaha, NE
10	KDM Products	\$14,130,300	\$47,101,000	Carpentersville, IL

2021 Top 10 Promotional Hard Goods Suppliers

	COMPANY	PROMOTIONAL HARD GOODS REVENUE	TOTAL REVENUE	LOCATION
1	Hit Promotional Products Inc.	\$443,000,000	\$443,000,000	Largo, FL
2	Gemline	\$115,500,000	\$115,500,000	Lawrence, MA
3	The Magnet Group	\$84,835,000	\$89,300,000	Washington, MO
4	Greater Pacific Industries	\$65,500,000	\$65,500,000	Bellevue, WA
5	ADG Promo Products	\$56,000,000	\$56,000,000	White Bear Lake, MN
6	SnugZ USA	\$51,000,000	\$51,000,000	West Jordan, UT
7	Garyline	\$43,057,471	\$50,066,827	Bronx, NY
8	Bag Makers Inc.	\$41,552,000	\$42,400,000	Union, IL
9	Hub HPG	\$40,308,000	\$40,308,000	Braintree, MA
10	Handstands HPG	\$34,542,000	\$34,542,000	Salt Lake City, UT

2021 Top 10 Commercial Print Suppliers

	COMPANY	COMMERCIAL PRINT REVENUE	TOTAL REVENUE	LOCATION
1	Ennis Inc.	\$71,594,600	\$357,973,000	Midlothian, TX
2	BCT	\$37,000,000	\$37,000,000	Fort Lauderdale, FL
3	CE Printed Products	\$14,992,767	\$14,992,767	Carol Stream, IL
4	UMC Print	\$9,660,000	\$11,500,000	Shawnee Mission, KS
5	Team Concept Printing	\$8,417,763	\$15,588,450	Carol Stream, IL
6	BCSI	\$6,374,362	\$6,374,362	Burnsville, MN
7	Envelope Mart USA	\$5,000,000	\$25,000,000	Northwood, OH
8	EM Print Group	\$4,200,000	\$4,200,000	Elyria, OH
9	QT2	\$3,782,800	\$9,457,000	Tiffin, OH
10	PDF Print Communications Inc.	\$1,612,800	\$26,880,000	Signal Hill, CA

2021 Top Suppliers: Fastest Growing

1. FPS Apparel

Chester, New York
2020 Sales: \$10,700,000
2019 Sales: \$4,100,000
% Year Over Year Growth: 160.98%

2. Greater Pacific Industries

Bellevue, Washington
2020 Sales: \$65,500,000
2019 Sales: \$32,000,000
% Year Over Year Growth: 104.69%

3. A+ Wine Designs

San Diego
2020 Sales: \$5,000,000
2019 Sales: \$2,500,000
% Year Over Year Growth: 100%

4. Mixie | HPG

Eagan, Minnesota
2020 Sales: \$28,634,287
2019 Sales: \$18,878,171
% Year Over Year Growth: 51.68%

5. Sportsman Cap & Bag

Lenexa, Kansas
2020 Sales: \$120,000,000
2019 Sales: \$83,000,000
% Year Over Year Growth: 44.58%

6. The Colemax Group

Glen Rock, New Jersey
2020 Sales: \$4,600,000
2019 Sales: \$3,200,000
% Year Over Year Growth: 43.75%

7. Selco LLC

Tulsa, Oklahoma
2020 Sales: \$3,600,000
2019 Sales: \$2,850,000
% Year Over Year Growth: 26.32%

8. Tekweld

Hauppauge, New York
2020 Sales: \$45,000,000
2019 Sales: \$36,000,000
% Year Over Year Growth: 25%

8. AAA Innovations

Norwood, New Jersey
2020 Sales: \$25,000,000
2019 Sales: \$20,000,000
% Year Over Year Growth: 25%

10. StickerYou

Toronto
2020 Sales: \$15,000,000
2019 Sales: \$12,500,000
% Year Over Year Growth: 20%

10. Gemini Industries

Roxana, Illinois
2020 Sales: \$3,000,000
2019 Sales: \$2,500,000
% Year Over Year Growth: 20%

10. SNiPSofVB Inc.

Norfolk, Virginia
2020 Sales: \$1,200,000
2019 Sales: \$1,000,000
% Year Over Year Growth: 20%

13. PDF Print

Communications Inc.
 Signal Hill, California
2020 Sales: \$26,880,000
2019 Sales: \$22,515,000
% Year Over Year Growth: 19.39%

14. I.D. Images

Brunswick, Ohio
2020 Sales: \$69,600,000
2019 Sales: \$58,440,000
% Year Over Year Growth: 19.10%

15. NC Custom (Chocolate Inn | Lanco)

Hicksville, New York
2020 Sales: \$69,900,000
2019 Sales: \$60,500,000
% Year Over Year Growth: 15.54%

16. Certified Labeling Solutions Inc.

Hillsborough, New Jersey
2020 Sales: \$6,000,000
2019 Sales: \$5,300,000
% Year Over Year Growth: 13.21%

17. Gemline

Lawrence, Massachusetts
2020 Sales: \$115,500,000
2019 Sales: \$105,000,000
% Year Over Year Growth: 10%

18. QT2

Tiffin, Ohio
2020 Sales: \$9,457,000
2019 Sales: \$8,605,537
% Year Over Year Growth: 9.89%

19. Repacorp Inc.

Tipp City, Ohio
2020 Sales: \$49,000,000
2019 Sales: \$45,000,000
% Year Over Year Growth: 8.89%

20. ADG Promo Products

White Bear Lake, Minnesota
2020 Sales: \$56,000,000
2019 Sales: \$52,000,000
% Year Over Year Growth: 7.69%



2021 Top Suppliers: Profiles



alphabroder | Prime Line - No. 1

2020 sales: \$1.4 billion
Trevose, Pennsylvania
2,200 employees, 12 locations
Established in 1919

alphabroder | Prime Line generated \$1.4 billion in 2020 sales. Although this was a 17.65% drop compared to 2019 sales, it was enough for the promotional products heavyweight

to hold onto the top spot for another year — and what a year it was. In March 2020, when the pandemic first hit, alphabroder | Prime Line moved its entire inside sales and customer service organization to a fully virtual model in less than a week, while distribution and decoration production teammates worked tirelessly to fulfill orders. For Dan Pantano, alphabroder | Prime Line CEO and president, it was a way to put the company's core values into action.

"Our ability to handle adversity and embrace change in difficult circumstances was inspiring," he said. "Our team was willing to sacrifice through a variety of necessary decisions at the time, and dealt with facility shutdowns, furloughs, reduced pay, etc. Our

leadership team did a great job of communicating transparently as we navigated the challenges thrown our way."

Outlook: Pantano was promoted to CEO in April 2021, following the departure of longtime CEO Norm Hullinger. When he assumed the role, he acknowledged that the supplier was through the worst of COVID — at least from a demand perspective.

"The challenges we have faced since early spring have been related to staffing our facilities and the broken supply chain," Pantano shared. "Our entire team is focused on mitigating both, and ensuring we provide the optimal level of service to our customers as possible despite the challenges."

Beyond dealing with those immediate concerns, Pantano's goal for 2022 is to make doing business with alphabroder | Prime Line as easy as possible. In Q1 2021, the company unveiled a new alphabroder.com, and in September, it delivered on its commitment to sustainable practices with the launch of its Green Team Initiative. Pantano also plans to invest heavily in technology to propel forward its one-stop shop experience of decorated hard goods and apparel.

"We know we have an incredible responsibility to support and service our customers to enable them to be successful," Pantano said. "All of us [at] our company recognize that and take great pride in helping our customers 'Brand the World.'"



Ennis Inc. - No. 3

2020 sales: \$357.9 million
Midlothian, Texas
2,096 employees, 54 locations
Established in 1909

The only print-centric supplier in our top three, Ennis Inc. finished the year with \$357.9 million in total sales. Like many on PPM's 2021 Top Suppliers list, Ennis Inc. felt the

effects of the pandemic with an 18.35% drop in revenue compared to its 2019 figures. But for company Chairman, CEO and President Keith S. Walters, keeping the doors open and the presses running for hardworking employees and, by extension, customers — without government assistance — was a proud moment.

"We've been saying it for years that our systems and processes allow us to succeed in this industry," he noted. "One of the lessons we learned through the pandemic was that our beliefs were confirmed, and we were doing things the right way. Although we had to make adjustments in our business, our systems and processes showed us the adjustments that we needed

to make so we were prepared and not delayed in making the correct decisions."

Outlook: Ennis Inc. roared into 2021, welcoming two new printers to its family of brands — with both deals serving a specific need. According to Walters, acquiring Roanoke, Virginia-based InfoSeal would expand and strengthen Ennis Inc.'s line of pressure sealers, a market that is gaining attention thanks to its many uses, including promotional direct mail. He said the AmeriPrint deal was a strategic purchase that would give Ennis Inc. better access to the Chicago area. Acquisitions will remain a central part of the company's growth strategy going forward, Walters added.

For the most recent quarter, Ennis Inc. saw a "nice bounce back" from the pandemic slowdown of last year; however, it'll be a while before businesses can chip away at the extensive problems plaguing the industry. Like his peers, Walters has had to navigate the tight labor market and lagging paper lead times. Right now, he's most concerned about freight issues.

"Not only the freight to deliver the finished product, but the freight that goes into delivering the raw materials to our suppliers and then our suppliers delivering to us," Walters said. "The cost of freight is making all of the components of a product increase. This is the highest inflation we have seen since [President] Carter."

2021 Top Suppliers: Profiles



OneTouchPoint - No. 5

2020 sales: \$135.7 million
Hartland, Wisconsin
606 employees, 8 locations
Established in 2007

The pandemic tested OneTouchPoint's vision and strategy in ways that David Holland couldn't have imagined. Yet, during the last 12 months, the OneTouchPoint CEO

quietly invested in his organization, most notably with the purchase of Insight Resource Group (IRG), a company focused on the alcoholic beverage industry.

"IRG is a very significant and strategic addition to our solution offering that brings a very talented team and a complementary technology suite that powers national campaign roll-outs and a host of in-store display solutions," Holland explained.

Over the last year, OneTouchPoint also made a significant, multi-year investment to enhance its technology platform, U.Connect, and even saw growth in its healthcare and manufacturing verticals — the latter of which allowed upper management to refinance the

company at more competitive rates. Perhaps, then, it's no surprise that OneTouchPoint nearly matched its 2019 sales totals, finishing 2020 with \$135.7 million (versus \$140.6 million in 2019). Yes, the business' robust processes and technology were a key part of the equation, but Holland said true success starts with good people.

"Our employees pride themselves on having a 'do-whatever-it-takes' mentality and a passion for helping our customers navigate through their business challenges," he noted. "We approach our relationships with our clients as a partnership — and not just a vendor."

Outlook: Enterprise and solution sales, along with customer-first innovations, will play a large role in OneTouchPoint's plans for 2022. Outside of pandemic-inspired trends, Holland is paying attention to global supply chain impacts to overseas production, raw material price increases, and a growing trend in client onshoring, particularly in the manufacturing vertical. But he is ready for whatever challenges (and opportunities) lie ahead.

"The pandemic accelerated disruption in our industry," Holland said. "The customer experience will continue to take center stage — and creating an agile company that can respond quickly to the needs of our customers, and our customers' customers, will be essential. ... We were well-positioned to quickly adapt to the challenges, as our corporate strategy and vision were aligned with this shift."



Discount Labels - No. 12

2020 sales: \$82 million
New Albany, Indiana
550 employees, 4 locations
Established in 1965

"Pivot" is a part of corporate-speak that will forever be linked to the pandemic. It's a safe bet that even the most enthusiastic members of the C-suite would rather forget the

word, but the reality is, pivoting was a lifeline for many printers in 2020, including Discount Labels.

"[COVID] forced the industry to have alternatives and be more flexible with the needs of the marketplace," acknowledged Craig Harrison, executive vice president of sales and marketing for Discount Labels. "We stayed focused on our core client base and found ways to make them successful — new products, ideas and a dependable supply chain in a very tight market."

Restaurants, one of the pandemic's most visibly impacted markets, comprise part of Discount Labels' client base. So, when eateries changed course by offering to-go drinks and food, Discount Labels adapted with them. In fact, branded labels for carryout items drove a lot of the supplier's label orders last year.

Discount Labels offered other pandemic-inspired products, as well, like COVID-19 vaccination sticker order forms, Face Mask Required signage, #StoptheSpread table tents, Reopen America labels, #StoptheSpread floor graphics, stock healthy hygiene labels and more.

By pivoting, Discount Labels grew its sales by 1.23% to \$82 million. Achieving financial gains during a global economic downturn is an impressive feat, but, for Harrison, being a reliable resource for clients matters most.

"We are there for [our distributor partners] and we got through an unprecedented time with them," he said. "We will continue to be a partner for the long haul, and we are managing the challenges in the marketplace to make them successful. ... We appreciate the distributors that trust us with their business."

Outlook: As Discount Labels continues to work through the inventory and logistics challenges facing the industry, it will invest in its people, equipment and product lines. Harrison believes doing so will let the company take the lead in the ongoing race for speed, where clients need orders fulfilled yesterday. By his logic, if Discount Labels can be faster and better at supplying its products and solutions, all parties benefit.

"Our team has been very proactive, and we continue to deliver consistent high-quality solutions to our clients," Harrison concluded.

2021 Top Suppliers: Profiles



Greater Pacific Industries - No. 17

2020 sales: \$65.5 million

Bellevue, Washington

45 employees, 4 locations

Established in 1995

According to Ben Zhang, CEO and president of Greater Pacific Industries, selling PPE was the biggest professional risk he's ever taken. That risk paid off for Greater

Pacific Industries with the supplier reaching \$65.5 million in 2020 sales — a 104.69% increase over the prior year. But it wasn't a quick cash grab. Zhang immediately highlighted the differences between traditional promo and PPE, starting with regulations and requirements.

"[Our management, sales and project management teams] took initiative to learn about the CDC/FDA regulations as we transitioned to these products," he said. "We had to become the 'experts' fast to keep up with the pandemic. To minimize the risk and learn quickly, we retained an experienced FDA attorney to navigate all the regulations, learning and training required. Also, we purchased additional product liability insurance for PPE including recalls. That was both expensive and increased our risk level."

Zhang said the company's monumental year also provided the financial resources and confidence his company needed to expand into other sectors, including retail and e-commerce.

Outlook: As Zhang looks to secure his company's position, he plans to build up the new retail division, Pacific Retail Group, and Greater Pacific E-commerce on both Alibaba and Amazon platforms.

"[I'm paying attention to] licensed branded products for our retail and e-commerce divisions," Zhang said. "Additionally, we are developing green products, such as solar energy consumer goods, recycled paper bags, etc. These are all trending products and [are] good for our Earth."

And although PPE demand has since waned, Zhang's experience will inform his leadership style going forward. He shared what he learned with us.

"Be willing to take a risk and learn to adapt quickly," Zhang said. "We really had to be nimble as a company to survive and take on a whole new product category virtually overnight. But, in the meantime, it's very important to make sure your eyes don't get bigger than your stomach. Know your capacity, your strengths and your limitations as an organization. Always take care of your customers. Don't over promise, be a good partner and educate your customers as much as you can. I think the companies that took on this mindset will be stronger and more successful." ppm

The 2021 Supplier Excellence Awards

Our 15th annual celebration of the industry's best supplier companies

It's been a trying year for print and promo suppliers. While most are seeing sales moving in the right direction, staffing shortages and the extremely volatile supply chain situation have combined to make the road to recovery a bumpy one. And yet, despite the challenges, we've seen industry suppliers stepping up in a big way, going above and beyond for their distributor customers. Customer service reps are fielding calls around the clock, sales reps are manning presses at short-staffed facilities and production teams are working long hours to ship orders on time.

Things haven't always gone smoothly, but many industry suppliers have truly risen to the occasion. And that makes this year's edition of the Supplier Excellence Awards — our 15th annual and our first as Print+Promo Marketing — an extra-special one. The winners you'll see on the following pages were selected by distributors who, in facing the nonstop business challenges of the past year-plus, discovered which suppliers they could rely on when the going gets tough.

That's reflected in our results. The 2021 Supplier Excellence Awards feature 44 product categories and 135 Gold, Silver and Bronze winners (including three Bronze ties). In total, 221 different suppliers were up for at least one award. Some are large, appearing in as many as 15 categories. Some are small or



Photo: Getty Images by ehun1979

The 2021 Supplier Excellence Awards

specialized, appearing in just one. All are worthy of recognition. So, join us as we celebrate our Supplier Excellence winners, as voted by you, our readers. Congratulations to all — and here's to a successful 2022!

A couple notes before we get going:

We've changed the award listings format from product gallery to chart, which should make it easier to browse results and find suppliers in each category. The charts, which begin on page 16, list the full Supplier Excellence results by product category and include the Gold, Silver and Bronze winners, as well as all finalists.

As always, hard goods and printed product categories are listed first in the results, followed by apparel categories. (Apparel results

begin on page 18.) We've also introduced two new categories for this year: Gift Cards/Plastic Cards and Presentation Folders. You can find those on pages 16 and 17, respectively.

Beginning below, you'll find our brand new Showcase section featuring short profiles of select Supplier Excellence winners and finalists. This section includes background on and updates from standout suppliers, along with product picks, a listing of those suppliers' awards wins and more.

To view more products from winning suppliers, up-to-date supplier contact information and over 150,000 total products, check out Promo Marketing's free product search at www.promomarketing.com.

2021 Supplier Excellence Awards: Showcase



SnugZ USA

(888) 447-6840, snugzusa.com

Gold: Lanyards

Silver (2): Badges & Buttons, Health & Beauty

Finalist: Sports Bottles

SnugZ USA has had some advantages during the pandemic. The supplier, based in West Jordan, Utah, makes and decorates many of

its own items, helping it avoid delays associated with bringing in finished goods from overseas. It has a diverse product offering, allowing it to adapt to demand and build up stock in top-selling items. And, perhaps most importantly, it never stops innovating, launching several new drinkware lines, a custom packaging line and a fulfillment service over the past year. Those advantages translated to customer satisfaction, with Supplier Excellence Awards voters selecting SnugZ as the Gold winner in Lanyards and a Silver winner in two categories (Badges & Buttons, Health & Beauty).

What's New: "We continue to be optimistic for Q4 gifting with our new Boxcar Custom Packaging and Piggyback Fulfillment Services, as well as heading into the new year with Thermos and QNCH drinkware items," said Brandon Brown, vice president of marketing for SnugZ. "Jumping into these two new categories has been extremely exciting, and we will be continuing to add to and enhance our offering in addition to our core lanyards and personal care products. We also are excited to get out to shows again to interact personally with our customers again. And stay tuned: We have a few pretty big surprises up our sleeve for the new year that we think are game changing."

Product Pick: Dye-Sublimated Lanyard With Metal Crimp and Metal Bulldog Clip

2021 Supplier Excellence Awards: Showcase



Sock 101

(855) 376-2566,
www.sock101.com
Gold: Footwear &
Socks

Sock 101 took home the top award in Footwear & Socks, giving the Lee's Summit, Missouri-based supplier back-to-

back Golds in the category. The company has had a strong 2021, recently getting back to its pre-pandemic employment numbers and expanding its product line to include 20 styles of shoes and new apparel items in addition to its wide selection of custom socks.

What's Next: "I'm looking forward to what 2022 has in store for our company," said Kelly Yarborough, chief wisdom officer aka "Sockrateez" at Sock 101. "I'm encouraged by our numbers in the fourth quarter and excited to start getting back to our pre-COVID numbers. I think that kitting and shoes are going to continue to grow. People are tired of the same old promo products, so Sock 101 is planning to continue to wow the industry next year."

Product Pick: Custom Airforce Tennis Shoe



Drum-Line

(800) 284-2456,
www.drum-line.com
Bronze: Journals &
Notebooks
Finalist: Calendars

Even though it does its manufacturing in the U.S., Drum-Line has had to contend with raw materials shortages and

other supply chain challenges. But that didn't stop the Stuttgart, Arkansas-based supplier from providing top-notch service over the last year. It did so by ordering early, increasing the amount it normally warehouses and leveraging vendor relationships to keep products in stock. And it hasn't been afraid to take a few risks. The result? A Bronze award in Journals & Notebooks, a Finalist spot in Calendars and lots of happy customers.

Big Wins: "I'm proud of how our team has navigated obstacles through the pandemic," said Amberlea Barnes, CEO of Drum-Line. "We successfully balanced protecting the health and safety of our employees while remaining open and fully functional for our distributors. Our management team continues to work smart and resourceful to mitigate supply chain and labor disruptions and maximize efficiency."

Product Pick: 7x10" Gloss Cover Journal With Pen



ADG Promo Products

(800) 852-5208, www.adgpromo.com
Finalist (5): Calendars, Greeting Cards,
Journals & Notebooks, Mugs & Tumblers,
Writing Instruments

ADG Promo Products, White Bear Lake, Minnesota, finished as a finalist for five different awards, including the heavily contested Calendars, Writing Instruments and Mugs & Tumblers categories. That showing is a testament to the supplier's diverse product offering, yes, but also its focus on service and customer experience. Case in point: When ADG underwent a brand refresh this year, it did so with distributors in mind.

"Our customer needs were at the heart of the decision-making for the recent launch of our new brand identity, redesigned logo and website," said Jennifer Laubenstein, marketing specialist for ADG. "Our new brand has allowed ADG to concentrate on product line growth, providing significant on-trend and engaging opportunities for our customers."

Finding Solutions: "Supply chain challenges for the remainder of 2021 continue to be a concern, but ADG offers solutions with deep inventory on many of our core products to service our customers," Laubenstein added. "Count on ADG in 2022 for innovative and trendy product designs, as well as expanded services with kitting and fulfillment. Our continued focus on strength and expansion of our product line will provide our customers with solutions and opportunities to meet their goals."

Product Pick: Full Color Aurora Tumbler

2021 Supplier Excellence Awards: Showcase



Simba
 (888) 347-4622,
www.simbacal.com
Silver: Lapel Pins &
 Emblematic Jewelry

It was a big year for Simba. The supplier, headquartered in Camarillo, California, rolled out Texture Tone, a new decoration process for its lapel pins,

coins and medallions. Nicholas Wright, director of marketing for Simba, said the process, which adds a high-quality textured feel to the items, has been “a huge hit,” and our awards results back him up: Simba grabbed a Silver in the Lapel Pins & Emblematic Jewelry category. Texture Tone proved so popular that Simba plans to expand it to other products, including its Championship Belts and PitchFix line.

Big Wins: “First of all, I think any company that’s still in business while weathering a once-in-a-century pandemic should be proud — that is a massive achievement,” said Wright. “But what I’m most proud of at Simba is that we not only made it out, but we came out stronger than before. It forced us to think creatively and become better. It was during this time we came up with major breakthroughs for our Texture Tone decoration process, which contributed greatly to our second-place win for the Lapel Pin category.”

Product Pick: Lapel Pins



Tekweld
 (631) 694-5503,
www.tekweld.com
Bronze: Health & Beauty
Finalist: Food & Drink

Tekweld has momentum. After a slow first quarter in 2021, the Hauppauge, New York-based supplier has seen significant

sales growth that it expects will continue into 2022. To keep pace, the company is increasing capacity and inventory levels, entering new product categories and expanding on existing ones. Oh, and it plans to open a new facility. Tekweld’s Bronze award in Health & Beauty and Finalist appearance in Food & Drink are just the cherries on top — proof that the supplier’s steady growth over the last year-plus (despite the pandemic) is well-earned.

Acceptance Speech: “I would say “thank you,”” said Dave Stewart, sales and marketing coordinator for Tekweld, when asked what he’d like to tell Supplier Excellence voters. “Without our fantastic customer base, we wouldn’t be here doing this interview. Tekweld values and has built great relationships with distributors, and we look forward to servicing them and growing with them in the future.”

Product Pick: Spa Kit With Eye Mask, Chap Balm, Nail File/Key Ring and Mini Mint Tin



**JournalBooks/
 Timeplanner Calendars**

(800) 438-3800, www.journalbooks.com
Gold: Journals & Notebooks
Bronze: Calendars

JournalBooks/Timeplanner Calendars took home a Gold in Journals & Notebooks and a Bronze in Calendars, both repeat performances from last year’s awards. It was another strong showing from the Charlotte, North Carolina-based supplier, whose product selection and customization capabilities (among other things) make it a perennial favorite with distributors. That’s something Tim O’Boyle, president of JournalBooks, doesn’t take for granted.

“We truly appreciate the confidence they place in us, and without them we would not be here,” he said of his company’s customers. “Thanks for taking the time to vote and recognize us.”

Success Story: “We are very proud that we continued to help our employees stay safe at our workplace, but also help educate them of how to protect themselves and their families at home,” said O’Boyle. “Additionally, we are very proud that over this past year we have been growing and creating lots of new jobs and adding new team members. That’s an awesome feeling.”

Product Pick: Eco ColorPop Journal With Tip-In

2021 Supplier Excellence Awards: Showcase



Koozie Group

(888) 446-5242,
www.kooziegroup.com

Gold: Calendars

Silver: Writing Instruments

Finalist: Automotive & Tools, Awards, Computer Accessories & USB Drives, Golf Products, Journals & Notebooks, Magnets, Mugs & Tumblers, Office & Desk, Outdoor Products, Safety, Sports Bottles, Stress Reducers, Tote Bags

As one of the industry's largest companies with an enormous selection of products, it's no surprise that Koozie Group has a major presence in these awards each year. But the supplier's sheer number of appearances — 15 for Koozie Group, plus nine for IMAGEN Brands (acquired last year) — is impressive nonetheless. Koozie Group finished with a Gold in Calendars and a Silver in Writing Instruments, while IMAGEN grabbed the Bronze in Umbrellas.

The awards cap a busy year that saw the company launch a new social impact program and enhance its sustainability efforts (more on those efforts below), with additional products made from recycled materials on the way. And Koozie Group has continued to focus on USA-made items in a variety of categories, helping to lessen the impact of overseas freight delays as it builds stock for its most popular SKUs. "We don't foresee things getting back to 'normal' until late 2022," said David Klatt, CEO of Koozie Group. "That said, we will continue to turn over every rock to find alternatives that mitigate the impact these challenges have on our customers."

Challenge Accepted: "We are most proud of our team — they have met every challenge posed by supply chain bottlenecks, working from home and COVID-related precautions with tenacity," said Klatt. "Many have been involved with acquisitions that required extra time and attention. And we rolled out our Keep It. Give It. social impact and sustainability program, which focuses on four key areas — diversity and inclusion; safety and social responsibility; environmental stewardship; and giving back to employees & community. Through it all, they have remained laser-focused on meeting our promises to our customers. Despite unprecedented times, we continue to work on simplifying our processes and investing in our people, which has helped to improve our customer service ratings."

Product Pick: BIC Intensity Clic Gel Pen



Warwick Publishing Co.

(800) 383-7149,
www.warwickpublishing.com

Silver: Greeting Cards

Finalist: Calendars

Warwick Publishing Co. has been a fixture in our Supplier Excellence Awards, and this year added to its lengthy list of wins with another Silver in Greeting Cards and a Finalist appearance in Calendars.

To do that, the St. Charles, Illinois-based supplier

had to overcome a number of challenges. Some, like the pandemic and the ensuing supply chain chaos, were business-related. Others, such as the passing of fourth-generation owner Jim Paschal in May 2021, were more personal. In both cases, Warwick's team rallied, showing the adaptability and resilience that has kept the company going strong since 1926.

The supplier, which makes 100% of its products in the U.S., was well-equipped to confront pandemic-related production issues impacting the industry, and nearly matched its 2019 sales totals in 2020. And while Warwick will miss Jim Paschal's humor, fun and hard work, his legacy will live on in Alex Paschal, son of current president Rob Paschal, who this year became the fifth generation of the Paschal family to join Warwick's executive team.

What's Next: "We have a very positive outlook going forward," said Phil Martin, national sales manager for Warwick. "Overall business and orders are getting back to near normal, and we're confident our steady calendar business will continue through the remainder of 2021. Plus, we have just introduced a new line of stock design packaging in both our popular Pillowbox and Tuck Box styles. This offers professional art designs, eliminates the need for costly and time-consuming art creation, and makes it a simple and no-cost option that allows distributor clients to use any of the 13 stock designs on either the Pillowbox or Tuck Box collections. Customers can use the stock art as is, or add their logo and message to our stock art, or completely create their own design, all at the same low price. Looking ahead to 2022, we have several new and exciting products in the works that will be announced in January."

Product Pick: Holiday Cards

2021 Supplier Excellence Awards: Winners

Categories	Gold Winner	Silver Winner	Bronze Winner	Finalists
Automotive & Tools	Starline Inc. ★	Leed's ★	Evans Manufacturing ★	HandStands, Justin Case, Koozie Group, Ready 4 Kits, Safety Made
Awards	St. Regis Crystal ★	Visions Awardcraft ★	Crystal D ★	Advance Corporation, J. Charles Crystalworks, Koozie Group, Moderne Glass/Glass America, Precision Crystal Gifts & Awards, Sterling Cut Glass, StoneCreek, The Magnet Group
Badges & Buttons	Express-A-Button/Samco ★	SnugZ USA ★	Tie Fields Manufacturing ★ LarLu ★	Credential Express, Devara, EMT, Halls & Company/ID Line, Pepco Promotional Products, Vault Promotions
Calendars	Koozie Group ★	Beacon Promotions ★	Tie Journalbooks/ Timeplanner Calendars ★ TradeNet Publishing ★	ADG Promo Products, Drum-Line, FEY Promotional Products Group, IMAGEN Brands, Tru Art Advertising Calendars, Warwick Publishing Co.
Computer Accessories & USB Drives	iClick ★	Leed's ★	Hit Promotional Products ★	Athena Promo, C-Slide, Koozie Group, KTI Networks/KTI Promo, Logomark
Electronics	Origaudio ★	Leed's ★	Ariel Premium Supply ★	Acehigh Tech Corp., Athena Promo, iClick, KTI Networks/KTI Promo, Prime Line, The Premium Line
Food & Drink	Maple Ridge Farms ★	Chocolate Inn/Taylor & Grant ★	Batch & Bodega ★	A+ Wine Designs, Chocolate Chocolate, Fresh Beginnings, Hit Promotional Products, Hospitality Mints, Mixie, Tekweld
Gift Cards/ Plastic Cards (NEW)	PSI Plastic Graphics ★	MediaTree ★	Tie Credential Express ★ Ward-Kraft Inc. ★	Continental BizMag, Pilgrim Plastics, Ruckus & Co.
Golf Products	Gold Bond ★	Ball Pro Promotional Group ★	Pro Golf Premiums ★	CPS/Keystone, EMT, IMAGEN Brands, Koozie Group, Par One Golf Specialties, Pro Am Golf, Pro Towels, Towel Specialties/Cobblestone Mills
Greeting Cards	Carlson Craft ★	Warwick Publishing Co. ★	Navitor ★	ADG Promo Products, Admore, HotLine Products, MWM Dexter, Soundline, The Page Seed Co.
Health & Beauty	Raining Rose Inc. ★	SnugZ USA ★	Tekweld ★	Hit Promotional Products, Leashables by OraLabs Inc., Mixie, Natural Trends
Household Products	Evans Manufacturing ★	Hit Promotional Products ★	Bay State Specialty Co. ★	American Made Cutlery, AP Specialties, Best Promotions, Bullet, CoasterStone, High Caliber, Mixie, Sarge Knives

2021 Supplier Excellence Awards: Winners

Categories	Gold Winner	Silver Winner	Bronze Winner	Finalists
Journals & Notebooks	Journalbooks/ Timeplanner Calendars ★	Spector & Co. ★	Drum-Line ★	ADG Promo Products, Castelli North America, House of Doolittle, Koozie Group, Royal Industries, SunGraphix
Keytags & Keychains	Quikey Manufacturing Co. Inc. ★	Hit Promotional Products ★	CPS/Keystone ★	Bel Promo, Bullet, Fields Manufacturing, Gemini Industries, High Caliber, IMAGEN Brands, STOPNGO Line
Lanyards	SnugZ USA ★	Fields Manufacturing ★	AZX Sport & Simplified Sourcing ★	BamBams, Credential Express, Devara, Halls & Company/ID Line, High Caliber, Pop! Promos
Lapel Pins & Emblematic Jewelry	EMT ★	Simba ★	LarLu ★	BamBams, BCG Creations, CNIJ, Halls & Company/ID Line, Pinnovative Designs
Magnets	The Magnet Group ★	Gill-Line ★	Stouse LLC ★	Ads on Magnets, Evans Manufacturing, FEY Promotional Products Group, Gemini Industries, Koozie Group, Morris Magnets
Mugs & Tumblers	ETS Express Inc. ★	Goldstar ★	Hit Promotional Products ★	ADG Promo Products, Baltimore Glassware Decorators, Bel Promo, HOWW Manufacturing, IMAGEN Brands, Koozie Group, Moderne Glass/Glass America, Tervis Tumbler, The Allen Company, Xpres
Office & Desk	Leed's ★	Logomark ★	3M Promotional Markets ★	High Caliber, Koozie Group, Minya International Corp., Prime Line, Spector & Co.
Outdoor Products	Hit Promotional Products ★	Picnic Time Family of Brands ★	Prime Line ★	Best Promotions, CPS/Keystone, IMAGEN Brands, Koozie Group, Picnic At Ascot, Southern Plus
Packaging & Labels	Gill-Line ★	Stouse LLC ★	Discount Labels ★	Label Works, Labels West, Navitor, StickerYou
Power Banks	Origaudio ★	iClick ★	Ariel Premium Supply ★	AP Specialties, Athena Promo, Hirsch Gift, Hit Promotional Products, KTI Networks/KTI Promo, Logomark, Prime Line
Presentation Folders (NEW)	Navitor (FolderWorks) ★	Ennis (Folder Express/ Independent Folders/Admore) ★	The Leslie Company ★	Company Folders Inc., Pocket Folders Fast, Presentation Folder
Safety	Ready 4 Kits ★	Starline Inc. ★	Leed's ★	Compass Industries, FEY Promotional Products, Garyline, Justin Case, K&R Precision Corp., Koozie Group, Safety Made
Signs & Banners	Showdown Displays ★	Gill-Line ★	Quinn Flags ★	Aprons Etc., CounterPoint, Halls & Company/ID Line, Logo Mats LLC, National Banner Co. Inc., Pioneer Balloon, SoarDist, Stouse LLC

2021 Supplier Excellence Awards: Winners

Categories	Gold Winner	Silver Winner	Bronze Winner	Finalists
Sports & Spirit	Pepco Promotional Products ★	Galaxy Balloons Inc. ☆	Garyline ★	Amerifoam - The House of Foam, BamBams, CPS/Keystone, Foamworx, MAC Specialties, Pioneer Balloon
Sports Bottles	ETS Express Inc. ★	Garyline ☆	Goldstar ★	Baltimore Glassware Decorators, Bel Promo, Gold Bond, Koozie Group, Leed's, Moderne Glass/Glass America, SnugZ USA, The Allen Company, Xpres
Stickers, Decals & Temporary Tattoos	Gill-Line ★	California Tattoos ☆	Stouse LLC ★	Discount Labels, FEY Promotional Products Group, Finn Graphics Inc., Innovative Adhesives, Label Works, StickerYou
Stress Reducers	Ariel Premium Supply ★	ALPI International ☆	Hit Promotional Products ★	Bel Promo, Fields Manufacturing, Galaxy Balloons Inc., Koozie Group, Prime Line, STOPNGO Line
Tote Bags	Bag Makers ★	American Ad Bag ☆	Gemline ★	Bel Promo, Goldstar, IMAGEN Brands, Koozie Group, Prime Line, PWS, Southern Plus, Superior Promotional Bags
Toys & Games	Ariel Premium Supply ★	WOWLine ☆	Jornik Manufacturing ★	CleggPromo, CPS/Keystone, Galaxy Balloons Inc., IMAGEN Brands, Prime Line, YorkN
Umbrellas	Peerless Umbrella Co. Inc. ★	StrombergBrand Umbrellas ☆	IMAGEN Brands ★	AAA Innovations, Haas-Jordan, ShedRain Corporation, Southern Plus, Storm Duds Raingear, The Premium Line
Writing Instruments	Hub Pen ★	Goldstar ☆	Koozie Group ★	ADG Promo Products, GMG Pen, Logomark, Pilot Pen, Riteline, Spector & Co., Starline Inc.
Apparel & Soft Goods Decorators	Trimark ★	Vantage Apparel ☆	Tri-Mountain ★	American Ad Bag, Bag Makers, Bandanna Promotions, Blue Generation, Buffalo Bay, Edwards Garment, Landway International, Stahls' DFC, Towel Specialties/Cobblestone Mills
Caps & Headwear	SanMar ★	Cap America Incorporated ☆	Outdoor Cap ★	BamBams, Bandanna Promotions, Continental Cap, Headwear USA, Kati Sportcap, Let's Support, OTTO International Inc., Paramount Apparel International Inc.
Corporate Apparel	SanMar ★	S&S Activewear ☆	Charles River Apparel ★	Blue Generation, Edwards Garment, Executive Apparel, Tri-Mountain, Trimark, Vantage Apparel
Footwear & Socks	Sock 101 ★	Pop! Promos ☆	Strideline ★	AZX Sport & Simplified Sourcing, BamBams, Beacon Promotions, Custom Sock Line, No Sweat Specialties, Sock Club, Suntex Industries

2021 Supplier Excellence Awards: Winners

Categories	Gold Winner	Silver Winner	Bronze Winner	Finalists
Golf & Performance Apparel	SanMar ★	Cutter & Buck ☆	alphabroder ☆	Blue Generation, Charles River Apparel, Edwards Garment, S&S Activewear, Tri-Mountain, Trimark, Vantage Apparel
Outerwear	SanMar ★	Stormtech ☆	alphabroder ☆	Charles River Apparel, Landway International, S&S Activewear, Trimark, Vantage Apparel
T-shirts	SanMar ★	alphabroder ☆	S&S Activewear ☆	American Apparel, Atlantic Coast Cotton, Bella+Canvas, Blue Generation, Delta Apparel, LAT Apparel, Next Level Apparel
Towels & Textiles	Towel Specialties/ Cobblestone Mills ★	Pro Towels ☆	Terry Town ☆	Ball Pro Promotional Group, Cotton Love, IMAGEN Brands, Kanata Blanket Company, Pro Golf Premiums Inc., Terry Collection
Uniforms	SanMar ★	Edwards Garment ☆	Blue Generation ☆	Aprons Etc., Augusta Sportswear, ERB Safety/Fame Fabrics, Executive Apparel, Spectrum Uniforms
Watches & Jewelry	Logomark ★	Leed's ☆	Fossil ☆	Bulova, Castle Merchandising, Indigo, Selco, Time Products International, Timenet Group Inc.
Women's Wear	SanMar ★	alphabroder ☆	S&S Activewear ☆	American Apparel, Bella+Canvas, Blue Generation, Delta Apparel, Executive Apparel, LAT Apparel, Next Level Apparel, Tri-Mountain, Vantage Apparel

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.

NAPCOMEDIA

NAPCO Media, Print+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.