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Product & Marketing Information for Distributor Sales Professionals

Top
DISTRIBUTORS
2018



2018 Top 50 Distributors: Stats, Trends and Analysis

It was a good year for promotional products distributors. According to our data, the Top 50 totaled \$5.033 billion in promotional products sales in 2017, up more than \$500 million from our previous list's \$4.476 billion tally. While much of that comes from two new additions—Taylor Communications (\$238 million) and Discountmugs.com (\$210 million)—that \$5.033 billion total would be even higher if it included sales figures for Staples Promotional Products, National Pen Company (now part of Cimpres), Cintas and other large distributors that declined to report their earnings to us directly.

And the gains weren't limited to the newcomers. Of the 44 distributors on this year's list that also appeared on last year's edition, 37 saw increased promotional products revenue from 2016 to 2017. And some distributors reported massive gains. HALO Branded Solutions, on the back of a few strategic acquisitions, increased its promotional products sales 47 percent, jumping from No. 4 last year to No. 2 this year. BDA LLC, which made two acquisitions in 2017, increased sales 22 percent, finishing at No. 4 on our list. Meanwhile, 4imprint (12.5 percent) and American Solutions for Business (11 percent), both also in the top 10, reported double-digit percentage increases.

The biggest increase, though, belonged to BAMKO LLC, whose December 2017 acquisition of Tangerine Promotions (No. 27 on our 2017 list) contributed to a 99 percent rise in sales, from \$42.1 million to \$83.7 million. It was enough to take BAMKO from No. 32 last year to No. 17 this year, a jump topped by only one distributor, APISOURCE Inc. After placing just outside the 2017 Top 50 (No. 52), APISOURCE ranked No. 31 this year—a 21-spot jump.

View the full 2018 Top 50 Distributors list on the following pages. In the meantime, here are some other fun stats and trends we saw in our analysis:

- In total, 11 distributors rose five or more spots from 2017 to 2018. Aside from BAMKO and APISOURCE (both mentioned above), The Image Group made the big-

gest jump, thanks in part to its merger with Target Marketing. Separately, the two distributors ranked No. 51 and No. 55 in 2017—both narrowly missing the Top 50 cutoff. Combined, the single entity placed No. 38 this year, a 13-spot rise. Image Source, which also missed the Top 50 cutoff and finished No. 58 in 2017, also had an impressive 11-spot rise to No. 47 this year. Other notable risers include BrandVia Alliance (No. 31 to No. 23), Quality Logo Products (No. 34 to No. 29), Chamberlain Marketing Group (No. 35 to No. 30) and Touchstone Merchandise Group LLC (No. 40 to No. 33).

- Total promotional products revenue for all unranked distributors (companies that submitted revenue figures but did not make the Top 50) with individual sales greater than \$100,000 was \$226.05 million. These distributors employed more than 1,250 people in 2017.

- In all, 22 U.S. states and one Canadian province (Ontario) were headquarters to at least one distributor in the Top 50—identical numbers to last year, despite six new distributors appearing on this year's list. Ohio led the way with six distributors calling it home, while Illinois had five. Ten other states appeared at least two times on the list, leaving 10 states that had a single distributor.

- Once again, all four major regions of the U.S. had at least one distributor on the list. The midwest accounted for 42 percent of all Top 50 distributors, with 21 distributors in seven states. The south and northeast each had six states represented, but the south had more distributors with 12 to the northeast's eight. Just three western states appeared on the list, but their total of nine distributors was one more than the northeast's.

- In 2017, the Top 50 distributors employed more than 15,000 people. Taylor Communications led the way with 5,000 employees, while Discountmugs.com and American Solutions for business each employed more than 1,000. Of the Top 50, the distributor with the smallest staff was e Group Inc. at 30 employees. Thirty-two of the Top 50 distributors had employee counts in the triple digits or greater.



2018 Rank	2017 Rank	Company Name	Promotional Product Sales (000)	Total Sales (000)	Employees	Locations	Principal(s)	City, State
1	1	4imprint	\$607,997	\$607,997	915	1	Kevin Lyons-Tarr, CEO	Oshkosh, WI
2	4	HALO Branded Solutions	\$415,000	\$415,000	480	25	Marc Simon, CEO	Sterling, IL
3	2	Proforma	\$368,900	\$492,000	200	650	Greg Muzzillo, Founder; Vera Muzzillo, CEO	Cleveland, OH
4	3	BDA LLC	\$346,500	\$346,500	500	75	Jay Deutsch, CEO	Woodinville, WA
5	-	Taylor Communications	\$238,000	\$2,000,000	5,000	100	Deb Taylor, CEO	North Mankato, MN
6	-	DiscountMugs.com	\$210,400	\$210,400	1,100	2	Sai Koppaka, President and CEO	Medley, FL
7	5	Integrated Merchandising Systems LLC	\$209,400	\$279,400	392	10	Josh Tobey, CEO	Morton Grove, IL
8	6	Geiger	\$185,500	\$185,500	400	19	Gene Geiger, CEO	Lewiston, ME
9	7	AIA Corporation	\$175,000	\$175,000	80	3	Matt Gresge, CEO	Neenah, WI
10	9	American Solutions for Business	\$170,134	\$284,943	1,035	533	Larry Zavadil, CEO	Glenwood, MN
11	8	iPROMOTEu	\$167,162	\$167,162	89	1	Ross Silverstein, President and CEO	Wayland, MA
12	10	Jack Nadel International	\$122,000	\$133,000	260	27	Craig Nadel, President	Los Angeles, CA
13	13	Brand Addition	\$117,000	\$117,000	370	9	Karl Whiteside, U.S. Managing Director	Saint Louis, MO
14	11	Kaeser & Blair Inc.	\$114,333	\$114,333	120	1	Kurt Kaeser, CEO	Batavia, OH
15	18	G&G Outfitters	\$89,300	\$97,200	325	8	Doug Gardner, President	Lanham, MD
16	16	Boundless	\$84,332	\$84,332	100	8	Henrik Johansson, CEO	Austin, TX
17	32	BAMKO LLC	\$83,700	\$266,810	200	1	Philip Koosed, Founder and CEO	Los Angeles, CA
18	15	A Brand Company	\$83,600	\$83,600	134	11	Fred Parker, CEO	Charlotte, NC
19	19	The Vernon Company	\$76,616	\$76,616	331	3	Chris Vernon, President and CEO	Newton, IA
20	-	Sunrise Identity	\$74,271	\$74,271	122	3	Mitch Mounger, CEO	Bellevue, WA
21	20	The Summit Group	\$66,300	\$66,300	153	4	Michael J. Harper, CEO	Silver Spring, MD
22	25	ePromos Promotional Products Inc.	\$57,800	\$57,800	151	3	Jason Robbins, CEO; Steve Paradiso, President	St. Cloud, MN
23	31	BrandVia Alliance	\$54,900	\$54,900	142	2	Jim Childers, President	San Jose, CA
24	24	Axis Promotions	\$50,506	\$50,506	65	4	Larry Cohen, President	New York, NY
25	29	Genumark	\$48,500	\$52,500	101	5	Mark Freed, President and CEO	Toronto, Ontario
26	30	Zorch International Inc.	\$48,400	\$48,400	50	1	Mike Wolfe, CEO	Chicago, IL
27	28	Overture Promotions	\$47,500	\$47,000	140	3	Jo Ann Gilley, CEO	Vernon Hills, IL
28	26	PromoShop Inc.	\$45,400	\$45,400	110	10	Guillermo Kahan, President and CEO	Los Angeles, CA
29	34	Quality Logo Products	\$42,250	\$42,250	115	2	Bret Bonnet, President and Co-Founder	Aurora, IL
30	35	Chamberlain Marketing Group	\$42,000	\$42,000	124	7	Jerry Chamberlain, CEO	Taylor, MI
31T	-	APISOURCE Inc.	\$36,000	\$36,000	200	2	Cindy Brown, President and CEO	Lanham, MD
31T	36	Mercury Promotions & Fulfillment	\$36,000	\$36,000	65	5	Jon Sloan, CEO and Managing Partner	Sterling Heights, MI

2018 Rank	2017 Rank	Company Name	Promotional Product Sales (000)	Total Sales (000)	Employees	Locations	Principal(s)	City, State
33	40	Touchstone Merchandise Group LLC	\$35,800	\$35,800	85	14	Derek Block, President and Founder	Mason, OH
34	38	Kotis Design	\$34,000	\$34,000	185	4	Jeff Becker, President	Seattle, WA
35	39	Inkwell Global Marketing	\$33,500	\$33,500	56	3	Steven Marder, President	Manalapan, NJ
36	37	Eagle Promotions	\$30,777	\$30,777	176	1	Sean Ono, CEO	Las Vegas, NV
37	42	Boost Engagement/Shumsky	\$30,647	\$30,647	69	1	Dawn Conway, CEO	Dayton, OH
38	-	The Image Group/Target Marketing	\$30,500	\$30,500	88	4	Jon Levine, President	Holland, OH
39	44	Pinnacle Promotions	\$30,000	\$30,000	93	1	David Weintraub, CEO	Norcross, GA
40	46	Zagwear	\$29,816	\$29,816	52	8	Toby Zacks, CEO	Orangeburg, NY
41	43	Stran Promotional Solutions	\$29,900	\$27,900	57	7	Andrew Stranberg, CEO	Quincy, MA
42	41	Barker Specialty Company	\$29,750	\$29,750	85	1	Gerald Barker, President	Cheshire, CT
43	45	Leaderpromos.com	\$27,750	\$27,750	87	5	Stephanie Leader, Owner and CEO	Columbus, OH
44	47	e Group Inc.	\$27,317	\$27,317	30	1	Cynthia Miller, President	Reston, VA
45	-	Boost Promotional Branding	\$26,600	\$26,600	84	3	Teki Hall, CEO	Richmond, VA
46	48	Smart Source LLC	\$26,000	\$127,000	360	40	Thomas D'Agostino Jr., CEO	Atlanta, GA
47T	-	Image Source	\$25,000	\$25,000	46	2	Thomas Goos, President; Brian Haner, CEO	Kirkland, WA
47T	-	The Icebox-Cool Stuff LLC	\$25,000	\$25,000	105	2	Jordy Gamson, CEO	Atlanta, GA
49	-	WebbMason Marketing	\$24,546	\$115,341	375	23	Warner Mason, CEO	Hunt Valley, MD
50	50	HDS Marketing Inc.	\$23,900	\$30,200	86	5	Howard Schwartz, CEO	Pittsburgh, PA

Honorable Mentions

Some companies chose not to report promotional sales figures, typically because of parent company policy. Rather than rank them based on estimates, we have chosen to list them alphabetically here. (Last year's ranking in parentheses where applicable.)

- Artcraft Promotional Concepts (23) • Brown & Bigelow (19) • Cimpress • Cintas • eCompanyStore (35) • Fully Promoted (14) • InnerWorkings Inc. • Positive Promotions (17)
- Safeguard/Deluxe Corp • Staples Promotional Products

Mergers and Acquisitions

As mergers and acquisitions continue apace in the promotional products industry, the Top 50 can see significant changes year to year—not just in distributors that no longer appear on the list after merging with another company, but in higher placement for distributors that absorb those revenues. In prior installments of this list, we've included footnotes annotating notable acquisitions. Due to the large number of acquisitions in 2017, for this installment we've instead listed them here.

- HALO Branded Solutions acquired American Pacific Promotions in November 2017, Michael C. Fina Recognition in February 2017 and Catalyst Marketing Inc. in February 2017
- BDA LLC acquired Sports Merchandise Global in October 2017 and SwervePoint in July 2017
- Geiger acquired PromoManagers Inc. in August 2017
- BAMKO LLC acquired Tangerine Promotions in December 2017 and Public Identity in August 2017
- ePromos Promotional Products Inc. acquired Motivators Inc. in June 2017
- The Image Group merged with Target Marketing in June 2017
- Stran Promotional Solutions acquired Lindon Associates in September 2017

WHO WE ARE

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