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# TOD DISTRIBUTORS 2018



### 2018 Top 50 Distributors: Stats, Trends and Analysis

t 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 Cimpress), 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 21spot 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 13spot 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.



Rank     Kank     Company Name     Salar (000     (000)     Employee     Locations     Principal(s)     City, Salar       1     1     4mprint     8607,907     \$607,907     \$607,907     \$615     1     Kokn Lyons-Tar, CFD     Oblinesk, M       2     4     H4D Bandad Solutions     \$415,000     \$441,500     25     Mare Simon, CFD     Oblinesk, MA       4     3     BOALLC     \$346,500     \$240,000     25,000     100     De Taylor,CFD     Woorth-Muzzillo,CFD     Oblinesk, MA       6     -     BiscountAlgenom     \$210,400     \$210,400     1,100     2     Salk Kopaca, President and CFD     Marines, RE       7     5     Integrated Microtanding Systems LLC \$209,400     \$316,500     310     Joach Tage, CFD     Marines M	2018	2017		Promotional Product	Total Sales				
2     4     H40 Branded Solutions     \$415,000     \$480,000     260     Marc Simon, CEO     Starting, L       3     2     Porforma     \$366,000     \$402,000     200     650     Grag Mazzilo, Foundary, Vera Muzzilo, CEO     Devaland, OH       4     3     BDALLC     \$346,500     \$500     75     Jay Dankch, CEO     Modelmiki, WA       6     -     Description     \$223,000     \$200,000     500     100     Deb Taylor, CEO     Modelmiki, WA       6     Description     S238,000     \$210,400     322     10     Josh Tokey, CEO     Mordin Were, LL       7     A A Corporation     \$175,000     \$175,000     \$100     3     Matri Gresson, CEO     Lewiston, ME       9     7     A A Corporation     \$175,000     \$175,000     \$00     3     Matri Gresson, CEO     Meenabel, WA       10     9     American Solutions for Riselmes     \$171,12     \$175,100     \$170     \$17     S0     Bara Aud, S0<	Rank	Rank	Company Name	Sales (000)	(000)	Employees	Locations	Principal(s)	City, State
3     2     Proforma     \$388,900     \$492,000     200     660     Greg Muzzilo, Founder, Vera Muzzilo, CE0     Cleveland, OH       4     3     BDA LLG     \$346,500     \$346,500     \$500     75     Jay Deatsch, CEO     Woodminile, WA       5     -     Taylor Communications     \$238,000     \$2,000,000     \$5,000     1000     Deb Taylor, CEO     Month Markein, MM       6     -     DescumMusgs.com     \$210,400     \$279,400     392     10     Josh Tobey, CEO     Month Markein, MK       6     Georger     \$185,500     \$178,000     870     400     19     Gene Geiger, CEO     Month Markein, ME       10     9     American Solutions for Business     \$177,134     \$284,943     1.035     533     Larry Zavadi, CEO     Wajden, MA       11     8     IPROMOTEU     \$167,162     \$197,100     370     9     Karl Whiteskie, U.S. Maraging Director     Saint Los Mayland, MA       12     10     Jack Nabel International     \$12,2000     \$133,000     227     Grig Rakait, Fresident     Los Anglees, CA	1	1	4imprint	\$607,997	\$607,997	915	1	Kevin Lyons-Tarr, CEO	Oshkosh, WI
4     3     BDA LLC     S346,500     S346,500     500     75     Jay Deutsch, CEO     Wordt Markato, MN       5     -     Taylor Communications     \$238,000     \$2,000,000     5,000     100     Deb Taylor, CEO     North Markato, MN       6     -     DiscountMugs.com     \$210,400     \$279,400     392     10     Jean Tobey, CEO     Morth Grow, IL       7     5     Integrated Merchandising Systems LLC     \$209,400     \$32     10     Jean Tobey, CEO     Lewiston, ME       9     7     Ala Corporation     \$175,000     \$175,000     80     3     Marti Gresp, CEO     Newton, MN       10     9     American Solutions for Business     \$171,114     \$249,443     1.035     533     Lary Zakali, CEO     Glenwood, MN       11     8     PROMOTEu     \$167,162     167,162     89     1     Ross Shursthin, President and CEO     Wayland, MA       12     10     Jack Natel International     \$117,000     \$117,000     \$770     9     Karl WhiteJobe, U.S. Maraging Director     Saltrusu, MD	2	4	HALO Branded Solutions	\$415,000	\$415,000	480	25	Marc Simon, CEO	Sterling, IL
5     -     Taylor Communicators     \$238,000     \$200,000     5,000     100     Deb Taylor, CED     North Markato, MM       6     -     DiscountMugs.com     \$210,400     \$210,400     1100     2     Sai Koppaka, President and CEO     Medler, R.       7     5     Integrated Merchandsing Systems LLC     \$209,400     \$279,400     392     10     Jach Tobey, CEO     Meritan GEO     Medler, R.       8     6     Geoger     \$185,500     \$185,500     400     19     Gene Geger, CEO     Lewistan, ME       9     7     Ad Corporation     \$175,000     \$175,000     80     3     Matt Gresp, CSO     Meentan Schulons for Parises     \$170,134     \$284,943     1.035     533     Larry Zamal, CEO     Meyland, MA       10     9     American Schulons for Parises     \$167,162     89     1     Bass Silvestein, President     Los Angeles, CA       11     8     Brand Additon     \$117,000     \$17,000     370     9     Karl Whiteside, LS. Maraging Director     Saint Los, MO       14     11     Kae	3	2	Proforma	\$368,900	\$492,000	200	650	Greg Muzzillo, Founder; Vera Muzzillo, CEO	Cleveland, OH
6     -     DiscountMugs com     \$210,400     \$210,400     1,100     2     Saik Kopaka, President and CEO     Medley, FL       7     5     Integrated Merchandising Systems LLC \$209,400     \$279,400     382     10     Josh Tobey, CEO     Merton Grow, IL       8     6     Gelger     \$185,500     \$185,500     400     19     Gene Gelger, CEO     Lewiston, ME       9     7     AIA Corporation     \$175,000     \$175,000     80     3     Matt Gresge, CEO     Neerica       10     9     American Solutions for Business     \$170,134     \$284,943     1,035     533     Larry Zavadil, CEO     Gierwood, MA       11     8     iP10MOTEu     \$167,162     \$167,162     89     1     Ross Shorestein, President     Los Angeles, CA       13     13     Brand Addition     \$117,000     \$117,000     370     9     KartWhitestel, U.S. Managing Director     Saint Losis, MO       14     11     Resers & Blain Inc.     \$114,333     \$114,333     120     1     Kurt Kaeser, CEO     Dastata, OH	4	3	BDA LLC	\$346,500	\$346,500	500	75	Jay Deutsch, CEO	Woodinville, WA
7     5     Integrated Merchandising Systems LLC \$209,400     \$279,400     382     10     Josh Tobey, CEO     Morton Grove, IL       8     6     Geiger     \$185,500     \$185,500     400     19     Geno Geiger, CEO     Lewiston, ME       9     7     AA Corporation     \$175,000     \$175,000     80     3     Matt Gresge, CEO     Neendh, MI       10     9     American Solutions for Business     \$170,134     \$284,943     1,035     533     Larry Zavadil, CEO     Gerwoot, MA       11     8     PPOMOTEu     \$167,162     \$167,162     89     1     Ross Silverstein, President     Los Angeles, CA       13     13     Brand Addition     \$117,000     \$117,000     370     9     Karl Whiteside, U.S. Maraging Director     Saint Louis, MG       14     11     Kasear & Blain Inc.     \$114,333     \$120     1     Kurt Kasear, CEO     Batavia, OH       15     16     66 Gouffitters     \$83,300     \$89,200     132     1     Philip Koosed, Founder, President     Lantham, MD       16	5	-	Taylor Communications	\$238,000	\$2,000,000	5,000	100	Deb Taylor, CEO	North Mankato, MN
8     6     Geiger     \$185,500     \$185,500     400     19     Gene Geiger, CEO     Lewiston, ME       9     7     A/A Corporation     \$175,000     \$175,000     80     3     Matt Grespe, CEO     Neenah, WI       10     9     American Solutions for Business     \$170,114     \$284,943     1,035     533     Larry Zavadil, CEO     Giernwood, MN       11     8     IPROMOTEu     \$167,162     \$167,162     89     1     Ross Silverstein, President     Los Angeles, CA       13     Brand Addition     \$117,000     \$117,000     370     9     Kart Whiteside, U.S. Maraging Director     Saint Louis, MO       14     11     Kaeser & Blair Inc.     \$114,333     \$114,333     120     1     Kurt Kaeser, CEO     Batavis, OH       15     18     G&G outfitters     \$89,300     \$97,200     325     8     Doug Gardner, President     Laintarn, MD       16     16     Boundelss     \$84,332     \$84,332     100     8     Henrik, Johansson, CEO     Lastry Antet Louis, ND       19	6	-	DiscountMugs.com	\$210,400	\$210,400	1,100	2	Sai Koppaka, President and CEO	Medley, FL
9     7     AA     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     Glerwood, MM       11     8     PPROMOTEU     \$167,162     \$167,162     89     1     Pass Silverstein, President and CEO     Wayland, MA       12     10     Jack Nadel International     \$12,000     \$133,000     260     27     Craig Nadel, President     Los Angeles, CA       13     Brand Addition     \$117,000     \$117,000     370     9     Kart Whiteside, U.S. Managing Director     Saint Louis, MO       14     11     Kasser & Blair Inc.     \$114,333     \$114,333     120     1     Kurt Kasser, CEO     Batavia, OH       15     18     G&G Outfilters     \$89,300     \$97,200     325     8     Doug Gardner, President     Lanham, MD       16     16     Boundess     \$84,322     \$84,332     100     8     Herrik-Jchansson, CEO     Ausin, NE <td>7</td> <td>5</td> <td>Integrated Merchandising Systems LLC</td> <td>\$209,400</td> <td>\$279,400</td> <td>392</td> <td>10</td> <td>Josh Tobey, CEO</td> <td>Morton Grove, IL</td>	7	5	Integrated Merchandising Systems LLC	\$209,400	\$279,400	392	10	Josh Tobey, CEO	Morton Grove, IL
10     9     American Solutions for Business     \$170,134     \$284,943     1,035     533     Larry Zwadil, CEO     Glenwood, MM       11     8     IPROMOTEu     \$167,162     \$167,162     89     1     Ress Silverstein, President and CEO     Wayland, MA       12     10     Jack Nadel International     \$122,000     \$133,000     260     27     Craig Nadel, President     Los Angeles, CA       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 Utifiters     \$89,300     \$97,200     325     8     Doug Gardner, President     Lanham, MD       16     16     Boundless     \$84,332     \$84,332     100     8     Henrik Jahansson, CEO     Austin, TX       17     32     BAMKO LLC     \$83,700     \$266,810     200     1     Philip Koosed, Founder and CEO     Newton, IA	8	6	Geiger	\$185,500	\$185,500	400	19	Gene Geiger, CEO	Lewiston, ME
11     8     IPROMOTEu     \$167,162     \$167,162     89     1     Ress 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     Boundiess     \$84,332     \$84,332     100     8     Henrik Johansson, CEO     Austin, TX       17     32     BAMKO LLC     \$83,700     \$266,610     200     1     Philip Koosed, Founder and CEO     Newton, A       19     19     The Vernon Company     \$76,616     \$76,616     331     3     Chris Vernon, President and CEO     Newton, N	9	7	AIA Corporation	\$175,000	\$175,000	80	3	Matt Gresge, CEO	Neenah, WI
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     \$117,000     370     9     Karl Whiteside, U.S. Managing Director     Saint Louis, MO       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     Free Parker, CEO     Charlotte, NC       19     19     The Vermo Company     \$76,616     \$76,616     331     3     Chris Vermon, President and CEO	10	9	American Solutions for Business	\$170,134	\$284,943	1,035	533	Larry Zavadil, CEO	Glenwood, MN
13     13     Brand Addition     \$117,000     \$17,000     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 Oufflters     \$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     \$266,610     200     1     Philip Koosed, Founder and CEO     Los Angeles, CA       18     15     A Brand Company     \$36,600     \$314     11     Freed Parker, CEO     Charlotte, NC       19     19     The Vernon Company     \$76,616     \$76,616     331     3     Chris Vernon, President and CEO     Newton, NA       20     -     Sumits Identity     \$74,271     \$74,271     122     3     Mitch Mounger, CEO     Silve Spring, MD       21	11	8	iPROMOTEu	\$167,162	\$167,162	89	1	Ross Silverstein, President and CEO	Wayland, MA
14     11     Kasser & Biair Inc.     \$114,333     \$14,333     120     1     Kurt Kasser, CEO     Batavia, OH       15     18     G&G Outfilters     \$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     -     Surrise Identity     \$74,271     \$74,271     122     3     Mitch Mounger, CEO     Silver Spring, MD       21     20     The Summit Group     \$66,300     \$57,800     151     3     Jason Robbins, CEO; Steve Paradiso, President     Sa Jose, CA  <	12	10	Jack Nadel International	\$122,000	\$133,000	260	27	Craig Nadel, President	Los Angeles, CA
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     -     Sunise Identity     \$74,271     \$74,271     122     3     Mitch Mounger, CEO     Bellevue, WA       21     20     The Summit Group     \$66,300     153     4     Michael J. Harper, CEO     Silver Spring, MD       22     25     ePromos Promotional Products Inc.     \$57,800     151     3     Jason Robbins, CEO; Steve Paradiso, President     San Jose, CA       24	13	13	Brand Addition	\$117,000	\$117,000	370	9	Karl Whiteside, U.S. Managing Director	Saint Louis, MO
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     \$33     11     Fred Parker, CEO     Charlotte, NC       19     19     The Vernon Company     \$76,616     \$37     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       23     31     BrandVia Alliance     \$57,800     \$57,800     151     3     Jason Robbins, CEO; Steve Paradiso, President     San Jose, CA       24     Axis Promotions     \$50,506     \$55,500     101     5     Mark Freed, President and CEO     Toronto, Ontario       26     30	14	11	Kaeser & Blair Inc.	\$114,333	\$114,333	120	1	Kurt Kaeser, CEO	Batavia, OH
1732BAMKO LLC\$83,700\$266,8102001Philip Koosed, Founder and CEOLos Angeles, CA1815A Brand Company\$83,600\$83,60013411Fred Parker, CEOCharlotte, NC1919The Vernon Company\$76,616\$76,6163313Chris Vernon, President and CEONewton, IA20-Sunrise Identity\$74,271\$74,2711223Mitch Mounger, CEOBellevue, WA2120The Summit Group\$66,300\$66,3001534Michael J. Harper, CEOSilver Spring, MD2225ePromos Promotional Products Inc.\$57,800\$57,8001513Jason Robbins, CEO; Steve Paradiso, PresidentSt. Cloud, MN2331BrandVia Alliance\$54,900\$54,9001422Jim Childers, PresidentSan Jose, CA2424Axis Promotions\$50,506\$50,506654Larry Cohen, PresidentNew York, NY2529Genumark\$48,400\$501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and CeOLos Angeles, CA2934Quality Logo Products\$42,200\$42,2501152Bret Bonnet, President and Co-FounderAurora, IL3035Chamberlai	15	18	G&G Outfitters	\$89,300	\$97,200	325	8	Doug Gardner, President	Lanham, MD
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     \$55     4     Larry Cohen, President     New York, NY       25     29     Genumark     \$48,400     \$48,400     50     1     Mike Wolfe, CEO     Chicago, IL	16	16	Boundless	\$84,332	\$84,332	100	8	Henrik Johansson, CEO	Austin, TX
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20Sunrise Identity\$74,271\$74,2711223Mitch Mounger, CEOBellevue, WA2120The Summit Group\$66,300\$66,3001534Michael J. Harper, CEOSilver Spring, MD2225ePromos Promotional Products Inc.\$57,800\$57,8001513Jason Robbins, CEO; Steve Paradiso, PresidentSt. Cloud, MN2331BrandVia Alliance\$54,900\$54,9001422Jim Childers, PresidentSan Jose, CA2424Axis Promotions\$50,506654Larry Cohen, PresidentNew York, NY2529Genumark\$48,500\$52,5001015Mark Freed, President and CEOToronto, Ontario2630Zorch International Inc.\$48,400\$48,400501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and CEOLos Angeles, CA3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOLanham, MD311-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	18	15	A Brand Company	\$83,600	\$83,600	134	11	Fred Parker, CEO	Charlotte, NC
2120The Summit Group\$66,300\$66,3001534Michael J. Harper, CEOSilver Spring, MD2225ePromos Promotional Products Inc.\$57,800\$57,8001513Jason Robbins, CEO; Steve Paradiso, PresidentSt. Cloud, MN2331BrandVia Alliance\$54,900\$54,9001422Jim Childers, PresidentSan Jose, CA2424Axis Promotions\$50,506\$50,506654Larry Cohen, PresidentNew York, NY2529Genumark\$48,500\$52,5001015Mark Freed, President and CEOToronto, Ontario2630Zorch International Inc.\$48,400\$48,400501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOVermon Hills, IL2826PromoShop Inc.\$45,400\$45,40011010Guillermo Kahan, President and CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and CEOLos Angeles, CA2934Quality Logo Products\$42,200\$42,0001247Jerry Chamberlain, CEOTaylor, MI3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, MI311-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD </td <td>19</td> <td>19</td> <td>The Vernon Company</td> <td>\$76,616</td> <td>\$76,616</td> <td>331</td> <td>3</td> <td>Chris Vernon, President and CEO</td> <td>Newton, IA</td>	19	19	The Vernon Company	\$76,616	\$76,616	331	3	Chris Vernon, President and CEO	Newton, IA
2225ePromos Promotional Products Inc.\$57,800\$57,8001513Jason Robbins, CEO; Steve Paradiso, PresidentSt. Cloud, MN2331BrandVia Alliance\$54,900\$54,9001422Jim Childers, PresidentSan Jose, CA2424Axis Promotions\$50,506\$50,506654Larry Cohen, PresidentNew York, NY2529Genumark\$48,600\$52,5001015Mark Freed, President and CEOToronto, Ontario2630Zorch International Inc.\$48,400\$48,400501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOVernon Hills, IL2826PromoShop Inc.\$45,400\$42,2501152Bret Bonnet, President and CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and CEOAurora, IL3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, MI31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	20	-	Sunrise Identity	\$74,271	\$74,271	122	3	Mitch Mounger, CEO	Bellevue, WA
2331BrandVia Alliance\$54,900\$54,9001422Jim Childers, PresidentSan Jose, CA2424Axis Promotions\$50,506\$50,506654Larry Cohen, PresidentNew York, NY2529Genumark\$48,500\$52,5001015Mark Freed, President and CEOToronto, Ontario2630Zorch International Inc.\$48,400\$48,400501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and CEOLos Angeles, CA3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, Mi31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	21	20	The Summit Group	\$66,300	\$66,300	153	4	Michael J. Harper, CEO	Silver Spring, MD
24Axis Promotions\$50,506\$50,506654Larry Cohen, PresidentNew York, NY2529Genumark\$48,500\$52,5001015Mark Freed, President and CEOToronto, Ontario2630Zorch International Inc.\$48,400\$44,400501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOVernon Hills, IL2826PromoShop Inc.\$45,400\$45,40011010Guillermo Kahan, President and CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and Co-FounderAurora, IL3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOLanham, MD31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	22	25	ePromos Promotional Products Inc.	\$57,800	\$57,800	151	3	Jason Robbins, CEO; Steve Paradiso, Presiden	t St. Cloud, MN
2529Genumark\$48,500\$52,5001015Mark Freed, President and CEOToronto, Ontario2630Zorch International Inc.\$48,400\$48,400501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOVernon Hills, IL2826PromoShop Inc.\$45,400\$45,40011010Guillermo Kahan, President and CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and Co-FounderAurora, IL3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOLanham, MD31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	23	31	BrandVia Alliance	\$54,900	\$54,900	142	2	Jim Childers, President	San Jose, CA
2630Zorch International Inc.\$48,400\$48,400501Mike Wolfe, CEOChicago, IL2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOVernon Hills, IL2826PromoShop Inc.\$45,400\$45,40011010Guillermo Kahan, President and CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and Co-FounderAurora, IL3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, MI31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	24	24	Axis Promotions	\$50,506	\$50,506	65	4	Larry Cohen, President	New York, NY
2728Overture Promotions\$47,500\$47,0001403Jo Ann Gilley, CEOVernon Hills, IL2826PromoShop Inc.\$45,400\$45,40011010Guillermo Kahan, President and CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and Co-FounderAurora, IL3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, MI31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	25	29	Genumark	\$48,500	\$52,500	101	5	Mark Freed, President and CEO	Toronto, Ontario
2826PromoShop Inc.\$45,400\$45,40011010Guillermo Kahan, President and CEOLos Angeles, CA2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and Co-FounderAurora, IL3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, MI31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	26	30	Zorch International Inc.	\$48,400	\$48,400	50	1	Mike Wolfe, CEO	Chicago, IL
2934Quality Logo Products\$42,250\$42,2501152Bret Bonnet, President and Co-FounderAurora, IL3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, MI31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	27	28	Overture Promotions	\$47,500	\$47,000	140	3	Jo Ann Gilley, CEO	Vernon Hills, IL
3035Chamberlain Marketing Group\$42,000\$42,0001247Jerry Chamberlain, CEOTaylor, MI31T-APISOURCE Inc.\$36,000\$36,0002002Cindy Brown, President and CEOLanham, MD	28	26	PromoShop Inc.	\$45,400	\$45,400	110	10	Guillermo Kahan, President and CEO	Los Angeles, CA
31T - APISOURCE Inc. \$36,000 \$36,000 200 2 Cindy Brown, President and CEO Lanham, MD	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 36 Mercury Promotions & Fulfillment \$36,000 \$36,000 65 5 Jon Sloan, CEO and Managing Partner Sterling Heights, 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

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

#### **NAPCO**MEDIA

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