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Promo Marketing

Promo Marketing Top 50 Distributors 2012: The List

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Ranked by total promotional product sales earned in 2011, below is the Top Distributors List for 2012. All information is listed as reported by the listed companies. No estimates or other outside information is used in determining their ranks.

A more detailed list, including principal owners and non-promotional sales numbers for each company, can be found in the May issue of Promo Marketing.

Promo Marketing's 2012 Top 50 Distributors List

1. Bensussen Deutsch & Associates (BDA) (\$313,000,000)
2. Proforma (\$296,000,000)
3. Integrated Merchandising Systems LLC (IMS) (\$230,200,000)
4. 4imprint Inc. (\$224,523,000)
5. Geiger (\$174,400,000)
6. HALO Branded Solutions (\$170,900,000)
7. National Pen (\$145,000,000)
8. AIA Corporation (\$127,000,000)
9. InnerWorkings (\$115,300,000)
10. American Solutions for Business (ASB) (\$97,685,000)
11. WorkflowOne (\$91,250,000)
12. Kaeser & Blair Inc. (\$84,800,000)
13. iPROMOTEu (\$73,834,000)
14. Summit Group LLC (\$71,000,000)
15. Jack Nadel International (\$62,500,000)
16. G&G Outfitters Inc. (\$62,363,000)
17. The Vernon Company (\$60,965,000)
18. Brown and Bigelow (\$60,500,000)
19. Boundless Network (\$44,000,000)
20. Axis Promotions (\$34,667,000)
21. Genumark Promotional Merchandise Inc. (\$33,700,000)
22. Touchstone (\$33,500,000)
23. CSE (Caliendo Savio Enterprises Inc.) (\$32,200,000)
24. PromoShop Inc. (\$32,000,000)
25. Robertson Marketing Group (\$29,676,000)
26. Deluxe/Safeguard Business Systems (\$27,900,000)
27. Barker Specialty Company (\$26,874,000)
28. A Brand Company (formerly Bluegrass) (\$26,800,000)
29. Zagwear Inc. (\$25,281,000)
30. Hygrade Business Group (\$25,000,000)
30. Chamberlain Marketing Group (\$25,000,000)
32. Clean Fun Promotional Marketing (\$24,500,000)
33. Leaderpromos (\$24,000,000)
33. Mercury Promotions and Fulfillment (\$24,000,000)
33. Sunrise Identity LLC (\$24,000,000)
36. National Premium Inc. (\$23,800,000)
37. GatewayCDI (\$22,000,000)
38. C & S Sales Inc. (\$21,855,000)
39. Inkwell Global Marketing (\$21,800,000)
40. Overture Premiums and Promotions (\$19,500,000)
41. Shumsky (\$19,109,000)
42. Target Marketing Group (\$17,450,000)
43. MadeToOrder Inc. (\$16,699,000)
44. Concord Marketing Solutions Inc. (\$14,400,000)
45. Goldner Associates Inc. (\$14,000,000)
46. HDS Marketing Inc. (\$12,500,000)
47. TeamWorld Corporate Programs (\$11,500,000)

- 48. The Promotional Specialist (\$11,250,000)
- 49. Image Source (\$10,300,000)
- 50. Commotion Promotions LTD (\$9,800,000)

Honorable Mentions

Some privately held companies choose to not report promotional sales figures, typically because of parent company policy. Rather than rank them based on estimates, we have chosen to list them seperately here.

- Club Colors
- Newton Manufacturing
- Staples Promotional Products

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