



2008 Rank	2007 Rank	Top 40 Distributors	2007 North American Sales (\$Millions)	2006 North American Sales (\$Millions)	2006/2007 Difference (\$Millions)	% Change		Year Est.	Years In Industry	# of Employee Sales Reps	# of Independent Sales Reps	Total # of Clients*	Total # of Offices Worldwide	Total # Of Offices Outside U.S.	ASI Credit Connect Score†
1	5	BDA	\$256.0	\$198.7	\$57.3	28.8%		1984	24	134	0	775	24	1	105
2	2	Corporate Express Promotional Marketing	\$247.0	\$235.0	\$12.0	5.1%		1960	48	400	0	D	38	2	124
3	3	Proforma	\$240.0	\$227.5	\$12.5	5.5%		1978	17	0	650	50,000	650	50	107
4	6	Staples/American Identity	\$215.0	\$191.0	\$24.0	12.6%		1946	39	D	D	D	D	D	105
5	4	Group II Communications/IMS	\$202.0	\$222.0	-\$20.0	-9.0%		1985	23	625	0	14	6	1	123
6	7	Geiger	\$184.1	\$172.5	\$11.6	6.7%		1878	130	0	600	80,000	21	0	118
7	8	Cintas	\$170.6	\$158.0	\$12.6	8.0%		1929	9	1,000+	0	1,000+	350	0	109
8	11	National Pen Corp.	\$160.0	\$130.0	\$30.0	23.1%		1966	39	300	0	500,000	5	3	107
9	12	4 Imprint	\$145.4	\$111.6	\$33.8	30.3%		1985	23	0	0	135,000	6	5	133
10	10	HALO/Lee Wayne	\$145.0	\$130.6	\$14.4	11%		1952	38	100	650	40,000	0	0	126
11	9	Adventures In Advertising	\$133.0	\$135.0	-\$2.0	-1.5%		1981	26	0	310	30,000	310	0	126
12	13	Tic Toc	\$105.1	\$99.1	\$6.0	6.0%		1974	34	43	2	100+	5	2	105
13	26	WorkflowOne	\$90.0	\$60.0	\$30.0	50.0%		1866	81	600	0	34,000	80	0	113
14	14	Banyan Incentives	\$88.2 (E)	\$88.2 (E)	\$0.0	0.0%		1975	33	0	0	D	D	D	128
15	18	American Solutions For Business	\$87.6	\$78.1	\$9.5	12.2%		1981	27	441	109	125,881	450	0	134
16	15	Summit Marketing Group	\$87.3	\$87.1	\$0.2	0.2%		1996	12	55	6	20,000	8	0	100
17	19	Kaeser & Blair	\$85.6	\$78.0	\$7.6	9.7%		1894	114	0	3900	0	1	0	111
18	16	Myron	\$83.6 (E)	\$83.6 (E)	\$0.0	0.0%		1949	59	D	D	D	D	0	101
19	27	Corporate Edge/InnerWorkings	\$83.0	\$58.8	\$24.2	41.2%		1990	18	221	0	4,500	21	1	94
20	17	Mid West Trophy Co.	\$81.0 (E)	\$81.0 (E)	\$0.0	0.0%		1971	37	D	D	D	D	D	131

E = Estimate D = Declined to provide information

* Some distributors define clients as the number of companies they sell to; others calculate total number of purchasers.
† ASI CreditConnect scores are based on a scale of zero to 150. A credit score of more than 81 indicates that a distributor has a low chance of late or no payment. A score of less than 45 means a distributor is a high risk. The average distributor falls in a range between 66 and 80. Scores shown here were as of 6/10/08.



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21	24	Embroidme	\$75.1	\$63.1	\$12	19.0%		2001	7	0	575	D	450	75	85
22	20	Jack Nadel Intl.	\$75.0	\$76.0	-\$1.0	-1.3%		1953	55	115	5	1535	18	1	125
23	21	The Vernon Co.	\$72.1	\$72.6	-\$0.5	-0.6%		1902	106	385	0	30,000	5	0	122
24	22	Evigna	\$71.0	\$69.0	\$2.0	2.9%		2004	4	40	0	100+	15	5	104
25	23	Brown & Bigelow	\$69.0	\$67.1	\$1.9	2.8%		1896	112	271	0	50,000	16	0	113
26	25	Artcraft Promotional Concepts	\$64.1	\$61.1	\$3.0	4.9%		1946	62	0	12	2,500	3	0	113
27	28	G & G Outfitters	\$56.6	\$58.3	-\$1.7	-3.0%		1990	18	20	0	3,500	4	0	112
28	29	Newton Manufacturing Co.	\$51.1	\$49.6	\$1.5	3.0%		1909	99	800	800	70,000	3	0	113
29	30	GMPC, LLC	\$49.8	\$48.1	\$1.7	3.5%		1976	32	14	3	D	4	1	101
30	33	Thomas Direct Sales	\$44.1	\$40.0	\$4.1	10.3%		1986	22	15	0	330	2	0	89
31	N/A	Accolade Reaction Promotion Group	\$43.9	\$27.0	\$16.9	62%		1999	9	47	2	8,000	6	5	79
32	31	Merit Industries Inc	\$43.9	\$42.2	\$1.7	4.0%		1956	52	12	0	5,000+	1	0	92
33	N/A	iPromoteU	\$43.1	\$29.8	\$13.3	44.6%		1999	9	0	354	33,000+	1	0	123
34	37	eCompanyStore	\$42.9	\$34.0	\$8.9	26.2%		1994	14	26	2	1500	7	0	112
35	39	Goldman Promotions	\$39.8	\$33.1	\$6.7	20.2%		1960	48	95	30	3,000	7	0	113
36	34	Positive Promotions	\$39.5 (E)	\$39.5 (E)	\$0.0	0.0%		1947	61	D	D	D	1	0	124
37	38	Gateway/CDI	\$38.0	\$33.2	\$4.8	14.4%		1988	20	14	0	400	4	2	102
38	35	Norscot Group	\$37.9	\$34.8	\$3.1	8.9%		1970	38	18	75	30,000	10	3	104
39	40	Caliendo Savio Enterprises - CSE	\$36.2	\$32.8	\$3.4	10.4%		1979	29	16	0	400	1	0	114
40	N/A	Promo Shop	\$30.3	\$27.6	\$2.7	9.8%		1998	10	31	11	900	4	0	109

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