



As voted on by industry distributors, here are the recipients of this year's *Counselor* Distributor Choice Awards.

By Michele Bell, Andy Cohen, Dave Vagnoni and Jessie Weisgal

The Winners

Here are the winning suppliers in each of the 46 categories within the Distributor Choice Awards:

- **Auto Accessories**
Garyline (asi/55990)
- **Awards**
Jaffa/Norwood (asi/63110)
- **Badges & Buttons**
LarLu (asi/66390)
- **Business Accessories**
Leed's (asi/66887)
- **Calendars**
Triumph Calendars/Norwood (asi/92185)
- **Clocks & Watches**
Leed's (asi/66887)
- **Computer Accessories**
Leed's (asi/66887)
- **Decals, Labels & Bumper Stickers**
Gill Studios Inc. (asi/56950)
- **Digital Picture Frames**
Hirsch Gift (asi/61005)
- **Drinkware – Glass & Ceramic**
Moderne Glass Co. (asi/71920)
- **Drinkware – Plastic & Other**
RCC Koozie/Norwood (asi/80330)
- **Electronic Products**
Leed's (asi/66887)
- **Environmentally Friendly & Recycled Products**
Bag Makers Inc. (asi/37940)
- **Fans**
Sanders Manufacturing (asi/84820)
- **Flashlights**
Adva-Lite (asi/32145)
- **Food Gifts**
Maple Ridge Farms (asi/68680)
- **Golf Accessories**
Gold Bond (asi/57653)
- **Greeting Cards**
Carlson Craft (asi/43920)
- **Health & Beauty Products**
Lanco (asi/66224)
- **Housewares & Tools**
Leed's (asi/66887)
- **Inflatables**
Galaxy Balloons (asi/55675)
- **Jewelry & Emblems**
Avaline (asi/37590)
- **Journals & Diaries**
Journalbooks (asi/91340)
- **Keytags & Luggage Tags**
Quikey Mfg. Co. (asi/80210)
- **Lanyards**
SnugZ/USA (asi/88060)
- **Luggage & Bags**
Leed's (asi/66887)
- **Magnets**
Magnet LLC (asi/68520)
- **Markers & Highlighters**
Dri-Mark Products (asi/50840)
- **Mousepads**
Digispec (asi/49716)
- **Office & Desk Items**
Leed's (asi/66887)
- **Pencils & Erasers**
BIC Graphic USA (asi/40480)
- **Pens**
BIC Graphic USA (asi/40480)
- **Picture Frames**
Barlow/Norwood (asi/38480)
- **Safety Products**
Pillowline/Norwood (asi/78105)
- **Shopping Bags**
Bag Makers Inc. (asi/37940)
- **Sports & Outdoors**
RCC Koozie/Norwood (asi/80330)
- **Stress Relievers**
Ariel Premium Supply (asi/36730)
- **Towels & Robes**
Towel Specialties (asi/91605)
- **Toys**
It's All Greek To Me (asi/62960)
- **Umbrellas**
Peerless Umbrella Co. (asi/76730)
- **USB Drives**
Leed's (asi/66887)
- **Wearables – Caps & Hats**
SanMar (asi/84863)
- **Wearables – Decorated**
Vantage Apparel (asi/93390)
- **Wearables – Shirts**
SanMar (asi/84863)
- **Wearables – Women's**
SanMar (asi/84863)
- **Wearables – All Other**
SanMar (asi/84863)

OPEN THE GATEFOLD TO READ PROFILES OF THE WINNERS AND CHECK OUT THE SUPPLIER OF THE YEAR ON PAGE 93

Call it the People's Choice Awards of the ad specialty industry. Welcome to the 2009 *Counselor* Distributor Choice Awards, where distributors choose their favorite suppliers. Broken up into 46 categories, along with four brand new categories this year, you'll find stories from the winning suppliers on the following pages. We asked each of the 33 winning companies – there are some suppliers that won multiple categories and even one company that won a total of eight categories – to provide an image of their top selling product in the category they won, as well as a testimonial from a distributor customer.

Of course, each year we also name one supplier that stands out above the rest, one company that received the highest ratings in the whole industry from ad specialty distributors. Check out the profile of that special winner beginning immediately after the gatefold.

Sanders Manufacturing Co.
(asi/84820)

CATEGORY: FANS

Why I voted for Sanders: "We had a customer come to us needing a large order of fans in a very short time period with a very difficult design. It was for a NASCAR race, and Sanders turned it, got it delivered to multiple ship-to addresses, and they handled it without a problem at all." – *Craig Kornblum, Jeckil Promotions Inc. (asi/234315)*

TOP-SELLING PRODUCT: OPRY FAN

SanMar (asi/84863)

CATEGORIES: WEARABLES - ALL OTHER, WEARABLES - CAPS & HATS, WEARABLES - SHIRTS, WEARABLES - WOMEN'S

Why I Voted for SanMar: "They offer a lot of tools for distributors to use to market their goods: their catalog department, their online stuff, their e-mailable flyers. You can create your own flyers. Also, they're very accurate. They have a lot of quality control stages to delivering a shirt to you." – *Doug Bird, Black Duck Inc. (asi/140730)*

TOP-SELLING PRODUCT: THE K500 SILK TOUCH SPORT SHIRT

SnugZ/USA (asi/88060)

CATEGORY: LANYARDS

Why I Voted For SnugZ/USA: "You can always count on the SnugZ brand for quality products with quick production at competitive prices. They've done an excellent job of instilling a 'can do' service attitude into their culture." – *Todd Frankford, GNP Specialties (asi/200020)*

TOP-SELLING PRODUCT: RECYCLED LANYARD



Stock or custom-shaped fans available.



Polyester/cotton pique with knit collar cuffs.



The SnugZ three-quarter-inch recycled dye-sublimated lanyard.



Towel for Two made of plush 100% cotton velour.



Beautiful photographs and inspirational quotes every month.



Made from 100% polyester and features a laser-etched logo.

Towel Specialties (asi/91605)

CATEGORY: TOWELS & ROBES

Why I voted for Towel Specialties: "They have always done a really good job for me. Their pricing is always reasonable, and they have great customer service – they follow up and follow through with proofing and do whatever it takes to make sure the in-hands date is met." – *Lisa Bibb, CAS, Zebra Marketing Corp. (asi/365683)*

TOP-SELLING PRODUCT: TOWEL FOR TWO

Triumph Calendars/Norwood

(asi/92185)

CATEGORY: CALENDARS

Why I Voted For Triumph Calendars/Norwood: "There's not a day that goes by that I don't tell someone about the folks who work in Sleepy Eye. Any distributor not using Norwood is missing the boat if they need a reliable production source for their calendars." – *Larry Lusky, CAS, Francis & Lusky Division, Lee Wayne Corp. (asi/356000)*

TOP-SELLING PRODUCT: MOTIVATIONS

Vantage Apparel (asi/93390)

CATEGORY: WEARABLES - DECORATED

Why I Voted for Vantage: "Vantage Apparel's products are top-notch, their embroidery is world-class, their inventory is deep and their customer service is astoundingly good. My inside sales rep cares about me, my business and satisfying my discerning clients." – *Amy Kwakwasser, MAS, Kwakwasser Ad Specialties Inc. (asi/246663)*

TOP-SELLING PRODUCT: THE VANTEK MICROFIBER FLEECE