

SOI 2007 • TOP 40 DISTRIBUTORS

2007 Rank	2006 Rank	Top 40 Distributors	2006 North American Sales (\$ Millions)	2005 North American Sales (\$ Millions)	2005/2006 Difference (\$ Millions)	% Change	Year Est.	Years In Industry		# of Employee Sales Reps	# Of Independent Sales Reps	Sales Per Rep (\$ Thousands)	Total # of clients*	Average Sales Per Client	Total # Of Offices Worldwide	Total # Of Offices Outside U.S.	Market Specialization
1	2	WEARGUARD-CREST	\$240.0	\$224.0	\$16.0	7.1%	1952	6		500	0	\$480	410,000	\$585	1	0	Uniforms/Promo prods
2	1	CORPORATE EXPRESS PROMOTIONAL MARKETING	\$235.0	\$229.0	\$6.0	2.6%	1960	47		D	D	D	D	D	D	10	Corporate Catalogs
3	3	PROFORMA INC.	\$227.5	\$202.0	\$25.5	12.6%	1978	16		0	650	\$350	50,000	\$4,550	650	50	General
4	4	GROUP II COMMUNICATIONS	\$222.0	\$186.0	\$36.0	19.4%	1985	22		D	D	D	13	\$17,076,923	D	D	General
5	7	BENSUSSEN-DEUTSCH & ASSOCIATES INC.	\$198.7	\$144.9	\$53.8	37.1%	1984	23		92	0	\$2,160	750	\$264,933	21	2	General
6	5	AMERICAN IDENTITY	\$191.0	\$180.0	\$11.0	6.1%	1946	38		56	48	\$1,837	11,000	\$17,364	3	0	Corporate Catalogs
7	8	GEIGER	\$172.5	\$138.2	\$34.2	24.8%	1878	129		0	530	\$325	74,000	\$2,331	20	1	None
8	6	CINTAS	\$158.0	\$155.0	\$3.0	1.9%	1929	8		D	D	D	100,000	\$1,580	350	0	Corporate Programs and Apparel
9	9	ADVENTURES IN ADVERTISING	\$135.0	\$128.0	\$7.0	5.5%	1981	25		0	310	\$435	1,000,000	\$135	310	0	General
10	11	HALO/LEE WAYNE	\$130.6	\$106.0	\$24.0	22.6%	1952	37		100	500	\$217	40,000	\$3,250	8	0	General
11	10	NATIONAL PEN CORP.	\$130.0	\$113.8	\$16.2	14.3%	1966	38		260	0	\$87	1,000,000	\$650	5	3	Writing Instruments
12	17	4 IMPRINT	\$111.6	\$83.0	\$28.6	34.5%	1985	22		D	D	D	102,500	\$1,089	7	6	Catalog/Web
13	12	TIC TOC	\$99.1	\$96.2	\$2.9	3.1%	1974	33		45	2	\$2,109	100	\$991,000	5	2	Telecom, Financial Serv., Pharma
14	13	BANYAN INCENTIVES	\$88.2 (E)	\$88.2	\$0.0	0.0%	1975	32		D	D	D	D	D	D	D	General
15	15	SUMMIT MARKETING GROUP	\$87.1	\$85.0	\$2.1	2.5%	1996	11		55	5	\$1,452	20,000	\$4,355	8	0	General
16	16	MYRON	\$83.6 (E)	\$83.6	\$0.0	0.0%	1949	58		D	D	D	D	D	D	D	General
17	18	MID WEST TROPHY CO.	\$81.0 (E)	\$81.0	\$0.0	0.0%	1971	36		D	D	D	D	D	D	D	Recognition Awards
18	21	AMERICAN SOLUTIONS FOR BUSINESS INC.	\$78.1	\$67.4	\$10.7	15.9%	1981	26		452	106	\$140	119,996	\$651	455	0	Promotional, Commercial Print, Office Supplies, Forms, Labels
19	19	KAESER & BLAIR INC.	\$78.0	\$76.0	\$2.0	2.6%	1894	113		0	3,900	\$20	D	D	1	0	General
20	14	JACK NADEL INTL.	\$76.0	\$86.0	-\$10.0	-11.6%	1953	54		110	6	\$655	12,000	\$6,333	24	4	General

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21	22	VERNON CO.	\$72.6	\$66.4	\$6.2	9.4%	1902	105		430	0	\$169	30,000	\$2,420	5	0	B2B
22	24	EVIGNA	\$69.0	\$65.0	\$4.0	6.2%	2004	3		40	0	\$1,725	100	\$690,000	13	5	General
23	23	BROWN & BIGELOW	\$67.1	\$65.3	\$1.8	2.8%	1896	111		245	0	\$274	D	D	19	0	Calendars and Promotional Products
24	20	EMBROIDME.COM	\$63.1	\$45.7	\$17.4	38.1%	2001	6		0	350	\$180	D	D	375	8	Embroidery/Promo Products
25	25	ARTCRAFT PROMOTIONAL CONCEPTS	\$61.1	\$52.5	\$8.6	16.4%	1946	60		0	10	\$6,110	2,800	\$21,821	3	0	General
26	29	WORKFLOWONE	\$60.0	\$42.3	\$17.7	41.8%	1866	80		600	0	\$100	34,000	\$1,765	80	0	General
27	26	CORPORATE EDGE	\$58.8	\$48.8	\$10.0	20.4%	1990	25		28	0	\$2,100	500	\$117,600	5	0	Across Industries
28	N/A	G & G OUTFITTERS	\$58.3	\$51.3	\$7.0	13.6%	1990	17		19	0	\$3,068	3,500	\$16,657	4	0	Beverage, Financial, NASCAR
29	27	NEWTON MANUFACTURING CO.	\$49.6	\$48.2	\$1.4	3%	1909	98		300	500	\$60,250	80,000	\$603	4	0	General
30	28	GARY MANDEL PROMOTIONAL CONCEPTS INC.	\$48.1	\$45.0	\$3.1	6.9%	1976	30		15	2	\$2,829	D	D	5	1	Design and Production
31	31	MERIT INDUSTRIES INC	\$42.23	\$38.5	\$3.7	9.6%	1956	50		11	0	\$3,836	1,500	\$28,133	1	0	Eco Products
32	33	CORPLOGOWARE	\$42.15	\$30.1	\$12.1	40.2%	2002	5		0	135	\$313	2,800	\$15,071	9	1	General
33	30	THOMAS DIRECT SALES	\$40.0 (E)	\$40.0	\$0.0	0.0%	1986	21		D	D	D	D	D	D	D	General
34	N/A	POSITIVE PROMOTIONS	\$39.5 (E)	N/A	N/A	N/A	1947	60		D	D	D	D	D	D	D	General
35	38	NORSCOT GROUP	\$34.8	\$30.5	\$4.3	14.1%	1970	37		17	75	\$378	28,000	\$1,243	10	3	Corporate Programs
36	32	ATLAS PEN & PENCIL CORP.	\$34.5	\$34.5	\$0.0	0.0%	1940	67		200	0	\$173	335,000	\$103	1	0	General
37	35	ECOMPANYSTORE INC.	\$34.0	\$32.2	\$1.8	5.6%	1994	13		25	2	\$1,259	1,500	\$22,667	8	0	Corporate Programs
38	40	GATEWAY/CDI	\$33.2	\$29.5	\$3.7	12.5%	1988	19		10	0	\$3,300	100	\$330,000	4	2	General
39	39	GOLDMAN PROMOTIONS	\$33.1	\$29.7	\$3.4	11.4%	1960	47		65	26	\$297	3,000	\$11,000	7	0	General
40	34	CALIENDO-SAVIO ENTERPRISES	\$32.8	\$32.5	\$0.3	0.9%	1979	27		13	0	\$2,523	420	\$78,095	2	0	Promotional Merchandise and Uniforms

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