

Business Strategies for the Distributor Sales Professional

PRINT+PROMO

ENNIS



Top 50 Suppliers

Preparing for the Next Normal

Pictured, from left, Terry Pennington, vice president of sales; Wade Brewer, business unit director; Keith S. Walters, chairman, CEO and president; Kevin Johnston, business unit director; Steven Osterloh, vice president of marketing; and Steve Reifel, business unit director, Ennis Inc.

TOP 50 Suppliers: Analysis

Print+Promo's 2020 Top 50 Suppliers

Stats, trends and more

By Elise Hacking Carr

Just seven months ago, when Print+Promo released its annual State of the Industry Report, the conversation was different in its tone. Sure, there were whispers of a recession—will it or won't it happen? But, the overall outlook was positive. Andrew D. Paparozzi, chief economist for PRINTING United Alliance (then SGIA), Fairfax, Va., didn't see a clear risk of recession in 2020.

"Rather, recessions are caused by three factors: excesses, such as the real estate bubble prior to the Great Recession of 2008-09, or the dot-com bubble prior to the recession of 2001; policy errors, such as excessively tight monetary policy, poorly designed, timed and executed tax increases and innovation stifling-regulation; and exogenous shocks, such as the OPEC oil embargoes of the 1970s," he told Print+Promo in February.

Even better, by Paparozzi's estimates, total commercial printing industry sales (all sources, not just printing) for 2019 increased 1.7% to \$87.3 billion, finishing in line with the association's expectations, albeit at the lower half of the 1.5% to 2.5% range it had forecasted at the start of 2020.

Then, the coronavirus pandemic hit. Stay-at-home orders were issued, nonessential businesses abruptly shut down and positive cases skyrocketed. Who could've predicted this? And on top of it all, the country was dealing with what has shaped up to be one of the most contentious presidential elections in history.

Print+Promo had to make a choice: proceed with our 2020 Top 50 Suppliers list and hope people wanted to celebrate successes, or fill our pages with alternative content. As you can see, we made our decision, and we feel it was the right one. So, let's break down the facts.

According to our data, overall revenue for Top 50 submissions was \$2.47 billion, a slight increase over 2019's \$2.45 billion. Of the 42 suppliers returning from last year's Top 50:

- 21 had revenue increases.

- 19 had revenue decreases.
- 2 finished evenly.

Those who have been following our lists will find similarities among our top five, though there is one exception. Not to be outdone for a second consecutive year, TST IMPRESO Inc. knocked Western States Envelope and Label Co. out of fifth place by nearly \$12 million. Keith S. Walters-led Ennis Inc. held onto the No. 1 spot, earning \$438.4 million—up by 9.4%, thanks to the 2019 purchases of Flesh Co and Integrated Print & Graphics.

The 2020 list was missing some notable entries, starting with Outlook Group, a trade printer that most recently placed ninth on our 2019 list with \$68 million in annual sales. Other missing suppliers were the previously announced Flesh Co (2019: No. 21); Gabriel Group (2019: No. 23); Pro Document Solutions (2019: No. 39); McCourt Label Company (2019: No. 40); Bollin Label Systems (2019: No. 41); Thompson Print & Mailing Solutions (2019: No. 42); and Bestforms Inc. (2019: No. 47), which, as of June 2020, became part of the PDF Print Communications Inc. family. While their absence was felt (collectively, those companies earned \$170.2 million), it created room for eight new companies, including a first-time submitter who made the top 10. Also of note, the newcomers' combined total was \$197.4 million, so we gained roughly \$27.2 million even with the loss of those just mentioned. Say "hello" to Showdown Displays (No. 7); Britten Inc. (No. 20); StickerYou Inc. (No. 34); Tranter Graphics Inc. (No. 40); CFC Print & Mail (No. 47); Total Printing Systems (No. 48); Ignite Graphics LLC (No. 49); and Phoenix Data Inc. (No. 50).

Individual product sectors were a mixed bag. Signs/Displays/Wide Format underwent an explosive 173.6% growth, reaching \$192.9 million (2019: \$70.5 million). There are two possible explanations. First, there's the addition of a company like Showdown Displays.

TOP 10 FASTEST-GROWING SUPPLIERS

Twenty-one of our Top 50 Suppliers had revenue increases this time around. The following list showcases 10 of those companies. Sales are based on the most recent fiscal year completed.

1. PDF Print Communications Inc.

Signal Hill, CA
2020 List: \$22,515,000
2019 List: \$19,100,500
Growth: 17.9%

2. TST IMPRESO Inc.

Coppell, TX
2020 List: \$115,265,459
2019 List: \$101,331,030
Growth: 13.8%

3. Stouse LLC

New Century, KS
2020 List: \$60,647,669
2019 List: \$54,300,000
Growth: 11.7%

4. MAR

Valmeyer, IL
2020 List: \$17,533,900

2019 List: \$15,980,000
Growth: 9.7%

5. Ennis Inc.

Midlothian, TX
2020 List: \$438,412,000
2019 List: \$400,782,000
Growth: 9.4%

6. TLF Graphics Inc.

Rochester, NY
2020 List: \$21,701,342
2019 List: \$20,272,000
Growth: 7.1%

7. Bradley Graphic Solutions Inc.

Bensalem, PA
2020 List: \$11,200,000
2019 List: \$10,500,000
Growth: 6.7%

8. 4over LLC

Glendale, CA
2020 List: \$282,500,000
2019 List: \$270,000,000
Growth: 4.6%

9. Luminer Converting Group

Lakewood, NJ
2020 List: \$14,000,000
2019 List: \$13,500,000
Growth: 3.7%

10. Repacorp Inc.

Tipp City, OH
2020 List: \$45,597,000
2019 List: \$44,000,000
Growth: 3.6%

Photo: Getty Images by jayk7

Second, it's no secret that safety and COVID-related signage are in high demand, as state governors give the green light for businesses to reopen, with modifications. Well, those businesses need to get the message out.

Promotional Products rebounded this year, clocking in at \$225.4 million (2019: \$201.2 million)—a 12.1% increase over 2019 figures. Printed Forms continued its upward trend, moving to \$420.5 million (2019: \$406.1 million). Rounding out the improved section with \$305.6 million is the "Other" category, up 24.5% from 2019's \$245.6 million.

Our four remaining categories didn't fare as well. Commercial Print, consisting of marketing pieces, catalogs, brochures, presentation folders, envelopes, stationery and business cards, still managed to produce the highest sales volume at \$676.9 million; however, this is down from 2019's \$705.7 million. Labels & Tags accounted for \$507.6 million (2019: \$574.2 million). Direct Mail fell to \$109.0 million (2019: \$142.7 million). And, Plastic Products/Cards dropped to \$25.9 million (2019: \$26.4 million). Note that not all companies chose to disclose their revenue totals for individual products categories, which could skew the numbers.

For the complete analysis and interviews with the leading executives of four of our top-ranked companies, turn to page 20.

We congratulate each company that made the list and wish everyone the best of luck and, more importantly, good health in 2021. Check back in November to see how the distributors fared. ■

(Editor's note: Factors to consider when interpreting sales figures are ongoing industry consolidations and responses reporting idiosyncrasies.)

OTHER STATS

- Four out of the five top companies enjoyed revenue increases. TST IMPRESO Inc.'s 13.8% rise in sales was the biggest increase.
- In all, 18 U.S. states and one Canadian province (Ontario) were headquarters to at least one Top 50 supplier. Illinois led the way with 10 suppliers calling it home, while Ohio had five. Eight other states appeared at least two times on the list, leaving eight states with a single supplier.
- This year's Top 50 suppliers employed more than 12,000 people at 246 locations (data includes some, but not all, parent company headcounts and subsidiary or division locations). The highest employee count for any one Top 50 supplier was 2,500; the lowest was 29. Six Top 50 suppliers had 500 or more employees, and 27 companies had fewer than 100 employees.
- Of the 51 principal officers listed for the Top 50 Suppliers (one company listed more than one principal), 47 were men and four were women.

TOP 50 Suppliers

	COMPANY	REVENUE	PRINCIPAL(S)	LOCATION
1	Ennis Inc.* (see page 24)	\$438,412,000	Keith S. Walters, Chairman/ CEO/President	Midlothian, TX
2	4over LLC	\$282,500,000	Shaheen Javadizadeh, CEO	Glendale, CA
3	OneTouchPoint	\$138,649,000	David Holland, CEO	Hartland, WI
4	Magnets 4 media (Parent Company: The Magnet Group)	\$121,437,000	Bill Korowitz, CEO	Washington, MO
5	TST IMPRESO Inc.	\$115,265,459	Marshall Sorokwasz, CEO	Coppell, TX
6	Western States Envelope and Label Co.	\$103,258,833	Steve Bayerlein, CEO	Butler, WI
7	Showdown Displays	\$103,000,000	John Bruellman, CEO	Brooklyn Center, MN
8	Discount Labels (Parent Company: Cenveo)	\$76,000,000	Andy Johnson, President	New Albany, IN
9	Zoo Printing	\$65,000,000	Erica Anderson, General Manager	Valencia, CA
10	Diversified Labeling Solutions Inc. (Parent Company: TSC Auto ID Technology)	\$64,432,162	Jim Kersten, CEO	Itasca, IL
11	ADG Promotional Products (Parent Company: Taylor Corporation)	\$63,100,000	Tom Donlin, National Sales Manager	White Bear Lake, MN
12	Stouse LLC	\$60,647,669	Clay Davis, CEO/President	New Century, KS
13	BCT	\$60,058,000	Bruce Mars, President	Fort Lauderdale, FL
14	I.D. Images LLC	\$58,500,000	Brian D. Gale, CEO/President	Brunswick, OH
15	Ward-Kraft Inc.	\$56,300,000	Roger Kraft, Owner	Fort Scott, KS
16	Gill Studios Inc.	\$54,250,000	Donald A. Gill, Chairman of the Board	Lenexa, KS
17	KDM Products	\$46,000,000	Larry Newman, President	Carpentersville, IL
18	Repacorp Inc.	\$45,597,000	Rick Heinl, CEO	Tipp City, OH

TOP 50 Suppliers

	COMPANY	REVENUE	PRINCIPAL(S)	LOCATION
19	InfoSeal/New Jersey Business Forms/Hampshire Label	\$40,000,000	Andrew Harnett, Owner; David Harnett, Owner	Roanoke, VA
20	Britten Inc.† (see page 24)	\$39,000,000	Paul Britten, President	Traverse City, MI
21	Envelope Mart USA	\$25,000,000	Norm Shapiro, President	Northwood, OH
22	The Label Printers	\$23,000,000	William Kane, Chief Executive	Aurora, IL
23	PDF Print Communications Inc.	\$22,515,000	Kevin Mullaney, CEO/President	Signal Hill, CA
24	TLF Graphics Inc.	\$21,701,342	Robert McJury, Partner/ Vice President of Sales	Rochester, NY
25	Design Distributors Inc.‡ (see page 24)	\$20,000,000	Adam Avrick, President	Deer Park, NY
26	Team Concept Printing	\$19,245,000	Anthony Rouse, CEO/President	Carol Stream, IL
27	ID Label Inc.	\$18,600,000	Neil Johnston, CEO/President	Lake Villa, IL
28	MAR	\$17,533,900	Rick Roever, President	Valmeyer, IL
29	Data Papers Inc.	\$17,360,000	Jerry Wertz, CEO/President	Muncy, PA
30	CE Printed Products Inc.	\$16,932,815	Robert Ohr, CEO	Carol Stream, IL
31	Maggio Data Forms	\$16,900,000	Robert Maggio, President	Hauppauge, NY
32	HCF Inc.	\$15,190,000	Steve Patton, President	Hillsboro, OH
33	AmeriCAL Labels & Stickers	\$15,038,000	John C. Peterson, President	Omaha, NE
34	StickerYou Inc.	\$15,000,000	Andrew Witkin, CEO	Toronto, ON, Canada
35	UMC Print	\$14,500,000	Shawn Boyd, President	Overland Park, KS
36	Graphic Dimensions/ New Dimension Labels	\$14,100,000	Jay Scammell, President	Austell, GA
37	Luminer Converting Group	\$14,000,000	Thomas Spina, CEO/President	Lakewood, NJ

TOP 50 Suppliers

	COMPANY	REVENUE	PRINCIPAL(S)	LOCATION
38	Labels West Inc.	\$12,159,419	John Shanley, President	Woodinville, WA
39	Bradley Graphic Solutions Inc.	\$11,200,000	Robert J. Bradley, President	Bensalem, PA
40	Tranter Graphics Inc.	\$11,000,000	Tammy Tranter, CEO/President	Syracuse, IN
41	Royal	\$10,562,000	Tim Urness, Owner/President	Brooklyn Park, MN
42	QT2	\$9,457,000	Mike Daughenbaugh, Vice President	Tiffin, OH
43	BCSI	\$9,172,017	James Marchessault, President	Burnsville, MN
44	ASAP Printing	\$9,000,000	Christopher McKim, Brand Manager	Arlington, TX
45	5 Day Business Forms	\$8,957,898	Les Messick, President	Anaheim, CA
46	AmeriPrint Corporation	\$8,400,000	Vicky Schulty, President	Harvard, IL
47	CFC Print & Mail	\$7,959,699	Tommy Gillis, Managing Partner	Grand Prairie, TX
48	Total Printing Systems	\$7,529,874	Rick Lindemann, President	Newton, IL
49	Ignite Graphics LLC	\$7,120,442	Sharon Luka, CEO	Elmhurst, IL
50	Phoenix Data Inc.	\$6,788,500	Larry B. Lovell, Owner/President	Montgomery, PA

*Includes sales of 360° Custom Labels, Adams McClure, Admore, Ad Concepts, Atlas Tag & Label, B&D Litho of Arizona, Block Graphics, Calibrated, ColorWorx, Enfusion, Ennis Inc., Falcon Business Forms, Flesh Co, Folder Express, Forms Manufacturers Inc. (FMI), FormSource Limited, GenForms, General Financial Supply, Hayes Graphics, Hoosier Data Forms, Impressions Direct, Independent Printing, Integrated Print & Graphics, Kay Toledo Tag, Major Business Systems Inc., Mutual Graphics, National Imprint Corporation (NIC), Northstar, Printegra, Printgraphics, PrintXcel, Royal Business Forms, Special Service Partners (SSP), Specialized Printed Forms, Star Award Ribbon Company, Trade Envelopes, Tri-C Business Forms, Uncompromised Check Solutions, VersaSeal, Wisco Envelope, Witt Printing Company and Wright Business Graphics.

†Includes sales of Britten Banners Inc., Britten Woodworks, BOXPOP Containers and Britten Foam Props.

‡Includes sales of PFC and Greenlight Envelope.

Top 10 Forms Suppliers

	COMPANY	FORMS REVENUE	TOTAL REVENUE	LOCATION
1	Ennis Inc.	\$206,053,640	\$438,412,000	Midlothian, TX
2	InfoSeal/NJBF/Hampshire Label	\$34,000,000	\$40,000,000	Roanoke, VA
3	Ward-Kraft Inc.	\$20,831,000	\$56,300,000	Fort Scott, KS
4	KDM Products	\$20,700,000	\$46,000,000	Carpentersville, IL
5	PDF Print Communications Inc.	\$20,263,500	\$22,515,000	Signal Hill, CA
6	TST IMPRESO INC.	\$17,289,819	\$115,265,459	Coppell, TX
7	Maggio Data Forms	\$13,520,000	\$16,900,000	Hauppauge, NY
8	HCF Inc.	\$12,911,500	\$15,190,000	Hillsboro, OH
9	Graphic Dimensions/New Dimension Labels	\$9,870,000	\$14,100,000	Austell, GA
10	Royal	\$8,977,700	\$10,562,000	Brooklyn Park, MN

Top 10 Labels & Tags Suppliers

	COMPANY	LABELS & TAGS REVENUE	TOTAL REVENUE	LOCATION
1	Ennis Inc.	\$74,530,040	\$438,412,000	Midlothian, TX
2	Discount Labels	\$68,400,000	\$76,000,000	New Albany, IN
3	Diversified Labeling Solutions Inc.	\$64,432,162	\$64,432,162	Itasca, IL
4	I.D. Images LLC	\$52,650,000	\$58,500,000	Brunswick, OH
5	Repacorp Inc.	\$44,229,090	\$45,597,000	Tipp City, OH
6	Gill Studios Inc.	\$35,805,000	\$54,250,000	Lenexa, KS
7	Ward-Kraft Inc.	\$23,646,000	\$56,300,000	Fort Scott, KS
8	The Label Printers	\$21,850,000	\$23,000,000	Aurora, IL
9	TLF Graphics Inc.	\$18,446,141	\$21,701,342	Rochester, NY
10	ID Label Inc.	\$15,996,000	\$18,600,000	Lake Villa, IL

Top 10 Commercial Print Suppliers

	COMPANY	COMMERCIAL PRINT REVENUE	TOTAL REVENUE	LOCATION
1	4over LLC	\$220,350,000	\$282,500,000	Glendale, CA
2	Western States Envelope and Label Co.	\$92,932,950	\$103,258,833	Butler, WI
3	Ennis Inc.	\$87,682,400	\$438,412,000	Midlothian, TX
4	OneTouchPoint	\$83,189,400	\$138,649,000	Hartland, WI
5	Zoo Printing	\$57,525,000	\$65,000,000	Valencia, CA
6	BCT	\$54,052,200	\$60,058,000	Fort Lauderdale, FL
7	CE Printed Products Inc.	\$16,932,815	\$16,932,815	Carol Stream, IL
8	Team Concept Printing	\$11,931,900	\$19,245,000	Carol Stream, IL
9	UMC Print	\$10,150,000	\$14,500,000	Overland Park, KS
10	BCSI	\$9,172,017	\$9,172,017	Burnsville, MN

Top 10 Direct Mail Suppliers

	COMPANY	DIRECT MAIL REVENUE	TOTAL REVENUE	LOCATION
1	4over LLC	\$18,362,500	\$282,500,000	Glendale, CA
2	Ennis Inc.	\$17,536,480	\$438,412,000	Midlothian, TX
3	MAR	\$14,027,120	\$17,533,900	Valmeyer, IL
4	Design Distributors Inc.	\$14,000,000	\$20,000,000	Deer Park, NY
5	OneTouchPoint	\$13,864,900	\$138,649,000	Hartland, WI
6	Bradley Graphic Solutions Inc.	\$8,960,000	\$11,200,000	Bensalem, PA
7	Magnets 4 media	\$6,071,850	\$121,437,000	Washington, MO
8	Team Concept Printing	\$3,271,650	\$19,245,000	Carol Stream, IL
9	Data Papers Inc.	\$2,777,600	\$17,360,000	Muncy, PA
10	InfoSeal/NJBF/Hampshire Label	\$2,000,000	\$40,000,000	Roanoke, VA