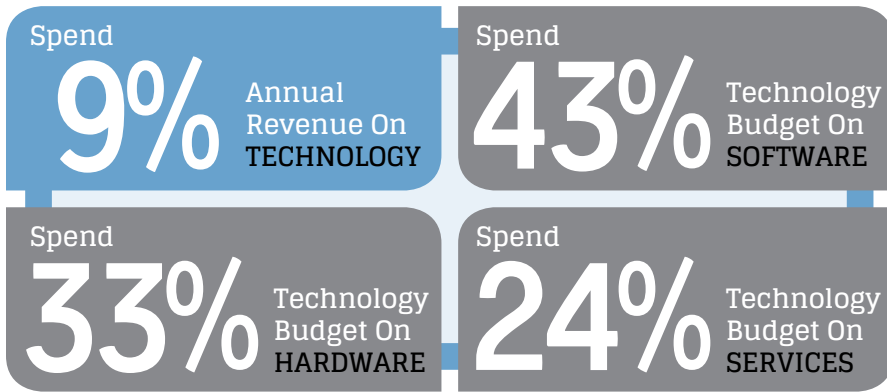


The Promotional Products Industry Technology Report

Highlights From The 2018 Business Study

126
Suppliers

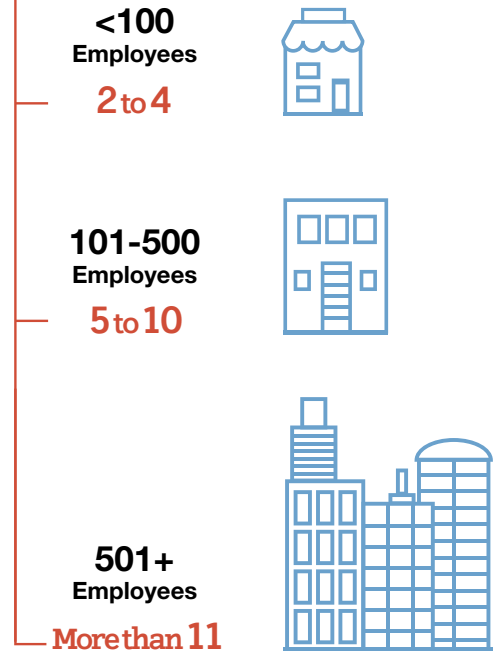
444
Distributors



Scale Of Operations

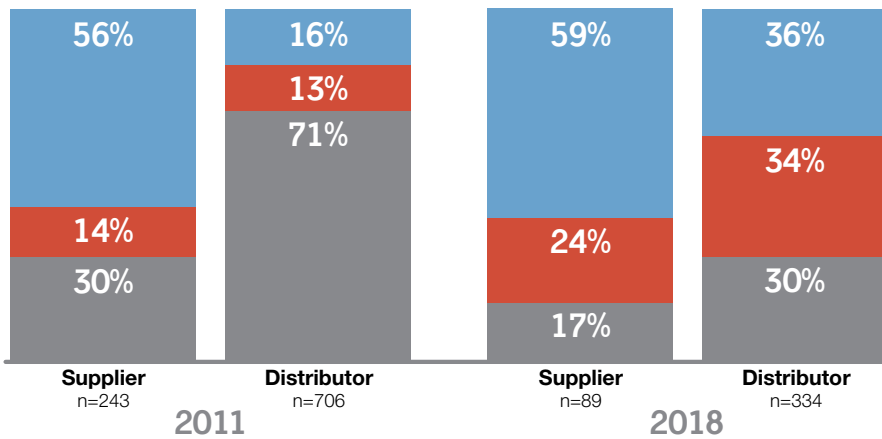
Company Size (By Number Of Employees)

IT Team Size



The Role Of IT

● In-House IT ● Third-Party Company ● No IT Support



99% Have A Website

Distributor Website Features

| | |
|------------------------|-----|
| About Us | 86% |
| Navigation Bar | 85% |
| Product Catalog | 74% |
| Ecommerce Capabilities | 46% |
| FAQ | 41% |
| Terms & Conditions | 35% |
| Secured Connection | 28% |
| Sitemap | 27% |
| Privacy Policy | 25% |
| Reporting Tools | 20% |
| Career Page | 15% |
| Live Chat | 7% |
| None Of The Above | 6% |

Website Updates

| | Suppliers | Distributors |
|-------------------------|------------|--------------|
| Annually | 29% | 24% |
| Every other year | 55% | 7% |
| Every 3 years | 6% | 7% |
| As needed | 10% | 62% |

