

2026 PPAI 100: Distributor Business Fundamentals Survey

(untitled)

1) Who is taking this survey?*

First and Last Name: _____

Title: _____

Company Name: _____

Company PPAI #: _____

Email Address: _____

2) I certify that all answers I provide are accurate and truthful to the best of my knowledge.*

☐ Yes

3) If you are the top executive of your company, please confirm below. If you are not, please provide the top executive's details.*

☐ Yes, I am the top executive.

☐ No, I am not the top executive. (Please provide the top executive's details below.)

4) Top Executive's Information:*

Full Name: _____

Title: _____

Email Address: _____

5) If you are not the contact for the PPAI 100, please provide the contact details of the person who is.

Full Name: _____

Title: _____

Email Address: _____

(untitled)

6) What was your company's worldwide billed revenue in promotional products for 2025 in \$USD?

If your company has acquired or merged with another at the time of taking this survey, please include total billed revenue of all CURRENT properties for 2025.

Note: If you do not answer, PPAI will estimate a billed revenue figure for your company. An underestimation may result in a lower ranking.

7) Will you provide documentation to show the validity of your answer on the previous question? Please upload here. Approved validating documentation will result in a scoring bonus.

PPAI pledges secure document handling.

_____ 1

_____ 2

_____ 3

_____ 4
_____ 5

8) What was your company's worldwide billed revenue in promotional products for 2022 in \$USD?

If your company has acquired or merged with another since 2022, please only include the total billed revenue for the parent company as it was constituted at the end of 2022.

Note: If you do not answer, PPAI will estimate a billed revenue figure for your company. An underestimation may result in a lower ranking.

9) Will you provide documentation to show the validity of your answer on the previous question? Please upload here. Approved validating documentation will result in a scoring bonus.

PPAI pledges secure document handling.

_____ 1
_____ 2
_____ 3
_____ 4
_____ 5

Employee Happiness

10) What is the turnover percentage for your office staff in 2025 (i.e., the percentage of people employed at any point in the year who were no longer employed by the end of the year)?

Turnover percentage: _____

Only Choose 1 option if you ARE NOT sharing.

☐ I do not have the information

☐ I do not wish to share the information

11) Please list any workplace culture awards your firm accumulated in 2023, 2024 and 2025 (such as PPAI Greatest Companies To Work For, or equivalent honors related to employee happiness in your local area, etc.).

For Publication Purposes | Non-Scoring

12) What is the biggest challenge your company faces in maintaining growth, profitability, and operational efficiency?

13) What business or cultural successes or developments have been most impactful to your firm since the beginning of 2025?

(untitled)

(untitled)

14) Roughly what percentage of your company's billed revenue for 2025 came from new clients who had not purchased with you before Jan. 1, 2025? If you do not have the information available, please offer an estimate.

% of revenue from new clients: _____

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

15) What was your company's gross profit margin percentage in 2025?

Gross profit margin: _____

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

16) What was your company's total order count (not including samples) in 2025?

Total order count: _____

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

17) What was your company's average order size for 2025 (excluding company store-related single item orders)?

Average order size: _____

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

18) What percentage of your company's revenue came from your top three (3) clients in 2025?

% of top 3 clients revenue: _____

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

19) What percentage of your company's revenue came from your top 10% of individual sales reps in 2025 (if you have less than 10 sales reps, what percentage of total sales did your highest earner account for)?

% of Top 3 clients revenue: _____

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

20) What was your company's average number of full-time sales reps at any given time in 2025?

Average number of full-time sales reps:

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

21) What was your company's average number of full-time customer service reps at any given time in 2025?

Average number of full-time customer service reps :

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

22) What was your company's average number of full-time finance staff personnel at any given time in 2025?

Average full-time finance personel:

Only Choose 1 option if you ARE NOT sharing.

- ☐ I do not have the information
- ☐ I do not wish to share the information

23) What was your company's net freight profit or loss in 2025?

Net freight profit or loss: _____

Only Choose 1 option if you ARE NOT sharing.

☐ I do not have the information

☐ I do not wish to share the information

24) What was your company's average days to payment for customers in 2025?

Average days to payment: _____

Only Choose 1 option if you ARE NOT sharing.

☐ I do not have the information

☐ I do not wish to share the information

Thank You!
