

# 2025 PPAI 100: Supplier Business Fundamentals Survey

(untitled)

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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 not the **contact** for the PPAI 100, please provide the contact details of the person who is.

Name

Title

Email Address

(untitled)

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4. What was your company's **worldwide billed revenue in promotional products** for **2024** 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 2024.*

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

(Optional)

5. Will you provide documentation to show the validity of your answer on Question 4? Please upload here. Approved validating documentation will result in a scoring bonus.

PPAI pledges secure document handling.

Browse...

6. What was your company's **worldwide billed revenue in promotional products** for **2021** in \$USD?

*If your company has acquired or merged with another since 2021, please only include the **total billed revenue for the parent company as it was constituted at the end of 2021.***

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

(Optional)

7. Will you provide documentation to show the validity of your answer on Question 6? Please upload here. Approved validating documentation will result in a scoring bonus.

PPAI pledges secure document handling.

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8. What is the **turnover percentage** for your office staff in 2024?

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

9. Please list any workplace culture awards your firm accumulated in 2022, 2023 and 2024 (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**

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10. What business or cultural successes or developments have been most impactful to your firm since the beginning of 2024?

**(untitled)**

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11. How many **active distributor company clients** did your company have in **2024** (do not count individual affiliates/franchisees separately to the parent organization)?

Active distributor company  
clients

Only Choose 1 option if you ARE NOT sharing.

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

12. What was your company's **total order count** (not including samples) in **2024**?

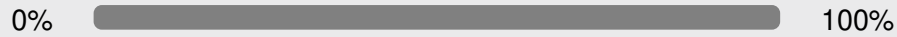
Total order  
count

Only Choose 1 option if you ARE NOT sharing.

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

13. Roughly, what was your company's **integrated order percentage** in **2024**?

Integrated order percentage



Only Choose 1 option if you ARE NOT sharing.

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

14. What was your company's **gross profit margin percentage** in **2024**?

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

15. As a percentage of revenue, what were your company's **sample costs** in **2024**?

Sample  
cost

%

Only Choose 1 option if you ARE NOT sharing.

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

16. In terms of staffing, what was your **factory employee turnover rate** in **2024**?

Factory employee turnover  
rate

%

Only Choose 1 option if you ARE NOT sharing.

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

17. In terms of staffing, what was your **office employee turnover rate** in **2024**?

Office employee turnover  
rate

%

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 was your **on-time shipping** percentage in **2024** (the percentage of orders you shipped “on time”)?

On-time shipping

%

Only Choose 1 option if you ARE NOT sharing.

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