

2024 PPAI 100: Supplier Business Fundamentals Survey Questions

Surveys open Feb. 26 to March 10. Not all questions are related to scoring.

You will be asked to list your company's PPAI number.

1. What was your company's worldwide billed revenue in promotional products for 2023 in \$USD?
(Note: You will have the opportunity to provide validating documentation for a score bonus.)
2. What was your company's worldwide billed revenue in promotional products for 2020 in \$USD?
(Note: If your company merged with or acquired one or more firms in 2020 or later, please include the combined worldwide billed revenue of all entities that now make up the parent company.)
3. How many active distributor company clients did your company have in 2023 (do not count individual affiliates/franchisees separately to the parent organization)?
4. What was your company's total order count (not including samples) in 2023?
5. Roughly, what was your company's integrated order percentage in 2023?
6. What was your company's gross profit margin percentage in 2023?
7. As a percentage of revenue, what were your company's sample costs in 2023?
8. In terms of staffing, what was your factory employee turnover rate in 2023?
9. In terms of staffing, what was your office employee turnover rate in 2023?
10. What is the average employee tenure of your current staff, including warehouse/factory personnel (in years)?
11. Please list any workplace culture awards your firm has accumulated in 2021, 2022 and 2023 (such as PPAI Greatest Companies to Work For, or equivalent honors in your local area, etc.).
12. What was your on-time shipping percentage in 2023 (the percentage of orders you shipped "on time")?