

DISTRIBUTOR NEWS

June 17, 2020

2020 Top Distributors: BAMKO President Phil Koosed on Technology and Innovation



By **Sean Norris**

0

ESSENTIAL RESOURCE

COVID-
Products
Indicator

Each year, Promo Marketing compiles the top promotional products distributors into one comprehensive list. We asked some of the 2020 top distributors for their thoughts on the industry, their plans for the future and more. Here, we talked to Phil Koosed of BAMKO, the No. 15 company on our **2020 Top Distributors list**.

BAMKO jumped three spots on this year's list, moving from No. 18 last year to No. 15 for 2020 after growing promotional products sales from \$94.9 million to \$115.2 million. Phil Koosed, BAMKO's president, said that growth was entirely organic, a testament to the company's sales structure that allows sales reps to focus on client relationship structure—and the sales reps who have taken advantage of resources we've given them—is the biggest reason for our

BAMKO LLC - No. 15
 2019 promo sales: \$115.2 million
 • Los Angeles, California
 • 275 employees, 16 locations
 • Top sales verticals: quick service restaurants

RECOMMENDED FOR YOU



**2020 Top Distributors:
Shumsky CEO Dawn Conway
on Employee Engagement,**

Subscribe to *Promo Marketing Headlines* to receive the industry's leading news & insights straight to your inbox.

Sign Up





question about lessons from BAMKO's success that apply even more now than they did pre-pandemic. "One of the reasons we are thriving is because we put the technological infrastructure in place years ago that has allowed us to easily transition to a new way of work," he said. "The other piece is adaptability. You need to be quick to accept that circumstances have changed, and then you need to take bold, decisive action to adjust to changing circumstances. Letting go of attachment to the way things were and embracing the opportunity that comes from disruption is key."

Koosed is optimistic about BAMKO's future, but he's wary of the overall state of the industry. He believes many companies are behind in modernization and technology, waiting too long to catch up with the speed of doing business and unable to adapt quickly to market shifts. He believes that could have major repercussions down the line, especially given the current business climate. "Whatever the 'new normal' is, it's not going to look like the old one," he said. "The need to embrace and invest in technology was always critical to this industry. Now, I think the companies that do survive will be the ones who have figured that out and have made concrete steps to lead the way with technology and innovation."

View the full 2020 Top Distributors list (including a separate list of the fastest-growing distributors) [here](#), or [click here for stats, trends and analysis from the list.](#)

Email Marketing: 15 Common Mistakes and How to Avoid Them

This resource provides expert feedback on why people make common email marketing mistakes, how to avoid them in your own email marketing and what the future could hold for email.

DOWNLOAD

0 Comments

[View Comments](#)



Sean Norris

[Author's page](#)

Sean Norris is editor-in-chief for Promo Marketing. Reach him at snorris@napco.com.

RELATED CONTENT

RECOMMENDED FOR YOU



2020 Top Distributors: Shumsky CEO Dawn Conway on Employee Engagement,

Subscribe to *Promo Marketing Headlines* to receive the industry's leading news & insights straight to your inbox.

[Sign Up](#)



The Sourcing Group Acquires A Brand Company Assets in Foreclosure Sale, Including BrandAlliance

the Mark of a Professional
PPA! Announces 2021 Board Officers

Proforma Affiliate Owner Recognized as 2020 Business of Pride Honoree

Dunkin' Releases Branded Face Mask Collection Benefiting Children in Underserved Communities

2020 Top Distributors: Shumsky CEO Dawn Conway on Employee Engagement Consultative Sales

RELATED PRODUCTS



Business Gift Set
\$8.27



Columbia Women's Powder Lite Jacket
\$130.73



BIC Clic Stic
\$0.57



9" Corrugated Whistle Straw
\$0.09



Beverage Napkin - Aqua - Tradition
\$0.16



16 Oz. Stainless Steel Travel Mug
\$4.04



Sunglass Kit
\$4.90



Columbia Powder Lite Jacket
\$130.88



3" Satin Finish Flat Shatterproof O
\$1.66



Custom Coolie Collapsible Beverage
\$0.57



Specialty Shaped Micro-Fiber Cleani
\$0.95



Slant Flap Messenger Bags
\$3.27



Hand Fans - Circle
\$0.30



9" ZingBee Flyer Disc
\$0.98



Taza Collection
\$2.45



Independent Trading Co. Midweight H
\$21.86



9" Wing Ring Flying Disc
\$0.83



TranSport It Tote
\$7.36



RECOMMENDED FOR YOU



2020 Top Distributors: Shumsky CEO Dawn Conway on Employee Engagement,

Subscribe to *Promo Marketing Headlines* to receive the industry's leading news & insights straight to your inbox.

Sign Up



focusing on the promotional apparel industry

Podcast **Subscribe**

Get the latest product announcements, show reports and people news in the promo marketing industry sent straight to your e-mail inbox.

Get it now »

RECOMMENDED FOR YOU



**2020 Top Distributors:
Shumsky CEO Dawn Conway
on Employee Engagement,**

Subscribe to *Promo Marketing Headlines* to receive the industry's leading news & insights straight to your inbox. ×




[Sign Up](#)

Product Search
News
Blogs
Video
Specials

[About Us](#)
[Advertise](#)
[Search Tips](#)
[Distributor Services](#)
[Supplier Services](#)
[List Rental](#)

[Subscribe to *Promo Marketing* magazine](#)
[Subscribe to Headlines](#)
[Subscribe to Threads](#)
[Do Not Sell](#)

[Privacy Policy](#)
[RSS Feed](#)
[Customer Service](#)

 [Facebook](#)
 [Twitter](#)
 [LinkedIn](#)
[Instagram](#)

Explore NAPCO Media



Copyright © 2020 NAPCO Media. All Rights Reserved.

RECOMMENDED FOR YOU



**2020 Top Distributors:
Shumsky CEO Dawn Conway
on Employee Engagement,**

Subscribe to *Promo Marketing Headlines* to receive the industry's leading news & insights straight to your inbox.

[Sign Up](#)



COMMENTS

Podcast [Subscribe](#)
0 Comments [Promo Marketing](#) [Privacy Policy](#) [Login](#) 1

[Recommend](#) [Tweet](#) [Share](#) [Sort by Best](#)



Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS [?](#)

Name

Be the first to comment.

[Subscribe](#) [Add Disqus to your site](#)

[Do Not Sell My Data](#)

THE TOP LISTS



The 2020 Top Promotional Products Distributors List



The 2019 Top 50 Promotional Products Suppliers List

RECOMMENDED FOR YOU



2020 Top Distributors: Shumsky CEO Dawn Conway on Employee Engagement,

Subscribe to *Promo Marketing Headlines* to receive the industry's leading news & insights straight to your inbox.

[Sign Up](#)

