

THE CATALOG AGE 100

THE TENTH ANNUAL RANKING OF THE TOP 100 U.S. CATALOGERS

(Continued from cover)

subsidiaries devoted to the public sector market. And PC Connection, which began targeting the government back in 1993, when it purchased ComTeq Federal, acquired another government supplier, MoreDirect, in March.

Catalogers selling other types of technical and industrial products also felt the pinch of cost-cutting among corporations. Andrew Corp. (#21), Tescos Technologies (#67), and Keithley Instrument (#97) were among those hit by the woes of the telecommunications and electronics industries.

Sales of office supplies suffered too. Just ask Staples (#8), the parent company of office supplies cataloger Quill; Boise Cascade Office Products Corp. (#39); and office furniture mailer The Mosher Cos. (#100). And slashed advertising budgets crippled ad agencies, which account for nearly two-thirds of business at Getty Images (#41). As a result, sales at the marketer of stock images and digital graphics dropped 7%.

Sacrificing sales for profits

Several of the top catalogers intentionally curtailed their sales, getting rid of less-profitable mailings in hopes of

growing earnings. General merchandise marketer J.C. Penney Co. (#7) cut circulation dramatically enough to result in a nearly 20% tumble in catalog and Internet sales—a decline that the company has said was in line with expectations.

Another general merchant, multititle mailer Spiegel Group (#15), became less willing to offer house credit to less-affluent prospects and customers. Waving away a portion of its potential audience contributed to an almost 10% drop in direct sales for the parent company of Eddie Bauer, Newport News, and the Spiegel catalog.

Tighter credit for customers of its Fingerhut catalog also contributed to the 36% plummet in catalog and Internet sales for Federated Department Stores (#17). That wasn't the only factor, though. Having grown disenchanted with the Fingerhut division, which it had acquired just three years ago, Federated had reduced circulation even before announcing in January that it would wind down, if not sell, the business. Federated also folded its Macy's print catalog and all but eliminated direct sales from its Bloomingdale's Website.

Last year multititle mailer Hanover Direct (#35) cleaned house, selling its Improvements catalog to HSN

and shutting underperforming books Kitchen & Home, Kitchen & Garden, and Turiya. The relentless flow of red ink persuaded Hanover to focus on its core brands: plus-size women's apparel title Silhouettes and bedding and home decor catalogs Domestications and The Company Store. So while sales slid 12%, the company slashed its net loss to \$5.8 million from \$80.8 million the previous year.

Similarly, multititle mailer Knight's Direct (#84) folded its Knight's Limited apparel catalog and Shoe Studio footwear book last year, as well as put apparel book Papillon on hiatus (the last edition mailed in April 2001, though the company hasn't officially shut the catalog). The result: a 7% drop in revenue. Knight's is now focusing on its home furnishings catalog Home Decorators Collection, apparel and home products title Soft Surroundings, and women's clothing book City Spirit.

Bigger and better

Enough focusing on sales declines. There was plenty of growth among the CATALOG AGE 100 companies too.

Some of the catalogers grew their business in large

part by acquiring other catalogers. Wholesale apparel cataloger Broder Bros. (#40) acquired Full Line Distributors; Doctors Foster & Smith (#89) bought a rival pet supplies cataloger, Pet Warehouse, which had sales of roughly \$25 million; School Specialty (#24) bought Premier School Agendas from Franklin Covey.

Brylane (#16) lifted its sales by expanding its product line. Best known as an apparel cataloger (its titles include Chadwick's of Boston and Roaman's), Brylane may soon be just as well known for selling home goods. Expanding its Brylane Home catalog contributed to a 10% lift in revenue. The company is so pleased with the book, this year it spun off Brylane Kitchen.

And a number of catalogers grew their businesses organically. Improved merchandising contributed to the nearly 16% sales growth at apparel and home goods mailer Lands' End (#13). Merchants at home decor cataloger/retailer Pottery Barn and its Pottery Barn Kids spin-off were on a winning streak as well: Those catalogs, along with the flagship title, led Williams-Sonoma (#25) to improve sales more than 7%. Of course, the so-called nesting trend, which many

felt was reinforced following Sept. 11, contributed to Williams-Sonoma's solid sales as well.

Coming up

Looking ahead, at least one company on this year's CATALOG AGE 100 list won't be on next year's: Lands' End, which has been sold to Sears, Roebuck & Co. (#37). Then again, expect to see Sears among the top 20 catalogers, if not among the top 10.

Conversely, Federated Department Stores will likely slide to the bottom of the chart, if it remains on the list at all. Not only did it sell Fingerhut in June, but it has the Fingerhut subsidiary catalogs—among them Brownstone Studio and Arizona Mail Order—up for sale. And if apparel and gifts mailer The Mark Group (#98) closes its Mark, Fore & Strike book to focus on its Boston Proper brand as planned, it could slip off the chart as well.

Among those waiting in the wings are multititle gifts marketer 1-800-Flowers.com, which had catalog sales of roughly \$120 million last year, and home decor cataloger/retailer Crate & Barrel, which is projecting 2002 direct sales of \$140 million.—Sherry Chiger (Chart continues on page 58)

Rank	Company	2001 sales (\$ millions)	2000 sales (\$ millions)	Market segment	Notes
1	Dell Computer Corp. Round Rock, TX 512-338-4400	\$31,168.0	\$31,890.0	computers	operating expenses hit all-time company low
2	International Business Machines Corp. White Plains, NY 914-642-6209	\$7,342.9*	\$7,575.0*	computers	catalog and Internet sales only
3	Corporate Express North America Broomfield, CO 303-664-3989	\$4,907.7	\$4,054.3	office products	launched business furniture catalog January 2002
4	W.W. Grainger Lincolnshire, IL 847-793-9030	\$4,754.3	\$4,977.0	industrial supplies	distributed 1.4 million Grainger CD-ROM catalogs
5	CDW Computer Centers Vernon Hills, IL 847-465-6000	\$3,961.5	\$3,800.0	computers	15% increase in commercial customer sales
6	Office Depot Delray Beach, FL 561-438-4800	\$3,763.0	\$3,600.0	office supplies	total sales decreased 4% to \$11.2 billion
7	J.C. Penney Co. Plano, TX 972-431-1000	\$3,349.0	\$4,173.0	general merchandise	eliminated several specialty catalogs
8	Staples Westborough, MA 508-370-8500	\$2,923.0	\$2,955.0	office supplies	Staples.com achieved profitability
9	Fisher Scientific International Burr Ridge, IL 630-655-4373	\$2,880.0	\$2,622.3	laboratory supplies	growth in human genetic research fuels sales boost
10	Henry Schein Melville, NY 516-843-5500	\$2,558.2	\$2,381.7	dental, medical, and veterinary supplies	70 acquisitions during the past seven years

M E T H O D O L O G Y

The CATALOG AGE 100 was compiled by the Paul Miller and the rest of the magazine staff through public records, data card analysis, and input from financial analysts and sources within the catalog industry.

To put all 100 companies on the same playing field, sales figures are for the calendar years 2001 and 2000. Several companies report their results on a fiscal year that's different from the calendar year. When the fiscal year varied from the calendar year by more than one month, CATALOG AGE backed out the financial data to obtain calendar-year sales.

To ensure the accuracy of all statistics, CATALOG AGE tried to contact senior executives at each company. Many catalogers couldn't or declined to confirm sales totals; others didn't return phone calls or couldn't be reached. In those cases, or when companies would provide only approximate sales, an asterisk indicates that the figure is an estimate. Based on data card analysis and historical information, CATALOG AGE estimated the mail order and Internet sales from those multichannel firms that don't report them separately. In some cases, the CATALOG AGE figures for 2000 differ from those reported last year, due to updated financial information.

Wherever possible, sales are net of shipping and handling charges, sales taxes, and other extraordinary fees such as personalization. Because of accounting differences, some figures may include that extra revenue. Many companies that make money on shipping and handling record the fees as sales rather than as a reduction in expenses.

Several computer and industrial supplies mailers, including Dell Computer Corp., Fisher Scientific International, and Corporate Express North America, use direct response or telemarketing to augment or complement their catalogs. The CATALOG AGE 100 sales figures include all direct channels for those marketers because the catalog remains their main sales vehicle. Similarly, sales generated through electronic media are included for both consumer and business-to-business marketers.

For parent companies, such as Staples and Federated Department Stores, the sales figures listed are for their catalog divisions only. Likewise, for cataloger/retailers, such as The Sharper Image and The J. Jill Group, sales figures are only for the company's catalog divisions, unless otherwise indicated.

Rank	Company	2001 sales (\$ millions)	2000 sales (\$ millions)	Market segment	Notes
11	Micro Warehouse Norwalk, CT 203-899-4000	\$1,987.3	\$2,564.8	computers	formed gov't/education division April 2002
12	VWR International West Chester, PA 610-431-1700	\$1,700.0	\$1,531.0	laboratory supplies	changed name from VWR Scientific Products
13	Lands' End Dodgeville, WI 608-935-9341	\$1,569.0	\$1,355.0	apparel and home goods	93% gain in net income
14	Systemax Port Washington, NY 516-625-1555	\$1,550.0	\$1,686.0	computers, office supplies, and industrial equipment	\$653,000 in net income
15	Spiegel Downers Grove, IL 630-986-8800	\$1,546.3	\$1,711.2	general merchandise	trying to sell credit-card business
16	Brylane New York 212-613-9500	\$1,540.0*	\$1,400.0*	apparel and home goods	expanded Brylane Home and added Brylane Kitchen
17	Federated Department Stores New York 212-494-1602	\$1,241.0	\$1,940.0	general merchandise	sold Fingerhut; now trying to sell Fingerhut subsidiaries
18	PC Connection Merrimack, NH 603-423-2000	\$1,181.0	\$1,450.0	computers	gross profit down \$45.0 million (25.5%)
19	L.L. Bean Freeport, ME 207-865-4761	\$1,140.0	\$1,110.0	outdoor gear, apparel, and home goods	growth a top priority
20	MicronPC Nampa, ID 208-893-3434	\$1,100.0*	\$1,089.4	computers	1Q 2002 was first profitable quarter in two years

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Rank	Company	2001 sales (\$ millions)	2000 sales (\$ millions)	Market segment	Notes
21	Andrew Corp. Orland Park, IL 708-349-3300	\$988.9	\$1,056.1	communications equipment	telecom spending cuts hurt sales
22	Limited Brands Columbus, OH 614-415-8000	\$869.0	\$962.0	women's apparel	Victoria's Secret catalog and Web sales only
23	MSC Industrial Direct Co. Melville, NY 516-812-2000	\$836.2	\$821.2	industrial, maintenance, and repair supplies	increased catalog mailings more than 50% since 1999
24	School Specialty Appleton, WI 920-734-2756	\$764.3	\$639.3	b-to-b school supplies	acquired Premier Agendas catalog December 2001
25	Williams-Sonoma San Francisco 415-421-7900	\$735.8	\$685.2	home decor and kitchenware	Pottery Barn, Williams-Sonoma catalogs led way
26	PC Mall Torrance, CA 310-354-5600	\$718.1	\$818.6	computers	bought ClubMac catalog parent firm May 2002
27	Darby Group Cos. Westbury, NY 516-683-1800	\$650.0*	\$670.0*	dental, medical, and veterinary supplies	shipped 3 million orders from 12 warehouses in 2001
28	Interline Brands Moorestown, NJ 609-439-1222	\$610.0	\$597.0	maintenance, repair, and operating supplies	parent company of Wilmar and Barnett catalogs
29	Cabela's Sidney, NE 308-254-5505	\$585.0*	\$583.8*	outdoor sporting goods	founding Cabelas remain in charge of 40-year-old co.
30	Blair Corp. Warren, PA 814-723-3600	\$580.7	\$574.6	apparel and home goods	Web sales up from \$2.5 million to \$35 million
31	New England Business Service (NEBS) Groton, MA 978-448-6111	\$569.5	\$520.6	office and warehouse supplies	sales of business apparel down 27%
32	Zones Renton, WA 425-430-3000	\$541.0	\$634.0	computers	in profit-building, cost-cutting mode
33	Premier Farnell Chicago 773-784-5100	\$534.4	\$670.2	industrial electronics	Newark Electronics and MCM Electronics catalogs
34	Cintas Cincinnati 513-573-421	\$533.6	\$520.0	uniforms	bought some of the Angelica uniform catalogs this year
35	Hanover Direct Edgewater, NJ 201-863-7300	\$532.2	\$603.0	apparel and home goods	cost cuts reduced net loss by \$75 million
36	Aramark Corp. Philadelphia 215-238-3000	\$530.0*	\$550.0-plus*	uniforms and public safety equipment	WearGuard and Galls only
37	Cornerstone Brands Westchester, OH 573-603-1400	\$500.0*	\$485.0*	home decor and apparel	Frontgate gains offset by TravelSmith, Ballard declines
37	Sears, Roebuck & Co. Hoffman Estates, IL 847-286-6927	\$500.0*	\$500.0*	general merchandise	acquired Lands' End June 2002
39	Boise Cascade Office Products Corp. Itasca, IL 630-773-5000	\$487.5*	\$513.2*	office furniture and supplies	weak demand, declining paper prices hurt sales
40	Broder Bros. Plymouth, MI 734-454-4800	\$480.0	\$440.0	wholesale apparel	bought Full Line Distributors August 2001



Five Greatest Sales Gainers

ALLOY (#99) The 61.8% sales growth of this marketer of apparel for teens is more impressive when you consider that it excludes revenue from its sponsorships, marketing services, and the like. Taking those businesses (which include 360 Youth, a marketing company that targets high school and college students) into consideration, total revenue soared 82%. Buying marketing firms that offer sampling programs and other promotions to Generation Y gave Alloy access to a huge share of its 70-million-strong target market. At the same time, partnerships with such well-known brands as *CosmoGirl* magazine and music retailer Sam Goody put Alloy in front of prospects at little cost. And the company further expanded its product line beyond teen apparel by acquiring Dan's Competition, a cataloger of BMX gear for young males, last fall. (Alloy had bought CCS, a marketer of skateboarding and surfboarding gear, in July 2000.)

DR. LEONARD'S HEALTHCARE CORP. (#68) That the parent company of the Dr. Leonard's and Carol Wright Gifts catalogs could grow annual sales 37.1% is impressive for two reasons: The company maintains a low profile, and its products are low-ticket ("fur"-trimmed hats for \$7.99, pop-up laundry bags for \$5.99, orthopedic cushions for \$12.99). But the mature market it caters to is one of the fastest-growing demographic groups. What's more, when the economy slumps, marketers of value-priced products tend to thrive. (Another cataloger to benefit from consumer penny-pinching was Oriental Trading Co. [#45]. Sales at the marketer of low-priced gifts and novelties rose an estimated 15%.)

CORPORATE EXPRESS NORTH AMERICA (#3) The office products conglomerate is another testament to the importance of a savvy Internet strategy. Sales from its E-Way online procurement system rose 157%, to almost \$730 million in sales. That in turn contributed to the company's overall 21% sales increase.

DOCTORS FOSTER & SMITH (#89) This pet supplies mailer's 20% growth, from \$125 million to \$150 million, is simple to explain: It acquired \$25 million competitor Pet Warehouse in September.

SCHOOL SPECIALTY (#24) The educational supplies marketer, which sells schools and teachers everything from desks to crayons via an array of titles, increased revenue 19.6% last year. The integration of the wholesale division of J.L. Hammett Co., which it had acquired in November 2000, no doubt contributed to the sales boost. Then there's School Specialty's acquisition this past November of \$80 million Premier School Agendas, which sells customizable academic planners.—SC

Who Sells What

The CATALOG AGE 100 is dominated by several product categories: apparel, gifts, home goods, computer-related products, general merchandise, sporting goods, and industrial/maintenance, repair, and operating supplies. Below is a breakdown by product category of companies ranked in this year's chart. Because some of the catalogers listed sell products in multiple categories, the total adds up to more than 100:

- Apparel: 18
- Gifts: 15
- Home-related: 10
- Computer-related: 9
- Industrial supplies/MRO: 7
- General merchandise: 7
- Sporting goods: 7
- Electrical components: 5
- Office products: 5
- Business apparel: 4
- Food: 4
- Hardware: 4
- Communications equipment: 3
- Consumer electronics/gadgets: 3
- Medical/dental supplies: 3
- Safety/security: 3
- Auto/motorcycle supplies: 2
- Children's products: 2
- Educational supplies: 2
- Jewelry: 2
- Laboratory supplies: 2
- Office furniture: 2
- Digital and stock images: 1
- Farming supplies: 1
- Healthcare products: 1
- Horticultural products: 1
- Hotel operating supplies: 1
- Musical equipment: 1
- Novelties: 1
- Pet supplies: 1
- Stationery: 1
- Vitamins: 1

Tallying It Up

Total 2001 direct sales of the CATALOG AGE 100: **\$109.38 billion (\$109,379.2 million)**

Total 2000 direct sales of the CATALOG AGE 100: **\$111.43 billion (\$111,428.2 million)**

Percentage decline from 2000-2001: **1.9%**

(Chart continues on page 60)

Rank	Company	2001 sales (\$ millions)	2000 sales (\$ millions)	Market segment	Notes
41	Getty Images Seattle 206-268-2000	\$451.0	\$484.8	digital and stock images	includes EyeWire, Artville, and PhotoDisc catalogs
42	Coldwater Creek Sandpoint, ID 208-263-2266	\$434.5	\$406.9	apparel	cut catalog circ. 12.3% for year ended March 2002
43	McMaster-Carr Supply Co. Elmhurst, IL 630-833-0300	\$415.0-plus*	\$415.0-plus*	maintenance supplies	operates five regional distribution centers
44	Neiman Marcus Group Chestnut Hill, MA 617-232-0760	\$412.4	\$350.6	apparel, home decor, and cookware	includes Chef's Catalog and Horchow
45	Oriental Trading Co. Omaha, NE 402-596-1200	\$411.1*	\$357.5*	gifts and novelties	value-oriented promotions helped sales increase 15%
46	ABC Distributing North Miami, FL 305-944-6900	\$410.0-plus*	\$410.0-plus*	gifts, premiums, and sales promotions	sells wholesale to businesses and consumers
47	Bear Creek Corp. Medford, OR 541-864-2121	\$400.0*	\$395.0	food, gifts, and horticultural products	greater emphasis on retail sales growth
47	The Swiss Colony Monroe, WI 608-328-8400	\$400.0*	\$380.0*	food, gifts, and apparel	internal growth through its eight catalogs
49	Home Depot Fullerton, CA 714-449-5699	\$398.5*	\$340.3*	building and maintenance supplies	total company sales increased 17%
50	Mattel El Segundo, CA 310-252-2000	\$370.0	\$358.0	toys and collectibles	American Girl, Barbie, and Fisher-Price catalogs
51	Digi-Key Corp. Thief River Falls, MN 218-681-6674	\$356.3	\$372.4	electronics components	Internet sales exceeded 30% of total revenue
52	American Hotel Register Co. Vernon Hills, IL 800-323-5686	\$350.0*	\$350.0	hotel operating supplies	family-owned business since 1865
53	Foot Locker New York 212-720-3700	\$326.0	\$279.0	athletic footwear	Eastbay catalog and Foot Locker Websites
54	K+K America Milwaukee 414-443-1700	\$320.0	\$295.0	industrial supplies	spun off C+H Distributors furniture book, January 2001
55	Newport Corp. Irvine, CA 949-863-3144	\$318.9	\$284.0	manufacturing and engineering components	second-half slump reflected poor fiber optics market
56	Black Box Corp. Lawrence, PA 724-746-5500	\$310.1	\$386.2	computer networking equipment	focus on short-term profitability
57	Airgas Radnor, PA 610-687-5253	\$308.0*	\$315.0*	safety tools and equipment	Airgas Safety and Rutland Tools catalogs only
58	Northern Tool & Equipment Burnsville, MN 612-894-9510	\$300.0*	\$347.8	industrial and consumer tools	catalog product mix shifting back to basics
58	Omaha Steaks Omaha, NE 402-331-1010	\$300.0	\$284.0	food	family-run business since 1917
60	Starcrest of California Perris, CA 909-943-2011	\$281.9	\$287.0	apparel and home goods	launched Traditions catalog; phasing out Leisure Living

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Rank	Company	2001 sales (\$ millions)	2000 sales (\$ millions)	Market segment	Notes
61	Nordstrom Seattle 206-628-2111	\$277.3	\$310.6	apparel	Nordstrom.com CEO and president left June 2002
62	The Talbots Hingham, MA 781-749-7600	\$266.5	\$269.0	apparel	overall sales increase of 1% to \$1.6 million
63	Kennametal Latrobe, PA 724-539-5000	\$265.0	\$496.7	metalcutting supplies	divested ATS Industrial Supply catalog
64	J. Crew Group New York 212-209-2529	\$261.0	\$284.8	apparel	CEO Mark Sarvary forced out April 2002
65	Lillian Vernon Corp. Rye, NY 914-925-1300	\$258.7	\$275.2	gifts and home goods	reduced inventory 16.7%
66	Taylor Corp. North Mankato, MN 507-625-2828	\$250.0*	\$250.0*	stationery and specialty papers	includes Paper Direct, Current, and Taymark books
67	Tessco Technologies Hunt Valley, MD 410-229-1000	\$246.9	\$255.1	wireless communications supplies	average monthly buyer count up 4% over 2000
68	Dr. Leonard's Healthcare Corp. Edison, NJ 732-572-0900	\$240.0	\$175.0	healthcare products and gifts	sold to Cortec Group May 2002
69	Norm Thompson Outfitters Portland, OR 503-614-4446	\$227.0	\$208.0	apparel, gifts and home decor	acquired Waterfront Living April 2001
70	The J. Jill Group Quincy, MA 781-740-2718	\$212.2	\$217.9	women's apparel	overall company sales up to \$287.0 million
71	Electrocomponents Fort Worth, TX 817-595-3500	\$210.0*	\$210.0*	electronics components	Allied Electronics direct sales only
72	Nasco International Fort Atkinson, WI 920-563-2446	\$200.0-plus*	\$200.0-plus*	farm and educational supplies	merged with Aristotle Corp. December 2001
73	AcuSport Bellefontaine, OH 937-593-7010	\$200.0*	\$200.0	hunting supplies	AcuSport direct sales only
73	Bass Pro Shops Springfield, MO 417-873-5000	\$200.0*	\$225.0*	outdoor sporting goods	emphasis on retail growth
73	Global Motorsport Group Morgan Hill, CA 408-778-0500	\$200.0*	\$200.0*	motorcycle parts	includes Custom Chrome catalog
73	Sara Lee Corp. Winston-Salem, NC 336-519-8360	\$200.0*	\$200.0*	hosiery, luggage, and food	includes One Hanes Place catalog
77	Crutchfield Corp. Charlottesville, VA 804-817-1000	\$192.0	\$208.0	consumer electronics	moved into auto accessories in 2002
78	Ross-Simons Cranston, RI 401-463-3100	\$191.0	\$189.0	jewelry, gifts, and tabletop items	catalog/Web made up 72% of total sales of \$265 million
79	NBTY Bohemia, NY 516-244-2010	\$176.5	\$182.7	vitamins	includes Nature's Bounty and Puritan's Pride catalogs
80	J.C. Whitney Chicago 312-431-6000	\$170.0-plus*	\$165.0-plus*	auto supplies	sold to Riverside Co. June 2002

Getting and Spending

Major acquisitions involving CATALOG AGE 100 companies in 2001...

BUYER	ACQUISITION	MONTH
Black Box Corp.	Netcabling	Jan.
Black Box Corp.	Universal Connections	Feb.
W.W. Grainger	Ben Meadows Co.	Feb.
Black Box Corp.	Michael Electronic	March
Corporate Express	U.S. Office Products Co.	March
Guitar Center	American Music Corp.	March
Black Box Corp.	Haddad Electronic Supply	April
Norm Thompson Outfitters	Waterfront Living	April
NBTY	NatureSmart	May
Black Box Corp.	DesigNet	June
Mosher Cos.	Officefurniture.com	June
Office Depot	Officesupplies.com	June
Office Depot	4Sure.com	July
Broder Bros. Co.	Full Line Distributors	Aug.
Doctors Foster & Smith	Pet Warehouse	Sept.
Alloy	Dan's Competition	Oct.
Black Box Corp.	Lanetwork Sales Ltd.	Nov.
Henry Schein	Zila Dental Distribution	Nov.
Nasco International	Aristotle Corp.	Dec.
NBTY	HealthCentral.com	Dec.
...and this year so far		
Black Box Corp.	NKS Kabel Systeme GmbH	Jan.
PC Connection	MoreDirect	March
PC Mall	Pacific Business Systems	April
Cortec Group	Dr. Leonard's Healthcare Corp.	May
Sears, Roebuck & Co.	Lands' End	May
FAC Acquisitions	Fingerhut	June
Riverside Co.	J.C. Whitney	June
Staples	Medical Arts Press	pending

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Catalog	Rank
ABC Distributing	.46
AcuSport	.73
Airgas	.57
Alloy	.99
American Hotel Register Co.	.52
Andrew Corp.	.21
Aramark Corp.	.36
Bass Pro Shops	.73
Bear Creek Corp.	.47
Black Box Corp.	.56
Blair Corp.	.30
Boise Cascade Office Products Corp.	.39
Bosch Security Systems Corp.	.93
Brady Corp.	.88
Broder Bros.	.40
Brylane	.16
Cabela's	.29
CDW Computer Centers	.5
Cintas	.34
Coldwater Creek	.42
Cornerstone Brands	.37
Corporate Express North America	.3
Crutchfield Corp.	.77
Darby Group Cos.	.27
Dell Computer Corp.	.1
Digi-Key Corp.	.51
Dr. Leonard's Healthcare Corp.	.68
Doctors Foster & Smith	.89
Electrocomponents	.71
Federated Department Stores	.17
Fisher Scientific International	.9
Foot Locker	.53
Getty Images	.41
Global Motorsport Group	.73
Guitar Center	.87
Hanover Direct	.35
Harriet Carter Gifts	.89
Henry Schein	.10
Home Depot	.49
IBM	.2
Interline Brands	.28
J.C. Penney Co.	.7
J&R Music World	.85
J. Crew Group	.64
J.C. Whitney	.80
The J. Jill Group	.70
K+K America	.54
Keithley Instrument	.97
Kennametal	.63
Knight's Direct	.84
Lands' End	.13
Lillian Vernon Corp.	.65
Limited Brands	.22
L.L. Bean	.19
The Mark Group	.98
Mattel	.50
McMaster-Carr Supply Co.	.43
Medical Arts Press	.83
MicronPC	.20
Micro Warehouse	.11
Miles Kimball	.95
Moore Medical Corp.	.96
The Mosher Cos.	.100
MSC Industrial Direct Co.	.23
Nasco International	.72
NBTY	.79
Neiman Marcus Group	.44
New England Business Service	.31
Newport Corp.	.55
Nordstrom	.61
Norm Thompson Outfitters	.69
Northern Tool & Equipment	.58
Office Depot	.6
Omaha Steaks	.58
Oriental Trading Co.	.45
Orvis	.89
PC Connection	.18
PC Mall	.26
Premier Farnell	.33
Ross-Simons	.78
Sara Lee Corp.	.73
School Specialty	.24
Sears, Roebuck & Co.	.37
Sharper Image Corp.	.92
Spiegel	.15
The Sportsman's Guide	.82
Staples	.8
Starcrest of California	.60
The Swiss Colony	.47
Systemax	.14
The Talbots	.62
Taylor Corp.	.66
Tessco Technologies	.67
Tiffany & Co.	.86
VWR International	.12
Walt Disney Co.	.81
Wesco Distribution	.94
Williams-Sonoma	.25
W.W. Grainger	.4
Zones	.32

Rank	Company	2001 sales (\$ millions)	2000 sales (\$ millions)	Market segment	Notes
81	Walt Disney Co. Burbank, CA 818-560-1000	\$170.0*	\$191.2*	gifts and children's products	Disney Catalog only
82	The Sportsman's Guide South St. Paul, MN 651-451-3030	\$169.7	\$154.9	outdoor sporting goods and apparel	eliminated unprofitable catalog mailings
83	Medical Arts Press Brooklyn Park, MN 763-493-7300	\$168.0	\$152.0	medical- and dental-office supplies	includes SmileMakers and Hayes Marketing titles
84	Knight's Direct St. Louis 314-993-1516	\$166.8	\$179.8	women's apparel and home decor	consolidated business for future growth
85	J&R Music World New York 212-238-9000	\$165.0*	\$165.0*	consumer electronics	New York store shut for six weeks following Sept. 11
86	Tiffany & Co. New York 212-755-8000	\$160.7	\$155.6	jewelry, gifts, and tabletop items	consumer sales up 27%; b-to-b sales down 18%
87	Guitar Center Austin, TX 512-837-8810	\$157.4	\$133.0	musical equipment	includes Musician's Friend
88	Brady Corp. Milwaukee 414-358-6600	\$156.2*	\$166.0	safety and facility identification products	cutting costs but investing in business
89	Doctors Foster & Smith Rhineland, WI 715-369-3305	\$150.0	\$125.0	pet supplies	bought Pet Warehouse September 2001
89	Harriet Carter Gifts Montgomeryville, PA 215-361-5100	\$150.0*	\$150.0*	gifts and housewares	family-run business since 1958
89	Orvis Manchester, VT 802-362-3622	\$150.0*	\$140.0*	outdoor sporting goods, apparel, and gifts	new corporate branding effort
92	Sharper Image Corp. San Francisco 415-445-6000	\$140.2	\$147.0	gadgets and gifts	total company sales fell 6% to \$383.2 million
93	Bosch Security Systems Corp. Orlando, FL 716-223-4060	\$140.0-plus*	\$140.0*	security equipment	Detection Systems direct sales only
94	Wesco Distribution Pittsburgh 412-642-3647	\$140.0*	\$147.0*	maintenance, repair, and operating supplies	Wesco direct sales only
95	Miles Kimball Oshkosh, WI 920-231-4804	\$138.5	\$132.0	gifts and home decor	closed Exposures office in Norwalk, CT
96	Moore Medical Corp. New Britain, CT 860-826-3600	\$132.8	\$123.6	medical supplies	cut net loss 180%
97	Keithley Instrument Cleveland 440-248-0400	\$125.6	\$165.4	electrical measurement systems	stock repurchase program in place
98	The Mark Group Boca Raton, FL 561-241-1700	\$125.0	\$120.0	apparel and gifts	winding down Mark, Fore & Strike catalog
99	Alloy New York 212-244-4307	\$124.1	\$76.7	teen apparel and accessories	catalog merchandise sales only, not sponsorships
100	The Mosher Cos. Milwaukee 414-276-8511	\$123.0	\$134.0	office furniture	sales hindered by recession