

# CTHEATALOG AGE 100

## THE NINTH ANNUAL RANKING OF THE TOP 100 U.S. CATALOGERS

(Continued from cover)

retailer Crate & Barrel. Its direct sales jumped 47%, reaching \$125 million in 2000. Direct sales for women's and children's apparel cataloger/retailer Talbots climbed more than 40% since '99, to \$269 million. Venator Group, which includes athletic shoes cataloger Eastbay and the up-for-sale gifts cataloger/retailer The San Francisco Music Box Co., posted a nearly 40% increase, to \$279 million.

Looking at the rankings among companies in the consumer apparel segment, Nordstrom posted a 32% increase in sales for 2000, from \$234.9 million to \$310.6 million, while Intimate Brands' sales grew 20%, to \$962 million. And while Blair Corp.'s sales were up just 10% over 1999, to \$574.6 million, its net income increased 27%.

Powerhouses Lands' End and L.L. Bean recorded much more modest growth. Lands' End's sales rose less than

3%, while Bean's increased less than 4%. But that's greater growth than the catalogers had the previous year. In fact, in 1999, Lands' End's sales had fallen almost 4%.

Some clothing catalogers that seemed to be doing well in 2000 have since hit snags. For instance, Coldwater Creek saw sales rise 24%, from \$323.2 million in '99 to \$400 million in '00. But this past February, the company laid off 160 employees.

Similarly, Brylane (which has a home decor title as well as numerous apparel catalogs) posted a 17% increase in sales, to \$1.4 billion in '00. Yet the company's Chadwick's of Boston apparel division began cutting 300 jobs in April.

On the business-to-business side, communications equipment catalog Andrew Corp. reported a remarkable turnaround, with a 31% gain in sales. The company, which had suffered a 4% drop in sales in 1999, credits its success to growth in China and Latin America as well as in the States.

Multititle educational products cataloger School Specialty had a 23% surge in sales, from \$521.7 million in '99 to \$639.3 million in '00. And maintenance and repair products marketer Interline Brands—the result of the September 2000 merger of Wilmar Industries and Barnett—reported a 21% hike in sales. In 1999, the combined sales of Wilmar and Barnett were \$494.4 million; Interline Brands' sales for 2000 hit \$597 million.

Less impressive was Kennametal, which reacquired its spin-off catalog division JLK Direct Distribution in September. JLK's sales slipped from \$504.2 million in '99 to \$496.7 million in '00.

### Evidence of a computer slowdown

Many computer catalogers on the the CATALOG AGE 100 seem to have posted healthy sales gains. For instance, PC Connection's sales grew 37%, from less

than \$1.06 billion in '99 to \$1.45 billion in '00. But if you compare those numbers to the previous year's, when PC Connection's sales increased 44%, it's apparent that the company's growth is slowing.

Likewise, revenue at fellow computer mailer Insight Enterprises grew 34% in 2000, reaching \$2.04 billion. Yet between 1998 and '99, the company's growth rate had exceeded 51%.

Even the big Kahuna, Dell Computer Corp.—number-one on the list for six years in a row—posted slower sales growth. Dell's sales increased 26% from '99 to '00, reaching nearly \$31.9 billion. But between '98 and '99, Dell's sales had increased 38%.

And Dell's problems extend beyond slowing growth. Its first-quarter revenue for 2001 increased a disappointing 10% over the same quarter of 2000, while operating income fell 6%, and net income dropped 1%.

The lackluster results have forced Dell into two rounds of layoffs in the first half of this year.

Although the computer marketers' growth is somewhat stunted compared to last year, many catalogers would be more than happy with double-digit sales growth—or any growth, for that matter. After years of steady sales increases, consumer catalog industry veterans J. Jill and Ross-Simons posted decreases for 2000.

Women's apparel cataloger J. Jill's sales fell from \$250.3 million in '99 to \$ 246.3 million in '00. Jewelry, gifts, and tableware items marketer Ross-Simons saw sales slip 16%, to \$189 million.

Considering that the economic good times were still rolling for most of 2000—and that the financial outlook has worsened for this year—it looks like 2001 is going to be a bumpy ride.—*Melissa Dowling/Paul Miller*

Rank	Company	2000 sales (\$ millions)	1999 sales (\$ millions)	Market segment	Notes
1	Dell Computer Corp. Round Rock, TX 512-338-4400	\$31,890.0	\$25,265.0	computers	two rounds of layoffs so far this year
2	International Business Machines Corp. White Plains, NY 914-642-6209	\$7,575.0*	\$7,500.0*	computers	catalog and Internet sales only
3	W.W. Grainger Lincolnshire, IL 847-793-9030	\$4,977.0	\$4,636.3	industrial supplies	includes Lab Safety Supply, Grainger catalogs
4	Corporate Express North America Broomfield, CO 303-664-3989	\$4,054.3	\$1,381.9	office products	bought U.S. Office Products in May 2001
5	J.C. Penney Co. Plano, TX 972-431-1000	\$3,823.0	\$3,933.0	general merchandise	former Spiegel CEO John Irwin took over catalog
6	CDW Computer Centers Vernon Hills, IL 847-465-6000	\$3,800.0	\$2,561.2	computers	Web sales increase 132% in 2000
7	Office Depot Delray Beach, FL 561-438-4800	\$3,600.0	\$3,200.0	office supplies	includes Viking and Office Depot catalogs
8	Staples Westborough, MA 508-370-8500	\$2,955.0	\$2,457.0	office supplies	includes Internet, contract, and commercial sales
9	Micro Warehouse Norwalk, CT 203-899-4000	\$2,564.8	\$2,442.0*	computers	former IBM CFO Jerome York named CEO in Feb. 2001
10	Henry Schein Melville, NY 516-843-5500	\$2,381.7	\$2,285.5	dental, medical, and veterinary supplies	focus on growing sales while improving margins

## M E T H O D O L O G Y

The CATALOG AGE 100 was compiled by the staff of this magazine and intern Bertha Muteba 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 2000 and 1999. 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 1999 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.

Many computer and industrial supplies mailers, including Dell Computer Corp., Fisher Scientific, and Corporate Express North America, use direct response or telemarketing channels to augment or complement their catalogs. The CATALOG AGE 100 sales figures include all direct response 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	2000 sales (\$ millions)	1999 sales (\$ millions)	Market segment	Notes
11	Fisher Science Burr Ridge, IL 630-655-4373	\$2,164.0	\$1,992.9	laboratory supplies	domestic catalog sales only
12	Insight Enterprises Tempe, AZ 602-902-1001	\$2,041.1	\$1,518.4	computers	phasing out catalogs in favor of telesales
13	Federated Department Stores New York 212-494-1602	\$1,940.0	\$1,866.0	general merchandise	Fingerhut recovering from customer credit problems
14	Spiegel Downers Grove, IL 630-986-8800	\$1,711.2	\$1,521.3	general merchandise	e-commerce sales nearly tripled to \$227.4 million
15	Systemax Port Washington, NY 516-625-1555	\$1,686.0	\$1,754.5	computers and industrial equipment	manufacturing plant problems hinder business
16	VWR Scientific Products West Chester, PA 610-431-1700	\$1,531.0	\$1,460.0	laboratory supplies	bought Edmund Scientific consumer title, Feb. 2001
17	PC Connection Merrimack, NH 603-423-2000	\$1,450.0	\$1,056.7	computers	average order size up 21.6% from 1999
18	Brylane New York 212-613-9500	\$1,400.0	\$1,200.0	apparel and home goods	Chadwick's began cutting 300 jobs in April 2001
19	Lands' End Dodgeville, WI 608-935-9341	\$1,355.0	\$1,319.8	apparel and home goods	net income down 27.8%; Web sales hit \$138 million
20	L.L. Bean Freeport, ME 207-865-4761	\$1,110.0	\$1,061.0	outdoor gear, apparel, and home goods	cost-cutting measures help Bean meet profit goals

# CATALOG AGE 100

Rank	Company	2000 sales (\$ millions)	1999 sales (\$ millions)	Market segment	Notes
21	MicronPC Nampa, ID 208-893-3434	\$1,089.4	\$1,240.0	computers	sold June 2001 to Gores Technology Group
22	Andrew Corp. Orland Park, IL 708-349-3300	\$1,056.1	\$806.7	communications equipment	scores big in U.S., Latin, and Chinese markets
23	Intimate Brands care Columbus, OH 614-415-8000	\$962.0	\$799.0	women's apparel	successful launch of hair- and skincare lines
24	MSC Industrial Direct Co. Melville, NY 516-812-2000	\$821.2	\$678.8	industrial, maintenance, and repair supplies	gains market share in shrinking industrial segment
25	PC Mall Torrance, CA 310-354-5600	\$818.6	\$732.0	computers	former Creative Computers changes name twice in year
26	Williams-Sonoma San Francisco 415-421-7900	\$685.2	\$514.9	home decor and kitchenware	Websites, Pottery Barn catalogs lead the way
27	Premier Farnell Chicago 773-784-5100	\$670.2	\$632.2	industrial electronics and office supplies	Newark Electronics and MCM Electronics catalogs
28	Darby Group Cos. Westbury, NY 516-683-1800	\$670.0*	\$700.0*	dental, medical, and veterinary supplies	employs 1,450
29	School Specialty Appleton, WI 920-734-2756	\$639.3	\$521.7	b-to-b school supplies	Web contributed \$5.6 million in first 6 months of 2000
30	Zones Renton, WA 425-430-3000	\$634.0	\$499.8	computers	changed name from Multiple Zones
31	Hanover Direct Weehawken, NJ 201-863-7300	\$603.0	\$549.8	apparel and home goods	sold Improvements in June 2001; Gump's still for sale
32	Interline Brands Moorestown, NJ 609-439-1222	\$597.0	\$494.4 (Wilmar Industries and Barnett)	maintenance and repair supplies	created from the Sept. 2000 merger of Wilmar and Barnett
33	Cabela's Sidney, NE 308-254-5505	\$583.8*	\$500.0*	outdoor sporting goods	founding Cabelas remain in charge of 40-year-old co.
34	Blair Corp. Warren, PA 814-723-3600	\$574.6	\$522.2	general merchandise	net income up 27% in 2000
35	Aramark Corp. Philadelphia 215-238-3000	\$550.0-plus*	\$550.0*	uniforms and public safety equipment	WearGuard, Galls catalogs only
36	New England Business Service (NEBS) Groton, MA 978-448-6111	\$520.6	\$481.4	office and warehouse supplies	cut 3% of staff in May 2001
37	Boise Cascade Office Products Corp. Itasca, IL 630-73-5000	\$513.2*	\$470.0*	office furniture and supplies	includes The Reliable Corp. catalogs
38	Black Box Corp. Lawrence, PA 724-746-5500	\$500.0	\$435.5	computer networking equipment	more than 60 acquisitions since 1998
39	Kennametal Latrobe, PA 724-539-5000	\$496.7	\$504.2	metalcutting supplies	JLK Direct Distribution catalog only
40	Cornerstone Brands Boston 617-720-2002	\$485.0*	\$470.0*	home goods and apparel	Web accounts for more than 20% of business

## Five Greatest Sales Gainers

**Corporate Express North America (up 193.3%):** The office furniture and supplies marketer has its parent company, Amsterdam's Buhrmann, to thank for its rocketing sales growth. After buying Corporate Express in 1999, Buhrmann merged it with its existing BT Office Products business. And expect more growth for Corporate Express this year: The company completed its acquisition of U.S. Office Products this past May.

**Getty Images (up 95.6%):** Getty's 1999 buying spree laid the foundation for its 2000 sales growth. The stock-photography marketer bought EyeWire and The Image Bank, among other properties, that year. Then in March 2000 it completed its acquisition of its largest rival, Visual Communications Group, whose brands include FPG. Looking ahead, Getty is projecting more modest growth of 13%-17%, or sales of \$550 million-\$565 million for 2001.

**Newport Corp. (up 75.5%):** Strong growth in the fiber-optic communications and semiconductor equipment industries led to strong growth for Newport Corp., which sells electro-optical, laser, photonic, and related equipment for scientists and engineers. The company's semiconductor equipment sales alone climbed more than 300% for the year, while sales of fiber-optic communications products soared nearly 350%. In comparison, Newport's sales to the aerospace and research market rose a more modest 19%.

**Guitar Center (up 60.2%):** Retailer Guitar Center's investment in Musician's Friend is paying off. After acquiring the cataloger in May 1999, Guitar Center gave Musician's Friend cash to redesign its print book, sharpen its circulation plan, and invest in collaborative filtering on its Website.

**Sharper Image Corp. (up 49.5%):** A 31% circulation increase helped boost the marketer's print catalog sales to \$96.2 million. And a Website that combines cutting-edge design with speed and ease led to online sales of \$60.2 million. Factor in the continued popularity of its Razor scooter and the introduction of more private-label products, and you have the secrets of the high-tech gifts and gadgets cataloger/retailer's success.—Sherry Chiger



# CATALOG AGE 100

Rank	Company	2000 sales (\$ millions)	1999 sales (\$ millions)	Market segment	Notes
41	Getty Images Seattle 206-268-2000	\$484.9	\$247.8	digital and stock images	includes EyeWire, Artville, and PhotoDisc catalogs
42	McMaster-Carr Supply Co. Elmhurst, IL 630-833-0300	\$415.0-plus*	\$415.0*	maintenance supplies	creates Web catalogs for customers
43	ABC Distributing North Miami, FL 305-944-6900	\$410.0-plus*	\$400.0*	general merchandise	sells wholesale to businesses and consumers
44	Coldwater Creek Sandpoint, ID 208-263-2266	\$400.0	\$323.2	apparel and gifts	laid off 160 employees in Feb. 2001
45	Bear Creek Corp. Medford, OR 541-864-2121	\$395.0	\$309.0*	food, gifts, and horticultural products	e-commerce accounts for 17% of sales
46	The Swiss Colony Monroe, WI 608-328-8400	\$380.0*	\$330.0*	food and apparel	growing through its eight home-grown catalogs
47	Broder Bros. Plymouth, MI 734-454-4800	\$375.0*	\$300.0*	wholesale apparel	bought by investment firm Bain Capital in May 2000
48	Digi-Key Corp. Thief River Falls, MN 218-681-6674	\$372.4	\$400.0	electronics components	claims to sell to 99 of 100 largest electronics firms
49	Neiman Marcus Group Chestnut Hill, MA 617-232-0760	\$363.8	\$344.5	apparel, home decor, and cookware	190 positions cut companywide in May 2001
50	Mattel El Segundo, CA 310-252-2000	\$358.0	\$300.0*	toys and collectibles	includes American Girl and Fisher-Price catalogs
51	Oriental Trading Co. Omaha, NE 402-596-1200	\$357.5*	\$325.0*	gifts and novelties	includes Terry's Village catalog
52	American Hotel Register Co. Vernon Hills, IL 800-323-5686	\$350.0	\$300.0	hotel operating supplies	successful launch of customer custom Websites
53	Northern Tool & Equipment Burnsville, MN 612-894-9510	\$347.8	\$411.6	industrial and consumer tools	sold hunting division (Herter's and Dunn's books)
54	Home Depot Fullerton, CA 714-449-5699	\$340.3*	\$286.0*	building and maintenance supplies	catalog sales only; total sales of \$45.7 billion
55	Foster & Gallagher Peoria, IL 309-693-8600	\$337.0	\$368.0	gardening, gifts, and children's products	posted \$7.7 million loss in 2000
56	Bass Pro Shops Springfield, MO 417-873-5000	\$325.0-plus*	\$325.0*	outdoor sporting goods	growing store chain
57	Nordstrom Seattle 206-628-2111	\$310.6	\$234.9	apparel	implementing perpetual inventory program in 2002
58	ATD-American Co. Wyncote, PA 215-695-4400	\$298.5*	\$279.0*	business furniture	staffed up more than 20%
59	K+K America Milwaukee 414-443-1700	\$295.0	\$275.0	industrial supplies	bought Hubert Co. in Oct. 2000
60	Starcrest of California Perris, CA 909-943-2011	\$287.0	\$236.0	general merchandise	loose-sheet mailings include Gavilands and Leisure Living

## Better Luck This Year

Companies suffering catalog/Web sales declines in 2000

**Saks:** down 21.3%

**The Sportsman's Guide:** down 17.6%

**Ross-Simons:** down 16.1%

**Northern Tool & Equipment:** down 15.5%

**Angelica Corp.:** down 12.3%

**MicronPC:** down 12.1%

**Programmer's Paradise:** down 11.3%

**Foster & Gallagher:** down 8.4%

**Digi-Key Corp.:** down 6.9%

**Darby Group Cos.:** down 4.2%

**Systemax:** down 3.9%

**Lillian Vernon Corp.:** down 3.4%

**J.C. Penney Co.:** down 2.7%

**The J. Jill Group:** down 1.5%

**Kennametal:** down 1.4%

## Close but No Cigar

Some catalogers that have appeared in past CATALOG AGE 100 charts didn't make it onto this year's list due to flat or falling sales, or the addition of larger mailers. But they could reappear on the 2002 CATALOG AGE 100:

Catalog	2000 sales (\$ millions)	Market segment
The Mark Group Boca Raton, FL	\$120.0	apparel and gifts
PetSmart Phoenix, AZ	\$119.1	pet supplies
Target Corp. Minneapolis	\$117.0	gifts and apparel
Executive Greetings New Hartford, CT	\$115.0	business greeting cards
The Paragon Gifts Westerly, RI	\$115.0	gifts
Potpourri Collection Medfield, MA	\$115.0	gifts and needlecraft
Delia's New York	\$111.3	teen apparel

(Chart continued on page 50)



# CATALOG AGE 100

Rank	Company	2000 sales (\$ millions)	1999 sales (\$ millions)	Market segment	Notes
61	J. Crew Group New York 212-209-2529	\$284.8	\$278.6	apparel	generated net income for first time since Oct. 1997
62	Omaha Steaks Omaha, NE 402-331-1010	\$284.0	\$254.0	food gifts	started A La Zing frozen-meals Web catalog
63	Venator Group New York 212-553-2000	\$279.0	\$200.0	athletic shoes and gifts	San Francisco Music Box still for sale
64	The Talbots Hingham, MA 781-749-7600	\$269.0	\$191.0	apparel	catalog sales up 29%; retail sales up 21%
65	J.C. Whitney Chicago 312-431-6000	\$265.4*	\$251.6	auto supplies	80-year-old company still in founding family's hands
66	Tessco Technologies Hunt Valley, MD 410-229-1000	\$255.1	\$193.4	wireless communications supplies	6% earnings decline in 2000
67	Newport Corp. Irvine, CA 949-863-3144	\$252.9	\$144.1	manufacturing and engineering components	merging with manufacturer Kensington Laboratories
68	Taylor Corp. North Mankato, MN 507-625-2828	\$250.0*	\$250.0*	stationery and specialty papers	includes Paper Direct and Current catalogs
69	Lillian Vernon Corp. Rye, NY 914-925-1300	\$246.6	\$255.2	gifts and home goods	circulation cuts in 2000 followed by job cuts in '01
70	The J. Jill Group Hingham, MA 781-740-2718	\$246.3	\$250.3	women's apparel	cut circulation 15% in 2000
71	Sears Shop-at-Home Services Hoffman Estates, IL 847-286-6927	\$245.0	\$200.0*	general merchandise	includes Craftsman and Wishbook catalogs
72	Programmer's Paradise Shrewsbury, NJ 732-389-8950	\$216.5	\$244.1	b-to-b software	sold European operations in Jan. 2001
73	Electrocomponents Fort Worth, TX 817-595-3500	\$210.0*	\$165.0*	electronics components	Allied Electronics catalog only
74	Crutchfield Corp. Charlottesville, VA 804-817-1000	\$208.0	\$181.0	consumer electronics	circulated 32 million catalogs in 2000
74	Norm Thompson Portland, OR 503-614-4446	\$208.0	\$174.0	general merchandise	solid fall/holiday led to 20% annual sales gain
76	Nasco International Fort Atkinson, WI 920-563-2446	\$200.0-plus*	\$200.0	farm and educational supplies	agreed in May 2001 to buy Amer. Educational Products
76	Sara Lee Corp. Winston-Salem, NC 336-519-8360	\$200.0-plus*	\$208.0*	hosiery, luggage, and food	spun off Coach division
78	AcuSport Bellefontaine, OH 937-593-7010	\$200.0	\$200.0	hunting supplies	emphasizing telemarketing sales
78	Global Motorsport Group Morgan Hill, CA 408-778-0500	\$200.0*	\$200.0*	motorcycle parts	catalog contains 20,000-plus SKUs
80	Walt Disney Co. Burbank, CA 818-560-1000	\$191.2*	\$186.4*	gifts and children's products	catalog sales down 29%; Web sales up 99.6%

## Getting and Spending

Major acquisitions made by CATALOG AGE 100 companies in 2000...

Buyer	Acquisition	Month
Lillian Vernon Corp.	Rue de France	Feb.
Getty Images	Visual Communications Group	March
NEBS	PremiumWear	July
Black Box Corp.	Duracom	Aug.
Black Box Corp.	Sterling Technology Systems	Aug.
Black Box Corp.	Da-com	Sept.
K+K America	The Hubert Co.	Sept.
Kennametal	JLK Direct Distribution	Sept.
Newport Corp.	Unique Equipment Co.	Sept.
Wilmar Industries	Barnett	Sept.*
Black Box Corp.	Person-to-Person Communications	Oct.
Black Box Corp.	Smiles Communications Systems	Oct.
School Specialty	J.L. Hammett Co.	Nov.
Newport Corp.	CE Johansson	Dec.
Black Box Corp.	LANmark Communications	Dec.
Black Box Corp.	Orchard Network Solutions	Dec.
Black Box Corp.	Societe Industrielle de Telephonie	Dec.
Crate & Barrel	The Land of Nod	Dec.

\* merged company is now Interline Brands

...and this year so far

Black Box Corp.	Bernhard Merz	Jan.
Black Box Corp.	Netcabling	Jan.
Black Box Corp.	Universal Connections	Feb.
Newport Corp.	Kensington Laboratories	Feb.
VWR Scientific Prod.	Edmund Scientific (consumer book only)	Feb.
W.W. Grainger	Ben Meadows Co.	Feb.
Black Box Corp.	Michael Electronic	March
Corporate Express North America	U.S. Office Products Co.	March
Guitar Center	American Music Group	April
Nasco International	American Educational Products	May (in place)
NBTY	Global Health	May
PC Connection	Cyberian Outpost	expected to close in fall

(Chart continued on page 52)

# CATALOG AGE 100

Rank	Company	2000 sales (\$ millions)	1999 sales (\$ millions)	Market segment	Notes
81	Ross-Simons Cranston, RI 401-463-3100	\$189.0	\$225.5	jewelry, gifts and tabletop	catalog makes up 70% of total sales of \$270 million
82	NBTY Bohemia, NY 516-244-2010	\$182.7	\$174.0	vitamins	bought bankrupt Global Health in May 2001
83	Knight's Ltd. St. Louis 314-993-1516	\$179.8	\$153.8	women's apparel and home decor	Soft Surroundings profitable in its seventh quarter
84	Hammacher Schlemmer Chicago 312-664-8170	\$170.0*	\$160.0*	gadgets and gifts	Founded in 1848
85	Brady Corp. Milwaukee 414-358-6600	\$166.0	\$163.1	safety and facility identification products	plans on 10% sales growth for current fiscal year
86	J&R Music World New York 212-238-9000	\$165.0*	\$150.0*	consumer electronics	total company sales of \$332 million
87	Sharper Image Corp. San Francisco 415-445-6000	\$156.4	\$104.6	gadgets and gifts	Internet sales jumped 111% to \$60.2 million
88	Tiffany & Co. New York 212-755-8000	\$155.6	\$130.9	jewelry, gifts and tabletop items	two-for-one stock split in July 2000
89	The Sportsman's Guide South St. Paul, MN 651-451-3030	\$154.9	\$188.1	outdoor sporting goods and apparel	cut catalog circulation 22% in 2000
90	Angelica Corp. St. Louis 314-889-1314	\$150.3	\$171.4*	uniforms	hindered by high backorder rate
91	Harriet Carter Gifts Montgomeryville, PA 215-361-5100	\$150.0*	\$140.0*	gifts and housewares	includes Funny Side Up catalog
91	U.S. Sales Corp. Northridge, CA 818-891-3392	\$150.0*	\$150.0	general merchandise	went out of business in Jan. 2001
93	Detection Systems Orlando, FL 716-223-4060	\$140.0*	\$142.4	security equipment	bought by Bosch Group in Jan. 2001
93	Orvis Manchester, VT 802-362-3622	\$140.0*	\$130.0*	outdoor sporting goods, apparel	launched Volvo promotion in Jan. 2001
95	The Mosher Cos. Milwaukee 414-276-8511	\$134.0	\$127.0	office furniture	bought OfficeFurniture.com in June 2001
96	Guitar Center Austin, TX 512-837-8810	\$133.0	\$83.0	musical equipment	Musician's Friend catalog and Web sales only
97	Miles Kimball Oshkosh, WI 920-231-4804	\$132.0	\$132.0	gifts and home decor	seeking investment capital
98	Saks Birmingham, AL 205-940-4000	\$126.7	\$161.1*	apparel and home decor	will close catalog operations Feb. 2002
99	Crate & Barrel Northbrook, IL 847-272-2888	\$125.0	\$85.0*	housewares and furniture	catalog in rapid growth mode
100	Moore Medical Corp. New Britain, CT 860-826-3600	\$123.6	\$118.5	medical supplies	net loss of \$4.5 million due to technology investments

## Who Sells What

The CATALOG AGE 100 is dominated by several product categories: apparel, home goods, gifts, computer-related products, 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 sell products in multiple categories, the total adds up to more than 100:

Apparel: 17  
 Gifts: 14  
 Home-related: 14  
 Computer-related: 12  
 Industrial supplies/MRO: 9  
 General merchandise: 9  
 Office products: 6  
 Electrical components: 5  
 Sporting goods: 5  
 Consumer electronics/gadgets: 4  
 Food: 4  
 Business apparel: 3  
 Medical/dental supplies: 3  
 Office furniture: 3  
 Safety/security: 3  
 Auto/motorcycle supplies: 2  
 Children's products: 2  
 Educational supplies: 2  
 Hardware: 2  
 Horticultural products: 2  
 Jewelry: 2  
 Laboratory supplies: 2  
 Novelties: 2  
 Digital and stock images: 1  
 Farming supplies: 1  
 Hotel operating supplies: 1  
 Musical equipment: 1  
 Stationery: 1  
 Vitamins: 1

## Tallying It Up

Total 2000 direct sales of the  
**CATALOG AGE 100:**  
 \$112.4 billion (\$112,417.6 million)

Total 1999 direct sales of the  
**CATALOG AGE 100:**  
 \$96.0 billion (\$96,042.2 million)

Percentage growth from  
 1999 to 2000: 17%

# CATALOG AGE 100

CATALOG	RANK	CATALOG	RANK	CATALOG	RANK	CATALOG	RANK
ABC Distributing	.43	Digi-Key Corp.	.48	Lands' End	.19	Premier Farnell	.27
AcuSport	.78	Electrocomponents	.73	Lillian Vernon Corp.	.69	Programmer's Paradise	.72
American Hotel Register Co.	.52	Federated Department Stores	.13	L. L. Bean	.20	Ross-Simons	.81
Andrew Corp.	.22	Fisher Science	.11	Mattel	.50	Saks	.98
Angelica Corp.	.90	Foster & Gallagher	.55	McMaster-Carr Supply Co.	.42	Sara Lee Corp.	.76
Aramark Corp.	.35	Getty Images	.41	MicronPC	.21	School Specialty	.29
ATD-American Co.	.58	Global Motorsport Group	.78	Micro Warehouse	.9	Sharper Image Corp.	.87
Bass Pro Shops	.56	Guitar Center	.96	Miles Kimball	.97	Sears Shop-at-Home Services	.71
Bear Creek	.45	Hammacher Schlemmer	.84	Moore Medical Corp.	.100	Spiegel	.14
Black Box Corp.	.38	Hanover Direct	.31	The Mosher Cos.	.95	The Sportsman's Guide	.89
Blair Corp.	.34	Harriet Carter Gifts	.91	MSC Industrial Direct Co.	.24	Staples	.8
Boise Cascade Office Products Corp.	.37	Henry Schein	.10	Nasco International	.76	Starcrest of California	.60
Brady Corp.	.85	Home Depot	.54	NBTY	.82	Swiss Colony	.46
Broder Bros.	.47	Insight Enterprises	.12	Neiman Marcus Group	.49	Systemax	.15
Brylane	.18	Interline Brands	.32	Newport Corp.	.67	The Talbots	.64
Cabela's	.33	International Business Machines	.2	New England Business Service	.36	Taylor Corp.	.68
CDW Computer Centers	.6	Intimate Brands	.23	Nordstrom	.57	Tessco Technologies	.66
Coldwater Creek	.44	J&R Music World	.86	Norm Thompson	.74	Tiffany & Co.	.88
Cornerstone Brands	.40	J. C. Penney Co.	.5	Northern Tool & Equipment	.53	U.S. Sales Corp.	.91
Corporate Express North America	.4	J. Crew Group	.61	Office Depot	.7	Venator Group	.63
Crate & Barrel	.99	J. C. Whitney	.65	Omaha Steaks	.62	VWR Scientific Products	.16
Crutchfield Corp.	.74	The J. Jill Group	.70	Oriental Trading Co.	.51	Walt Disney Co.	.80
Darby Group Cos.	.28	K+K America	.59	Orvis	.93	Williams-Sonoma	.26
Dell Computer Corp.	.1	Kennametal	.39	PC Connection	.17	W. W. Grainger	.3
Detection Systems	.93	Knight's Ltd.	.83	PC Mall	.25	Zones	.30