

<b>Rank</b>	<b>Company</b>	<b>2002 sales</b> ( \$ millions)	<b>2001 sales</b> ( \$ millions)	<b>Market segment</b>	<b>Notes</b>
<b>1</b>	Dell Computer Corp. Round Rock, TX 512-338-4400	\$35,404.0	\$31,168.0	computers	dropping "Computer Corp." to reflect broader offerings
<b>2</b>	International Business Machines Corp. White Plains, NY 914-642-6209	\$6,820.8*	\$7,342.9*	computers	catalog and Internet sales only
<b>3</b>	W.W. Grainger Lake Forest, IL 847-793-9030	\$4,643.9	\$4,754.3	industrial supplies	12% sales decline for Lab Safety Supply catalog
<b>4</b>	Corporate Express North America Broomfield, CO 303-664-3989	\$4,630.2	\$4,907.7	office products	sells more than 13,000 products in catalog
<b>5</b>	CDW Corp. Vernon Hills, IL 847-465-6000	\$4,264.6	\$3,961.5	computers	increased emphasis on sales to public sector
<b>6</b>	Office Depot Delray Beach, FL 561-438-4800	\$3,913.9	\$3,763.0	office supplies	catalog sales down; growth fueled by e-commerce
<b>7</b>	Staples Westborough, MA 508-370-8500	\$3,389.6	\$3,008.6	office supplies	Staples, Quill, Medical Arts Press titles
<b>8</b>	Fisher Scientific International Burr Ridge, IL 630-655-4373	\$3,238.0	\$2,880.0	laboratory supplies	47 straight years of increased sales
<b>9</b>	Henry Schein Melville, NY 516-843-5500	\$2,825.0	\$2,558.2	dental, medical, and veterinary supplies	initiated stock repurchase plan, March 2003
<b>10</b>	Boise Office Solutions Itasca, IL 630-773-5000	\$2,760.0	\$2,700.0	office furniture and supplies	e-commerce accounts for 37% of sales

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<b>11</b>	J.C. Penney Co. Plano, TX 972-431-1000	\$2,613.0	\$3,349.0	general merchandise	companywide restructuring in full swing
<b>12</b>	Sears, Roebuck & Co. Hoffman Estates, IL 847-286-6927	\$2,112.2	\$1,793.0	general merchandise	includes Sears, Lands' End catalogs for both years
<b>13</b>	Micro Warehouse Norwalk, CT 203-899-4000	\$1,810.0	\$1,987.3	computers	10% decline reflects computer industry downturn
<b>14</b>	VWR International West Chester, PA 610-431-1700	\$1,720.0	\$1,700.0	laboratory supplies	expanded into Mexico, January 2003
<b>15</b>	Patterson Dental Supply St. Paul, MN 651-686-1600	\$1,609.0	\$1,321.0	dental and veterinary supplies	investing in automating dental offices
<b>16</b>	Systemax Port Washington, NY 516-625-1555	\$1,552.0	\$1,550.0	computers, office supplies, and industrial equipment	\$58.9 million net loss in 2002
<b>17</b>	Brylane New York 212-613-9500	\$1,540.0*	\$1,540.0*	apparel and home goods	Internet accounts for 20% of sales
<b>18</b>	L.L. Bean Freeport, ME 207-865-4761	\$1,400.0	\$1,140.0	outdoor gear, apparel, and home goods	better-than-expected holiday sales
<b>19</b>	Spiegel Downers Grove, IL 630-986-8800	\$1,203.8	\$1,546.3	general merchandise	filed for Chapter 11, March 2003
<b>20</b>	PC Connection Merrimack, NH 603-423-2000	\$1,191.0	\$1,186.2	computers	bought IT provider MoreDirect, April 2002



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21	Sigma-Aldrich Corp. St. Louis 314-771-5765	\$1,150.0	\$1,120.0	chemicals for research labs	produces more than 30 catalogs
22	MPC Computers Nampa, ID 208-893-3434	\$1,133.0	\$1,100.0	computers	changed name from MicronPC, June 2003
23	Andrew Corp. Orland Park, IL 708-349-3300	\$940.9	\$988.9	communications equipment	opened Mexico manufacturing facility
24	Limited Brands Columbus, OH 614-415-8000	\$938.7	\$869.0	women's apparel	Victoria's Secret Direct sales only
25	Cabela's Sidney, NE 308-254-5505	\$900.0	\$775.0	outdoor sporting goods	pursuing full-fledged multichannel strategy
26	PC Mall Torrance, CA 310-354-5600	\$862.8	\$718.1	computers	sales to government increased 18%
27	School Specialty Appleton, WI 920-734-2756	\$830.0	\$764.3	b-to-b school supplies	entered Canadian market, early 2003
28	Williams-Sonoma San Francisco 415-421-7900	\$798.2	\$735.8	home decor and kitchenware	launched PBteen (Pottery Barn for teens) catalog
29	MSC Industrial Direct Co. Melville, NY 516-812-2000	\$794.0	\$869.2	industrial, maintenance, and repair supplies	53-week year in 2001; 52-week year in 2002
30	Darby Group Cos. Westbury, NY 516-683-1800	\$695.0	\$650.0	dental, medical, and veterinary supplies	distributes more than 40,000 products
31	Interline Brands Moorestown, NJ 609-439-1222	\$635.0	\$610.0	maintenance, repair, and operating supplies	includes Wilmar, Barnett, Sexauer, Trayco catalogs
32	Cintas Corp. Cincinnati 513-573-421	\$574.7	\$533.6	uniforms	rising unemployment slows sales growth
33	Blair Corp. Warren, PA 814-723-3600	\$568.5	\$580.7	apparel and home goods	online gross demand up 64% to \$57.6 million
34	New England Business Service (NEBS) Groton, MA 978-448-6111	\$547.9	\$569.5	office and warehouse supplies	bought Safeguard Business Systems, June 2003
35	Bear Creek Corp. Medford, OR 541-864-2121	\$500.0-plus	\$400.0	food, gifts, and horticultural products	Harry and David, Jackson & Perkins titles
36	Aramark Corp. Philadelphia 215-238-3000	\$490.0	\$510.0	uniforms and public safety equipment	WearGuard, Galls titles
37	Broder Bros. Plymouth, MI 734-454-4800	\$480.0	\$440.0	wholesale apparel	operates 14 distribution centers
37	OfficeMax Cleveland 216-471-3441	\$480.0	\$463.0	office products	catalog/Web sales only
39	Premier Farnell Chicago 773-784-5100	\$476.7	\$534.4	industrial electronics	Newark InOne, MCM titles
40	Getty Images Seattle 206-268-2000	\$463.0	\$451.0	digital and stock images	includes EyeWire, Artville, PhotoDisc catalogs



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41	Neiman Marcus Group Dallas 214-743-7600	\$460.0	\$421.2	apparel, home decor, and cookware	testing catalog showroom departments in some stores
42	Hanover Direct Edgewater, NJ 201-863-7300	\$457.6	\$532.2	apparel and home goods	14% revenue decrease on a 9% circulation cut
43	Cornerstone Brands Westchester, OH 573-603-1400	\$450.0-plus*	\$500.0*	home decor and apparel	Frontgate, TravelSmith, Ballard Designs, other titles
43	Oriental Trading Co. Omaha, NE 402-596-1200	\$450.0-plus*	\$400.0-plus*	gifts and novelties	double-digit sales growth on comparable circ growth
45	Home Depot Fullerton, CA 714-449-5699	\$434.4*	\$398.5*	building and maintenance supplies	total company sales \$58.2 billion
46	McMaster-Carr Supply Co. Elmhurst, IL 630-833-0300	\$415.0*	\$415.0-plus*	maintenance supplies	offers more than 400,000 products
47	Zones Renton, WA 425-430-3000	\$414.6	\$541.0	computers	bought Corporate PC Source, April 2003
48	ABC Distributing North Miami, FL 305-944-6900	\$410.0*	\$410.0-plus*	gifts, premiums, and sales promotions	sells wholesale to businesses and consumers
49	Crosstown Traders Tucson, AZ 520-745-4500	\$400.0	\$352.0*	apparel, food	the Arizona Mail Order, Figi's titles
49	The Swiss Colony Monroe, WI 608-328-8400	\$400.0*	\$380.0*	food, gifts, and apparel	includes Midnight Velvet, Seventh Avenue titles
51	Coldwater Creek Sandpoint, ID 208-263-2266	\$388.8	\$434.5	women's apparel	changed fiscal-year dates to end 2/1/03
52	Mattel El Segundo, CA 310-252-2000	\$380.0*	\$370.0*	toys and collectibles	American Girl, Barbie, Fisher-Price catalogs
53	American Hotel Register Co. Vernon Hills, IL 800-323-5686	\$375.0	\$350.0	hotel operating supplies	does business in more than 50 countries
54	Digi-Key Corp. Thief River Falls, MN 218-681-6674	\$370.0-plus*	\$356.3	electronics components	all orders shipped same day
55	Foot Locker New York 212-720-3700	\$350.0	\$326.0	athletic footwear	Eastbay, Final Score titles
56	J. Crew Group New York 212-209-2529	\$344.9	\$350.0	apparel	hired former Gap whiz Mickey Drexler to revamp
57	Omaha Steaks Omaha, NE 402-331-1010	\$325.0	\$302.0	food	double-digit growth in holiday 2002
58	K+K America Milwaukee 414-443-1700	\$320.0	\$320.0	industrial supplies	sales flat despite cost cuts
59	Starcrest of California Perris, CA 909-943-2011	\$312.0	\$281.9	apparel and home goods	catalogs include Traditions, Signatures, Gavilans
60	Airgas Radnor, PA 610-687-5253	\$301.0	\$303.0	safety tools and equipment	Airgas Safety, Rutland Tool catalogs



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61	Northern Tool & Equipment Co. Burnsville, MN 612-894-9510	\$300.0*	\$300.0*	industrial and consumer tools	hybrid serves retail, do-it-yourself markets
62	Nordstrom Seattle 206-628-2111	\$270.0	\$277.3	apparel	catalog sales decline offset by Web sales gains
63	Tessco Technologies Hunt Valley, MD 410-229-1000	\$266.5	\$246.9	wireless communications supplies	soon to embark on stock option repurchasing plan
64	Black Box Corp. Lawrence, PA 724-746-5500	\$260.5	\$350.3	computer networking equipment	continuous focus on profitability
65	Global Motorsport Group Morgan Hill, CA 408-778-0500	\$250.0	\$200.0*	motorcycle parts	Harley-Davidson aftermarket products
65	Taylor Corp. North Mankato, MN 507-625-2828	\$250.0*	\$250.0*	stationery and specialty papers	includes PaperDirect, Current catalogs
67	Lillian Vernon Corp. Rye, NY 914-925-1300	\$247.4	\$258.7	gifts and home goods	sold to investment/media consortium in July
67	The Talbots Hingham, MA 781-749-7600	\$247.4	\$266.5	apparel	launched men's catalog in fourth quarter 2002
69	Norm Thompson Outfitters Portland, OR 503-614-4446	\$232.0	\$227.0	apparel, gifts and home decor	includes Solutions, Early Winters titles
70	Dr. Leonard's Healthcare Corp. Edison, NJ 732-572-0900	\$225.0	\$240.0	healthcare products and gifts	Dr. Leonard's, Carol Wright Gifts catalogs
71	Kennametal Latrobe, PA 724-539-5000	\$221.0	\$265.0	metalcutting supplies	JLK Industrial Supplies only
72	The J. Jill Group Quincy, MA 781-740-2718	\$220.6	\$212.2	women's apparel	retail sales jumped 68% in 2002
73	Sharper Image Corp. San Francisco 415-445-6000	\$210.9	\$151.1	gadgets and gifts	includes catalog, online, and Web auction sales
74	Bass Pro Shops Springfield, MO 417-873-5000	\$210.0*	\$200.0*	outdoor sporting goods	still owned by founder John Morris
75	Guitar Center Austin, TX 512-837-8810	\$208.7	\$168.5	musical equipment	Musician's Friend sales only
76	AcuSport Bellefontaine, OH 937-593-7010	\$200.0*	\$200.0*	hunting supplies	AcuSport direct sales only
76	Sara Lee Corp. Winston-Salem, NC 336-519-8360	\$200.0*	\$200.0*	hosiery, luggage, and food	Just My Size catalog sales strong
78	NBTY Bohemia, NY 516-244-2010	\$198.0	\$176.5	vitamins	Puritan's Pride direct sales only
79	Crutchfield Corp. Charlottesville, VA 804-817-1000	\$192.2	\$191.6	consumer electronics	rapid growth in online auto accessories
80	Ross-Simons Cranston, RI 401-463-3100	\$188.0	\$191.0	jewelry, gifts, and tabletop items	reduced catalog circulation by 10% in 2002



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81	The Sportsman's Guide South St. Paul, MN 651-451-3030	\$180.3	\$169.7	outdoor sporting goods	mailed 46 million catalogs in 2002
82	1-800-Flowers.com Westbury, NY 516-237-6000	\$180.0-plus*	\$120.0-plus*	gifts, home decor, and toys	includes Plow & Hearth, HearthSong catalogs
83	Tiffany & Co. New York 212-755-8000	\$179.2	\$160.7	jewelry, gifts, and tabletop items	mailed 24 million catalogs in 2002
84	J&R Music World New York 212-238-9000	\$175.0*	\$165.0*	consumer electronics	total sales, including store, of \$292 million
85	J.C. Whitney & Co. Chicago 312-431-6000	\$173.4*	\$170.0*	auto supplies	2%-3% annual sales growth
86	Alloy New York 212-244-4307	\$167.5	\$124.0	teen apparel and accessories	excludes promotions, marketing revenue
87	Aristotle Corp. Stamford, CT 203-358-8000	\$165.0	\$162.0	farm and educational supplies	includes Nasco, Summit Learning
88	Newport Corp. Irvine, CA 949-863-3144	\$164.0	\$290.0	manufacturing and engineering components	significant cost cuts, layoffs in 2002
89	Brady Corp. Milwaukee 414-358-6600	\$160.4	\$156.2	safety and facility identification products	laying off 10% of workforce this year
90	Allied Electronics Fort Worth, TX 817-595-3500	\$158.0	\$158.0	electronics components	used photography, color in in catalog for first time
91	Doctors Foster & Smith Rhineland, WI 715-369-3305	\$157.0	\$150.0	pet supplies	bought Hornbecks nuts and seeds catalog assets
92	Knight's Direct St. Louis 314-993-1516	\$155.0	\$166.8	apparel, home decor	Home Decorators Collection, Soft Surroundings catalogs
93	DMSI (Direct Marketing Services Inc.) Chicago 312-328-7412	\$150.0	\$125.0	home furnishings	includes HomeVisions, Sears-licensed catalogs
93	Harriet Carter Gifts Montgomeryville, PA 215-361-5100	\$150.0*	\$150.0*	gifts and housewares	family-run business since 1958
93	The Orvis Co. Manchester, VT 802-362-3622	\$150.0*	\$150.0*	outdoor sporting goods, apparel, and gifts	Web sales up
96	Bosch Security Systems Corp. Orlando, FL 716-223-4060	\$140.0-plus*	\$140.0-plus*	security equipment	Detection Systems direct sales only
97	Moore Medical Corp. New Britain, CT 860-826-3600	\$137.8	\$132.8	medical supplies	returned to profitability in 2002
98	Federated Department Stores New York 212-494-1602	\$130.0	\$130.0	women's apparel and home decor	Bloomingdale's catalog/ Web sales only
98	Road Runner Sports San Diego 858-974-4201	\$130.0	\$110.5	running shoes and fitness products	rolled out women's fitness spin-off, 2002
100	Crate & Barrel Northbrook, IL 847-272-2888	\$126.5*	\$120.0*	home decor	total company sales estimated at \$744 million