



POWER PLAYERS

WELCOME TO the 19th annual list of the TOP-100 multichannel merchants, as ranked by sales

While the economy hasn't totally bounced back from the recession, most multichannel marketers improved their numbers in this year's MCM 100 ranking. True, some numbers look better mainly because they're up against 2009 sales figures—which for many were not pretty. But the trend is moving in the right direction.

Most merchants on the 2011 MCM 100 were happy with modest growth, but some did quite well. Several companies in the top

10—IBM (#3), CDW Corp. (#5) and Henry Schein (#6)—boosted sales by \$1 billion.

Computers giant Dell, the perennial #1 on the list, increased its direct revenue by 16%, or a whopping \$7.2 billion. Meanwhile, increases among marketers in the electronics components sector ranged from 24% to 51%.

It was tougher sledding on the consumer side, particularly for those selling apparel and gift items. In fact, the past 12 months brought a few Chapter 11 filings among MCM 100 companies.

For instance, Orchard Brands (#28) filed for Chapter 11 this past January. But not only did the mul-

tititle apparel mailer emerge from bankruptcy in late April, in June it landed \$90 million in secured financing from PNC Financial Services Group.

Oriental Trading Co. (#45) filed for Chapter 11 on August 2010; the party supplies and novelties cataloger came out of bankruptcy in February 2011.

Both Orchard Brands and Oriental Trading had prepackaged Chapter 11 filings to reorganize debts. But not all of those who filed for bankruptcy have been able to skate out quickly.

Harry & David Holdings (#69) filed for Chapter 11 protection on March 28. The parent com-

pany of food and gifts merchants Harry & David, Cushman's and Wolferman's was, at press time, also battling lawsuits from a vendor and former employee.

Signature Styles, which slid off the MCM 100 this year—though it ranks #6 among the top-10 women's apparel merchants—filed for Chapter 11 bankruptcy protection on June 6. The company, which includes the Spiegel, Newport News and Shape FX brands, was at press time seeking court approval for the sale of its assets.

Category breakouts

While our main ranking identifies the overall top-100 multichannel

merchants by direct sales, this year we also broke out companies by major merchandise category. Not all of the merchants that appear in the breakout lists are also on the MCM 100, however.

And for the most part, the breakouts here are based on the company, not the individual brands or catalog titles.

But we are compiling rankings by individual brand/title, and for the larger categories we'll go beyond the top-10 players. These will be available on our website, so be sure to visit MultichannelMerchant.com/MCM100 to see if your company made our list of lists.

—MELISSA DOWLING

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
1	Dell Round Rock, TX • 512-338-4400	\$52,161.4	\$44,966.7	computers
2	Thermo Fisher Scientific Waltham, MA • 781-622-1000	\$10,790.0	\$10,110.0	laboratory and research supplies
3	IBM Armonk, NY • 914-499-1900	\$10,496.0*	\$9,500.0*	computer hardware, software services
4	Staples Framingham, MA • 508-253-5000	\$9,849.2	\$9,640.3	office supplies
5	CDW Corp. Vernon Hills, IL • 847-465-6000	\$8,800.0*	\$7,700.0	computers
6	Henry Schein Melville, NY • 631-843-5500	\$7,530.0	\$6,538.3	dental, medical and veterinary supplies
7	Wesco International Pittsburgh • 412-454-2200	\$5,060.0	\$4,624.0	electrical and industrial maintenance supplies
8	United Stationers Deerfield, IL • 847-627-7000	\$4,830.0	\$4,710.3	office and facility supplies
9	OfficeMax Naperville, IL • 630-773-5000	\$3,766.0	\$3,656.7	office supplies
10	Hewlett-Packard Co. Palo Alto, CA • 650-857-1501	\$3,671.0*	\$3,528.0*	computers

TOP 10: GENERAL MERCHANDISE

What is a general merchant? For our purposes, it's a marketer selling a mix of apparel, home goods and accessories. In many cases, the companies below have multiple brands or catalog titles. Sears, for instance, owns apparel/home goods mailer Lands' End. HNSi includes such varied catalog brands as Garnet Hill, The

1	Sears Holdings Corp..... \$3,107.0*	7	Colony Brands.... \$612.0
2	HSNi..... \$1,500.0*	8	Bluestem Brands..... \$435.0*
3	J.C. Penney Co. \$1,500.0*	9	LTD Commodities..... \$420.0*
4	L.L. Bean..... \$1,440.0*	10	Sierra Trading Post..... \$250.0
5	Redcats USA..... \$1,250.0		
6	Orchard Brands..... \$1,100.0*		

(Direct sales in millions) * estimate

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
11	VWR International West Chester, PA • 610-431-1700	\$3,600.0	\$3,561.2	laboratory and science education supplies
12	Systemax Port Washington, NY • 516-625-4300	\$3,590.0*	\$3,100.0	computers, industrial supplies
13	Patterson Cos. St. Paul, MN • 651-686-1600	\$3,420.0	\$3,204.5	medical, dental, rehab and veterinary supplies
14	Office Depot Delray Beach, FL • 800-937-3600	\$3,290.0	\$3,483.7	office supplies
15	Sears Holdings Corp. Hoffman Estates, IL • 847-286-2500	\$3,107.0*	\$2,875.0*	general merchandise
16	Sigma-Aldrich Corp. St. Louis, MO • 314-771-5765	\$2,271.0	\$2,146.7	biochemicals and lab supplies
17	PC Connection Merrimack, NH • 603-683-2000	\$1,970.0	\$1,569.7	computers
18	W.W. Grainger Lake Forest, IL • 847-535-1000	\$1,800.0	\$1,500.0	industrial supplies
19	MSC Industrial Direct Co. Melville, NY • 516-812-2000	\$1,652.0	\$1,441.3	industrial supplies
20	HSNi St. Petersburg, FL • 727-872-7069	\$1,500.0*	\$1,310.0*	general merchandise

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
21	Limited Brands Columbus, OH • 614-415-7000	\$1,500.00	\$1,388.0	apparel
22	J.C. Penney Co. Plano, TX • 972-431-1000	\$1,500.0*	\$1,500.0*	general merchandise
23	Williams-Sonoma San Francisco • 415-421-7900	\$1,454.2	\$1,224.7	home decor, kitchenware
24	L.L. Bean Freeport, ME • 207-865-4761	\$1,440.0*	\$1,400.0*	apparel, outdoor gear, home furnishings
25	Deluxe Corp. Shoreview, MN • 651-483-7111	\$1,400.0	\$948.0	business stationery and supplies
26	Gap Direct San Francisco • 650-952-4400	\$1,300.0	\$1,100.0	apparel
27	Redcats USA New York • 212-513-9500	\$1,250.0	\$1,200.0	apparel, home goods, sporting gear
28	Orchard Brands Beverly, MA • 978-922-2040	\$1,100.0*	\$1,170.0*	apparel, home goods
29	Cintas Corp. Cincinnati, OH • 513-459-1200	\$1,079.6*	\$942.0*	uniforms, sanitation supplies
30	Digi-Key Corp. Thief River Falls, MN • 218-681-6674	\$1,000.0*	\$926.0*	electronics components
31	Cabela's Sidney, NE • 307-254-5505	\$999.8	\$1,058.0	outdoor gear
32	Nordstrom Seattle • 206-303-3036	\$841.0	\$799.0	apparel, accessories
33	Guest Supply Houston, TX • 609-514-9696	\$795.0*	\$787.0*	hospitality supplies
34	Broder Bros. Trevose, PA • 215-291-6140	\$791.3	\$705.2	imprintable apparel
35	Taylor Corp. North Mankato, MN • 507-625-2828	\$765.0*	\$750.0*	stationery, HR supplies, promotional products
36	School Specialty Greenville, WI • 920-734-5712	\$762.1	\$936.0	non-textbook school supplies
37	Neiman Marcus Group Dallas • 214-743-7600	\$700.8	\$653.0	apparel, home decor
38	Interline Brands Jacksonville, FL • 904-421-1400	\$655.0*	\$638.5*	MRO and HVAC supplies
39	Premier Farnell Independence, OH • 216-525-4300	\$612.6	\$495.7	electronics components industrial supplies
40	Colony Brands Monroe, WI • 608-328-8400	\$612.0	\$600.0	gifts, home decor, food, apparel

METHODOLOGY

The MULTICHANNEL MERCHANT 100 was compiled by the MULTICHANNEL MERCHANT editorial staff and freelancer Rob Adams through public records, data-card analysis and input from our financial analysts and sources within the industry.

To ensure the accuracy of all statistics, MULTICHANNEL MERCHANT tried to contact executives at each company. Some companies declined to confirm sales totals; others did not return messages.

In those cases, or when companies would provide only approximate sales, an asterisk indicates that the figure is an estimate.

Sales are for calendar years 2010 and 2009. When a company's fiscal year varied from the calendar year by more than one month, MULTICHANNEL MERCHANT backed out the data to obtain calendar-year sales.

Whenever possible, sales figures are net of sales taxes and shipping and handling revenue. In some cases, the figures for 2009 differ from those reported last year, reflecting updated information.

For parent companies and cataloger/retailers such as Patterson Cos. and J.C. Penney Co., sales figures are for their direct divisions only, unless otherwise indicated. When companies broke out their telemarketing or field sales revenue from their print and web catalog sales, we did as well.

To be considered for the MULTICHANNEL MERCHANT 100, a company had to include a print catalog as part of its customer contact/selling strategy. That's why major direct marketers such as eBay and Amazon.com are not on the list. ●

▶ APPAREL

The recession has not been kind to the women's apparel market. Some of the largest multichannel retailers that sell women's clothing have been seriously struggling in recent years.

For instance, Boston Apparel Group, which includes the Chadwick's, Metrostyle and Casual Living brands, laid off more than 300 workers in June. Signature Styles, which includes the Spiegel, Newport News and Shape Fx brands, filed for Chapter 11 bankruptcy protection on June 6. Coldwater Creek's direct business has been dropping steadily, from \$376.4 million in 2007 to \$248.6 million in 2010.

But Boston Proper—which cracked the top 100 for the first time—managed to increase its sales from \$160.5 million to \$168 million in 2010. Cataloger/retailer Chico's saw a lift in direct revenue from \$98 million in 2009 to \$108.7 million in 2010. (At press time, Chico's had just acquired Boston Proper.) Even Talbots, which had been reporting dwindling revenue since 2007, managed to boost direct sales from \$207.7 million in 2009 to \$222 million in 2010.



TOP 10: WOMEN'S APPAREL

(Direct sales in millions)

1	Limited Brands (Victoria's Secret) ..	\$1,500.0
2	Coldwater Creek	\$248.6
3	Talbots	\$222.0
4	Boston Apparel Group	\$174.8*
5	Boston Proper	\$168.0
6	Signature Styles	\$119.9*
7	Chico's	\$108.7
8	Delia's.....	\$98.2
9	J. Jill	\$98.0*
10	Soft Surroundings	\$89.3

TOP 10: MIXED GENDER APPAREL

(Direct sales in millions)

1	Gap	\$1,300.00
2	Nordstrom.....	\$841,000
3	Neiman Marcus Group.....	\$700.80
4	J. Crew Group.....	\$490.60
5	Urban Outfitters	\$433.80
6	Foot Locker.....	\$432,000
7	Saks	\$350.0*
8	Hanesbrands	\$183.50*
9	Boden USA	\$134.40*
10	Brooks Brothers.....	\$120.00*

TOP 5: CHILDREN'S APPAREL



(Direct sales in millions)

1	Hanna Andersson.....	\$57.6
2	Chasing Fireflies	\$31.8
3	CWD.....	\$18.9
4	French Toast	\$13.0*
5	Tea Collection.....	\$8.8*

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
41	The Home Depot Atlanta • 770-433-8211	\$610.0*	\$570.0*	building supplies, home decor
42	HD Supply Atlanta • 770-852-9000	\$580.4*	\$571.8*	building supplies
43	American Hotel Register Vernon Hills, IL • 847-564-4000	\$550.0*	\$550.0	hospitality supplies
44	Guitar Center Westlake Village, CA • 818-735-8800	\$546.1*	\$513.6*	musical instruments
45	Oriental Trading Co. Omaha, NE • 402-331-5511	\$505.0*	\$500.0*	novelties, gifts
46	1-800-Flowers.com Westbury, NY • 516-237-6000	\$500.0	\$500.0	flowers, food gifts, toys, home products
47	J. Crew Group New York • 212-209-2500	\$490.6	\$428.2	apparel

* estimated

* estimated

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
48	Airgas Radnor, PA • 610-687-5253	\$459.6*	\$424.3*	specialty gases, welding and safety supplies
49	Northern Tool & Equipment West Burnsville, MN • 952-894-9510	\$444.5	\$411.1	tools
50	Takkt America Milwaukee • 414-443-1700	\$443.0	\$411.0	industrial supplies, office furniture
51	Bluestem Brands Eden Prairie, MN • 952-656-3700	\$435.0*	\$363.00	general merchandise
52	Urban Outfitters Philadelphia • 215-454-5500	\$433.8	\$323.6	apparel, home decor
53	Foot Locker New York • 715-845-5538	\$432.0	\$406.0	apparel, sporting goods
54	AmeriMark Holdings Cleveland, OH • 440-325-2038	\$432.0*	\$442.8*	apparel
55	LTD Commodities Bannockburn, IL • 847-295-5532	\$420.0*	\$396.0*	general merchandise
56	Ingram Micro Consumer Electronics Scottsdale, AZ • 480-596-8636	\$409.5*	\$350.0*	wholesale consumer electronics
57	Provide Commerce San Diego, CA • 858-638-4900	\$406.3*	\$350.0	flowers, food, gifts
58	McMaster-Carr Supply Co. Elmhurst, IL • 630-600-3600	\$390.0*	\$352.8*	MRO supplies
59	Allied Electronics Fort Worth, TX • 817-595-3500	\$388.0	\$286.0	electronics components
60	Saks New York • 212-753-4000	\$350.0*	\$280.0	apparel, accessories
61	Mouser Electronics Fort Worth, TX • 817-740-9000	\$344.0*	\$228.0*	electronics components
62	Crate & Barrel Northbrook, IL • 847-272-2888	\$331.3*	\$285.0	home decor
63	Restoration Hardware Corte Madera, CA • 415-924-1005	\$328.0*	\$318.5	home decor
64	Omaha Steaks Omaha, NE • 402-597-3000	\$327.0*	\$305.6*	food
65	U.S. Auto Parts Carson, CA • 310-735-0085	\$326.4	\$228.5	automotive
66	Bass Pro Shops Springfield, MO • 417-873-5000	\$299.6*	\$280.0*	outdoor gear
67	Potpourri Group Chelmsford, MA • 978-256-4100	\$295.0	\$250.0	gifts, crafts, home decor, toys

* estimated

TOP 5: SHOES

Given the dominance of the shoes websites offering massive selection and free returns, it's getting harder for shoes catalogers to compete. Those that still have a print presence typically have a specialty focus, such as fashionable comfort or orthopedic support, to distinguish themselves from more mainstream shows marketers.

- (Direct sales in millions)
- 1 Benchmark Brands.....\$144.2
 - 2 Mason Shoes.....\$120.0*
 - 3 Maseys Footwear.....\$60.0*
 - 4 Maryland Square.....\$51.4*
 - 5 Aerosoles.....\$34.7*
- * estimate

TOP 10: SPORTING GOODS/LEISURE

Sporting goods is one of the more robust categories for multichannel marketers and has plenty of small specialty titles. The top 10 doesn't include The Sportsman's Guide and The Golf Warehouse, which fall under the Redcats USA umbrella, or titles that sell sporting goods in addition to general apparel and home goods, such as L.L. Bean and Orvis.

- (Direct sales in millions)
- 1 Cabela's.....\$999.8
 - 2 Bass Pro Shops.....\$299.6
 - 3 REI.....\$290.0*
 - 4 Sport Supply Group ..\$250.2
 - 5 Dick's Sporting Goods.....\$185.0*
 - 6 Gander Mountain....\$125.0*
 - 7 Golfsmith.....\$79.0*
 - 8 Road Runner Sports...\$74.0*
 - 9 Campmor.....\$45.6*
 - 10 Moosejaw.....\$44.0*
- * estimate



TOP 10: GIFTS

Gifts is one of those catch-all categories that encompass a wide range of merchandise that may or may not be purchased as a gift. As you might expect, the companies on the list below sell a variety of products, from low-end novelties (Oriental Trading Co. and Harriet Carter) to high-ticket jewelry and tabletop items (Tiffany & Co. and Ross-Simons). Evergreen Enterprises is a new entry to the field: It bought the Plow & Hearth, Problem Solvers, Wind and Weather, HearthSong and Magic Cabin catalogs from 1-800-Flowers.com in late 2009. Blyth is another multititle mailer; it includes As We Change, Exposures, Miles Kimball and Walter Drake.

- (Direct sales in millions)
- 1 Oriental Trading Co.....\$505.0*
 - 2 1-800-Flowers.com.....\$500.0
 - 3 Provide Commerce.....\$406.3*
 - 4 Potpourri Group.....\$295.0
 - 5 Collections Etc.....\$237.1*
 - 6 Blyth.....\$159.9
 - 7 Tiffany & Co.....\$152.7
 - 8 Evergreen Enterprises.....\$120.0*
 - 9 Ross-Simons.....\$119.5*
 - 10 Harriet Carter.....\$107.9*
- * estimate

TOP 10: HOME DECOR/FURNISHINGS

Williams-Sonoma, which includes the eponymous brand, the Pottery Barn titles and West Elm, is clearly the dominant multichannel player in the home goods market, with \$1.5 billion in direct sales. Among the top-10 home goods merchants, there's a sizable dropoff after Restoration Hardware and another falloff after Lamps Plus. Half of the top 10 have direct sales under the \$100 million mark. This list does not include the separate brands owned by the larger multititle merchants. Colony Brands, HSNi, Orchard Brands and Redcats USA in particular have several home goods brands. Urban Outfitters also sells home goods through its Anthropologie concept.

- (Direct sales in millions)
- 1 Williams-Sonoma.....\$1,454.2
 - 2 Home Depot (Home Decorator's Collection) ...\$610.0
 - 3 Crate & Barrel.....\$331.3
 - 4 Restoration Hardware.....\$328.0
 - 5 Lamps Plus.....\$117.2*
 - 6 Ikea.....\$63.5*
 - 7 Country Curtains.....\$38.3*
 - 8 Touch of Class.....\$36.5
 - 9 Design Within Reach.....\$35.7*
 - 10 Wisteria.....\$22.4*
- * estimate

TOP 5: SEEDS AND PLANTS

Why does the gardening category look so top heavy? Because the #1 merchant, Gardens Alive!, owns most of the larger seed and plant catalogs, including Breck's, Gurney Seeds, Henry Field's, Michigan Bulb and Spring Hill Nursery.

- (Direct sales in millions)
- 1 Gardens Alive!.....\$100.6* (sales only for gardening titles)
 - 2 Park Seed/Jackson & Perkins.....\$24.8*
 - 3 Burpee.....\$15.9*
 - 4 Aerogrow.....\$9.0*
 - 5 Jung Seed Co.....\$8.1*
- * estimate

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
68	Recreational Equipment Inc. Pompano Beach, FL • 949-979-5995	\$290.0*	\$236.0	outdoor gear
69	Harry & David Holdings Medford, OR • 541-776-2121	\$280.4	\$313.3	food
70	Doctors Foster and Smith Rhineland, WI • 715-369-3305	\$280.0*	\$255.0	pet supplies
71	Mattel El Segundo, CA • 310-252-2000	\$273.2	\$253.0	toys
72	Crutchfield Corp. Charlottesville, VA • 434-817-1000	\$270.0*	\$253.0	consumer electronics
73	Sport Supply Group Farmers Branch, TX • 972-484-9484	\$250.2	\$265.5	sporting goods
74	Sierra Trading Post Cheyenne, WY • 800-713-4534	\$250.0*	\$234.0	general merchandise

* estimated

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
75	Coldwater Creek Sandpoint, ID • 208-263-2266	\$248.60	\$256.20	apparel
76	NBTY Ronkonkoma, NY • 631-200-2000	\$246.0	\$224.9	nutritional supplements
77	Collections Etc. Elk Grove Village, IL • 847-350-5800	\$237.1*	\$270.0*	gifts, collectibles
78	PetMed Express Kent, WA • 253-395-3780	\$231.6	\$236.1	pet supplies
79	Army & Air Force Exchange Dallas • 214-312-2011	\$225.0*	\$206.0	general merchandise
80	The Talbots Hingham, MA • 781-749-7600	\$222.0	\$207.7	apparel
81	Vitacost.com Boca Raton, FL • 561-982-4180	\$220.7	\$191.8	vitamins, supplements
82	Orvis Sunderland, VT • 802-362-8525	\$215.0*	\$204.0*	apparel, gifts, outdoor gear and home goods
83	Aristotle Corp. Stamford, CT • 203-358-8000	\$212.8*	\$196.3	educational and agricultural supplies
84	Wayside Technology Shrewsbury, NJ • 732-389-0932	\$206.7	\$146.4	programming software
85	4Imprint Oshkosh, WI • 920-236-7272	\$196.8*	\$165.4	promotional products
86	eBags Greenwood Village, CO • 303-694-1933	\$191.2*	\$153.0*	handbags, luggage and accessories
87	Black Box Corp. Lawrence, PA • 724-746-5500	\$188.9	\$180.6	networking products and services
88	Green Mountain Coffee Roasters Waterbury, VT • 802-882-2899	\$188.0*	\$170.0*	specialty coffees
89	Sephora USA San Francisco • 415-284-3300	\$186.5	\$166.5	cosmetics
90	Dick's Sporting Goods Pittsburgh • 724-273-3400	\$185.00	\$126.00	sporting goods
91	Hanesbrands Winston-Salem, NC • 336-519-3386	\$183.5*	\$175.5*	innerwear, casualwear
92	Boston Apparel Group West Bridgewater, MA • 508-895-3000	\$174.8*	\$225.0	apparel
93	Gardens Alive! Lawrenceburg, IN • 513-354-1482	\$171.3	\$170.0	gardening products
94	Boston Proper Boca Raton, FL • 561-241-1700	\$168.0	\$160.5	apparel

TOP 5: VITAMINS/SUPPLEMENTS

The vitamin, mineral and supplement market in the U.S. is \$11 billion, according to research and consulting firm TABS Group (although some other groups estimate it at closer to \$20 billion). About 11% of the sales come from the online/catalog channel, according to a TABS study conducted last year.

- (Direct sales in millions)
- 1 NBTY.....\$246.0
 - 2 Vitacost.com.....\$220.7
 - 3 Swanson Health Products\$102.0*
 - 4 Vitamin Shoppe.....\$83.5
 - 5 Indiana Botanic Gardens ...\$20.0*
- * estimate

TOP 10: PET SUPPLIES

Pet owners will spend nearly \$51 billion on their pets this year, according to the American Pet Products Association. Much of that goes to food, but about \$14 billion will be spent on supplies and over-the-counter medicines—products that many consumers purchase online or via catalogs.

- (Direct sales in millions)
- 1 Doctors Foster and Smith\$280.0*
 - 2 PetMed Express\$231.6
 - 3 Dover Saddlery\$52.1
 - 4 Jeffers.....\$50.0
 - 5 Valley Vet Supply\$39.5
 - 6 SmartPak.....\$20.2
 - 7 PetEdge\$17.3
 - 8 State Line Tack\$14.2
 - 9 Heartland Vet Supply.....\$9.6
 - 10 American Livestock and Pet Supply\$8.4
- * estimate

TOP 10: INDUSTRIAL/MRO

If you Google "MRO," you'll see that there is more than one definition of the acronym. But for the most part, it stands for maintenance, repair and operations. And most of the MRO/industrial products merchants on the top-10 list below are also on the MCM 100 ranking.

The top dog in the category, Wesco International, increased its sales 9%, from \$4.6 billion in 2009 to 5.1 billion in 2010. W.W. Grainger boosted its sales 20%, from \$1.5 billion to \$1.8 billion.

If Takkt America doesn't look familiar, that's because it used to be known as K+K America. Takkt America, which includes eight different brands, increased its revenue by about 8%, from \$411 million in 2009 to \$443 million in 2010.

- (Direct sales in millions)
- 1 Wesco International.....\$5,060.0
 - 2 VWR International.....\$3,600.0
 - 3 Patterson Cos.....\$3,420.0
 - 4 W.W. Grainger\$1,800.0
 - 5 MSC Industrial Direct Co.....\$1,652.0
 - 6 Interline Brands\$655.0*
 - 7 HD Supply\$580.4*
 - 8 Takkt America\$443.0
 - 9 Newport Corp.....\$121.8
 - 10 Production Tool Supply.....\$117.1
- * estimate

TOP 5: ELECTRONICS/COMPONENTS

The electronics components sector saw strong growth in 2010. Allied Electronics boosted revenue 37% from 2009, from \$286 million to \$388 million. And Mouser Electronics' sales surged 51%, from \$228 million to \$344 million.

- (Direct sales in millions)
- 1 Digi-Key Corp.\$1,000.0*
 - 2 Premier Farnell\$612.6
 - 3 Ingram Micro Consumer Electronics\$409.5*
 - 4 Allied Electronics.....\$388.0
 - 5 Mouser Electronics\$344.0*
- * estimate



TOP 10: COMPUTERS/HIGH-TECH

Nearly all of the computers and high-tech products merchants on the top 10 also appear on the top 100 ranking. And the only one that didn't, PC Mall, was actually in the top 100 for a bit until a few latecomers to the list pushed it off.

Most of the other computers merchants can be found at the beginning of the top 100 ranking: With \$52 billion in direct sales, Dell is naturally #1 on both lists. IBM is #2 here and #3 on the top-100 list.

CDW Corp., #5 overall and #3 here, increased its sales 14%, from \$7.7 billion in 2009 to \$8.8 billion in 2010. PC Connection, #17 overall and #6 below, reported a 35% rise in sales, from \$1.57 billion in 2009 to \$1.97 billion in 2010.

- (Direct sales in millions)
- 1 Dell.....\$52,161.4
 - 2 IBM\$10,496.0*
 - 3 CDW Corp.....\$8,800.0*
 - 4 Hewlett-Packard Co.....\$3,671.0*
 - 5 Systemax.....\$3,590.0*
 - 6 PC Connection.....\$1,970.0
 - 7 Crutchfield Corp.....\$270.0*
 - 8 Wayside Technology\$206.7
 - 9 Black Box Corp.....\$188.9
 - 10 PC Mall\$136.0
- * estimate

Rank	Company	2010 direct sales (in millions)	2009 direct sales (in millions)	Market segment
95	Lego Enfield, CT • 860-749-2291	\$160.1*	\$116.1*	children's products
96	Blyth Greenwich, CT • 203-661-1926	\$159.9	\$166.0	housewares, photo supplies, gifts
97	LifeWay Christian Resources Nashville, TN • 615-251-2000	\$156.6*	\$174.0*	church and Christian living products
98	Tiffany & Co. New York • 212-755-8000	\$152.7	\$141.40	jewelry, tabletop items, gifts
99	Benchmark Brands Norcross, GA • 770-242-1254	\$144.2	\$117.1	footwear
100	McNichols Co. Tampa, FL • 813-282-3828	\$140.8	\$180.0	industrial, commercial and architectural metals

* estimated

* estimated

WHO OWNS WHAT

MANY OF THE MCM 100 ARE MULTITITLE MAILERS. HERE'S A GUIDE TO WHO OWNS WHAT:

► **1-800-FLOWERS.COM** includes 1-800-Flowers.com, 1-800-Baskets.com, Cheryl & Co., Fannie May, The Popcorn Factory, Winetasting.com

► **ARISTOTLE CORP.** includes American Educational Products, Nasco, Summit Learning, Triarco

► **BOSTON APPAREL** includes Casual Living, Chadwick's, Closeout Catalog Outlet, Metrostyle

► **CASUAL MALE** includes Casual Male XL, Rochester Big & Tall Clothing

► **CHARMING SHOPPES** includes Figi's, Shoetrader.com

► **COLONY BRANDS** includes Ashro, Ginny's, Home Visions, Midnight Velvet, Monroe and Main, Montgomery Ward, RaceTeamGear.com, Room for Color, Seventh Avenue, The Swiss Colony, The Tender Fillet, Through the Country Door (acquired Wisconsin Cheeseman in March 2011)

► **GARDENS ALIVE!** includes Bits and Pieces, Breck's, Gurney Seeds, Henry Field's, Michigan Bulb, The Paragon and Spring Hill Nursery, Thompson & Morgan Seedsmen, TouchStone

► **HANOVER DIRECT** includes Company Kids, The Company Store, Domestications, International Male, Silhouettes, Undergear

► **HSNI** includes Ballard Designs, Frontgate, Garnet Hill, Improvements, Smith+Noble, The Territory Ahead, TravelSmith

► **INTERLINE BRANDS** includes Barnett, Copperfield Chimney Supply, Hardware Express, Leran, Maintenance USA, Sexauer, SunStar Lighting, U.S. Lock, Wilmar

► **ORCHARD BRANDS** includes Appleseed's, Bedford Fair Lifestyles, Blair Corp., Brownstone Studio, Coward Shoes, Draper's & Damon's, Eddie Bauer, Gold Violin, Haband, Intimate Appeal, Lew Magram, Linen Source, Monterey Bay Clothing Co., Norm Thompson Outfitters, Old Pueblo Traders, Sahalie, Solutions, The Tog Shop, Willow Ridge, WinterSilks

► **PATTERSON COS.** includes Masune First Aid & Safety, Medco, Sammons Preston, Webster Veterinary

► **POTPOURRI GROUP** includes Back in the Saddle, Catalog Favorites, Country Store, Expressions, In the Company of Dogs, Nature's Jewelry, NorthStyle, Pyramid Collection, The Stitchery, Serengeti, Whatever Works

► **PROVIDE COMMERCE** includes Cherry Moon Farms, ProFlowers, RedEnvelope, Secret Spoon and Shari's Berries

► **REDCATS USA** includes Avenue, Brylane Home, Jessica London, Kingsize, Roaman's, Sportsman's Guide, The Golf Warehouse, Woman Within

► **SCHOOL SPECIALTY** includes ABC School Supply, Abilitations, Brodhead Garrett, Childcraft, Classroom Direct, Delta Education, Frey Scientific, Hammond & Stephens, Sax Arts and Crafts, Sportime

► **SIGNATURE STYLES** includes Newport News, Spiegel, Shape FX

► **STAPLES** includes Corporate Express, Medical Arts Press, Quill Corp., Smilemakers

► **SYSTEMAX** includes Circuit City, CompUSA, TigerDirect

► **TAKKT AMERICA** includes Avenue Industrial Supply, Central Restaurant Products, C&H Distributors, Hubert, National Business Furniture (NBF), Alfax, Dallas Midwest, OfficeFurniture.com

► **TAYLOR CORP.** includes Colorful Images, Current, G. Neil, Lillian Vernon, Paper Direct, Sa-So

► **URBAN OUTFITTERS** includes Anthropologie, Free People, Terrain

► **U.S. AUTO PARTS** includes Carparts.com, J.C. Whitney, Motopower.com, Stylintrucks.com

► **W.W. GRAINGER** includes AW Direct, Ben Meadows, Gempler's, Highsmith, Lab Safety Supply, Professional Equipment, Rand Materials Handling

► **WILLIAMS-SONOMA** includes Pottery Barn, West Elm, Williams-Sonoma Home



TOP 10: FOOD

Food gifts is a major category for direct merchants. After all, who hasn't sent (or received) a crate of Florida grapefruits, a cheese log, a box of chocolates or a fancy treats tower during the holidays or for a special occasion?

Southern Fulfillment Services, #6 on our top-10 list, was primarily a fulfillment provider for other food gifts mailers until it began snapping up its own titles a few years ago. Its brands now include Citrus Country Groves, Hale Groves, Pittman & Davis and Gift Baskets Remembered.

The list below doesn't include Cheryl & Co., Fannie May, The Popcorn Factory or Winetasting.com. Those are owned by 1-800-Flowers.com, which does not break out the sales or data card information for the brands.

		<i>(Direct sales in millions)</i>			
1	Omaha Steaks.....	\$327.0*	6	Southern Fulfillment Services.....	\$39.0*
2	Harry & David Holdings.....	\$280.4	7	Hickory Farms.....	\$35.6*
3	Green Mountain Coffee Roasters.....	\$188.0*	8	HoneyBaked Ham.....	\$33.6*
4	Figi's.....	\$100.0*	9	Godiva Chocolatier.....	\$15.5*
5	The Swiss Colony.....	\$65.0*	10	Dean & DeLuca.....	\$12.3*

* estimate

MCM 100 ALPHABETICAL INDEX

Company	Rank	Company	Rank	Company	Rank
1-800-Flowers.com	46	Gardens Alive!	93	Orvis	82
4imprint	85	Green Mountain Coffee Roasters	88	Patterson Cos.	13
Airgas	48	Guest Supply (Sysco)	33	PC Connection	17
Allied Electronics	59	Guitar Center	44	PetMed Express	78
American Hotel Register	43	Hanesbrands	91	Potpourri Group	67
AmeriMark Holdings	54	Harry & David Holdings	69	Premier Farnell	39
Army & Air Force Exchange	79	HD Supply	42	Provide Commerce	57
Bass Pro Shops	66	Henry Schein	6	Recreational Equipment Inc.	68
Benchmark Brands	99	Hewlett-Packard Co.	10	Redcats USA	27
Black Box Corp.	87	HSNI	20	Restoration Hardware	63
Bluestem Brands	51	IBM	3	Saks	60
Blyth	96	Ingram Micro Consumer Electronics	56	School Specialty	36
Boston Apparel Group	92	Interline Brands	38	Sears Holdings Corp.	15
Boston Proper	94	J. Crew Group	47	Sephora USA	89
Broder Bros.	34	J.C. Penney Co.	22	Sierra Trading Post	74
Cabela's	31	L.L. Bean	24	Sigma-Aldrich Corp.	16
CDW Corp.	5	Lego	95	Sport Supply Group	73
Cintas Corp.	29	LifeWay Christian Resources	97	Staples	4
Coldwater Creek	75	Limited Brands	21	Systemax	12
Collections Etc.	77	LTD Commodities	55	Takkt America	50
Colony Brands	40	Mattel	71	Taylor Corp.	35
Crate & Barrel	62	McMaster-Carr Supply Co.	58	The Home Depot	41
Crutchfield Corp.	72	McNichols Co.	100	The Talbots	80
Dell	1	Mouser Electronics	61	Thermo Fisher Scientific	2
Deluxe Corp.	25	MSC Industrial Direct Co.	19	Tiffany & Co.	98
Dick's Sporting Goods	90	NBTY	76	United Stationers	8
Digi-Key Corp.	30	Neiman Marcus Group	37	Urban Outfitters	52
Doctors Foster and Smith	70	Nordstrom	32	U.S. Auto Parts	65
eBags	86	Northern Tool & Equipment	49	Vitacost.com	81
Foot Locker	53	Office Depot	14	VWR International	11
Gap	26	OfficeMax	9	W.W. Grainger	18
		Omaha Steaks	64	Wayside Technology	84
		Orchard Brands	28	Wesco International	7
		Oriental Trading Co.	45	Williams-Sonoma	23