

Latest ASI Research Shows 2011 Sales Up 6.2% to \$18.5 Billion

Industry rebound shows growth for eight straight quarters

TREVOSE, PA – January 26, 2012 – The [Advertising Specialty Institute](#) (ASI) today released its 2011 distributor sales research report showing total industry sales of \$18.5 billion, up 6.2% from 2010.

Sales have increased for eight straight quarters, with a 6.5% 2011 fourth-quarter sales increase reported – the highest since the first quarter of 2011.

“This latest ASI sales survey proves the ad specialty industry continues a strong rebound begun two years ago on the heels of the worst economic downturn in recent history,” said Timothy M. Andrews, president and chief executive officer of ASI. “Further, it shows a majority of distributors feel optimistic about 2012 sales, which is another indication of continued growth for a recession-proof industry.”

Highlights of the sales study include:

- Eighty-five percent of larger distributors (over \$1 million in revenue) reported an increase in sales in 2011, while over two-thirds (70%) of all distributors reported an increase.
- Over one-half (54%) of all distributors reported an increase in the fourth quarter, with distributorships of at least \$250,000 in annual revenue reporting greater percentage increases in sales than small distributorships.
- More than three-quarters (77%) of all distributors feel sales for 2012 will be higher than sales in 2011.
- The sales forecast among distributor firms for 2012 vs. 2011 shows consistency across different sized distributorships. About three-quarters of all sized distributor firms feel that sales in 2012 will be higher than in 2011.

To read the entire report, [click here](#).

ASI commissioned the exclusive survey to estimate industry sales for 2011. The industry outlook for 2012 was also included in the study. Invitations went to ASI distributor members who were the primary contact with their firms, and had been in business at least one year.

About ASI

The [Advertising Specialty Institute](#) (ASI) is the largest media, marketing and education organization serving the promotional products industry, with a [network](#) of over 27,000 distributors and suppliers throughout North America.