

U.S. Global Value Chain Coalition

Promotional Products Association International (PPAI) is the trusted leader in the promotional products industry delivering essential knowledge, resources and community to ensure the success of its members, those who manufacture, import and resell promotional products and the promotional products industry itself.

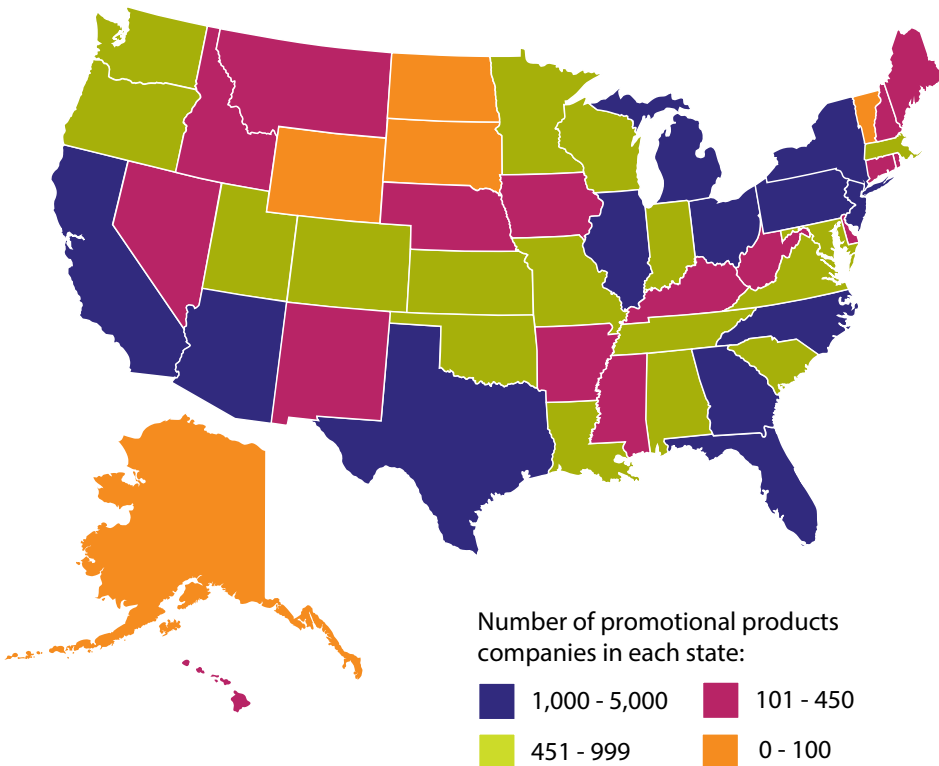
The promotional products industry plays an important role in the national economy—collectively, the industry provides nearly 500,000 jobs and revenues exceeding \$21 billion annually. Promotional products are any tangible item with an imprinted message and are one of the most effective, cost-efficient and longest-lasting media used by advertisers and marketers. The industry as a whole is made up of 98 percent small businesses, many of which record less than \$250,000 in annual sales.

The promotional products industry relies on global supply chains. Although most promotional products are manufactured overseas, once in the U.S., these products are decorated by U.S. workers. They are sold by U.S. workers. They are used to promote U.S. goods and services.

Types Of Employment

- Design
- Product Development
- Manufacturing
- Supply Chain And Product Responsibility
- Sales/Marketing
- Logistics and Customs

U.S. Employment In The Promotional Products Industry



Source: ppai.org/LBB

U.S. Direct Employment
489,000+

U.S. Sales Of Promotional Products
\$21+ billion

U.S. Promotional Products Companies
40,000+

Percent Of Companies That Are Small Businesses: 98%

“It is our collective responsibility to work to ensure lawmakers understand the value, benefits and employment opportunities offered by this creative and vibrant industry. The promotional products industry represents tens of thousands of companies, hundreds of thousands of jobs and billions of dollars.”

—Paul Bellantone, CAE, President and CEO of PPAI