

2004 CATALOG AGE 100

Rank	Company	{catalog and Web sales only}		Market segment	Rank	Company	{catalog and Web sales only}		Market segment
		2003 sales (\$ millions)	2002 sales (\$ millions)				2003 sales (\$ millions)	2002 sales (\$ millions)	
1	Dell	\$35,227.0*	\$30,093.0*	computers, consumer electronics	51	HSN	\$388.2*	\$242.0*	general merchandise
2	International Business Machines Corp.	\$7,489.2*	\$6,820.8*	computers	52	Mattel	\$377.0	\$380.0*	toys
3	Corporate Express North America	\$4,456.7	\$4,630.2	office, facility supplies	53	Bear Creek Corp.	\$366.9*	\$335.0*	food, plants
4	Boise Cascade Corp.	\$4,025.1	\$3,545.8	office products	53	Guitar Center	\$366.9	\$335.0	musical equipment
5	Office Depot	\$3,965.3	\$3,913.9	office products	55	Foot Locker	\$366.0	\$350.0	athletic footwear & apparel
6	Staples	\$3,741.0	\$3,389.6	office products	56	Northern Tool & Equipment Co.	\$325.0*	\$300.0*	tools
7	Fisher Scientific International	\$3,564.4	\$3,238.4	scientific, medical, lab supplies	57	Coldwater Creek	\$324.2	\$344.9	women's apparel
8	Henry Schein	\$3,353.8	\$2,825.0	dental, medical, veterinary supplies	58	K+K America	\$317.7	\$318.0	safety, food service, packing supplies
9	United Stationers	\$2,890.0*	\$2,780.0*	wholesale office, janitorial, supplies	59	Tessco Technologies	\$315.4	\$266.5	wireless equipment
10	CDW	\$2,741.0*	\$2,945.0*	computers	60	Starcrest of California	\$310.0	\$310.0	general merchandise
11	J.C. Penney Co.	\$2,698.0	\$2,613.0	general merchandise	61	PC Connection	\$305.1	\$268.8	computers
12	Sears, Roebuck & Co.	\$2,112.4*	\$2,112.2*	apparel, tools, general merchandise	62	Brady Corp.	\$300.0*	\$270.0*	industrial safety, signage supplies
13	Patterson Cos.	\$1,879.3	\$1,609.0	dental, medical, veterinary supplies	63	Nordstrom	\$292.7	\$253.6	apparel
14	VWR International	\$1,870.0	\$1,720.0	lab supplies	64	Taylor Corp.	\$280.0*	\$250.0*	business stationery, HR supplies
15	Systemax	\$1,657.8	\$1,551.5	computers; office, warehouse supplies	65	Interline Brands	\$275.1	\$273.1	MRO supplies
16	Redcats USA	\$1,500.0	\$1,540.0	apparel, home decor, housewares	66	American Hotel Register Co.	\$275.0	\$275.0	hospitality industry supplies
17	Sigma-Aldrich Corp.	\$1,298.0	\$1,207.0	biochemical products, lab supplies	67	Uline	\$250.0*	\$210.0*	packaging, janitorial supplies
18	Limited Brands	\$995.0	\$963.0	women's apparel, beauty products	68	The Talbots	\$239.4	\$247.4	apparel
19	Williams-Sonoma	\$966.4	\$798.2	home furnishings, kitchenware	69	Omaha Steaks	\$226.5*	\$210.0*	food
20	Cabela's	\$924.3	\$867.8	outdoor sporting gear	70	AcuSport Corp.	\$225.0*	\$200.0*	wholesale shooting gear
21	L.L. Bean	\$900.0*	\$880.0*	apparel, outdoor gear, home decor	70	Global Motorsport Group	\$225.0*	\$225.0*	motorcycle parts and accessories
22	School Specialty	\$880.2	\$859.6	school, educational products	72	Sharper Image Corp.	\$223.8	\$210.9	high-tech gadgets
23	MSC Industrial Direct	\$856.5	\$794.0	MRO supplies	73	Thompson Group	\$222.0*	\$196.0*	home decor, cigars, gifts
24	Spiegel	\$806.7	\$1,203.8	general merchandise	74	Dr. Leonard's Healthcare Corp.	\$220.0*	\$225.0*	health products, housewares, gifts
25	Broder Bros.	\$798.6	\$429.7	imprintable apparel	75	Kennametal	\$217.0	\$196.0	metalworking tools
26	W.W. Grainger	\$784.5	\$706.3	industrial, MRO supplies	76	Norm Thompson Outfitters	\$215.0	\$208.0	apparel, home decor, housewares, gifts
27	Johnstone Supply Co.	\$705.0	\$621.0	wholesale heating/air-conditioning	77	Bass Pro Shops	\$210.0*	\$210.0*	outdoor sports gear
28	PC Mall	\$672.2	\$558.0	computers	78	Blyth	\$203.0	—	gifts, housewares, stationery
29	Cornerstone Brands	\$650.0*	\$450.0*	home decor, apparel, travel access.	79	NBTY	\$200.6	\$179.3	nutritional supplements
30	Darby Group Cos.	\$625.0*	\$625.0*	dental, medical, & veterinary supp.	80	J. Jill Group	\$200.2	\$220.6	women's apparel
31	Cintas Corp.	\$615.8	\$574.7	uniforms, promotional products	81	Automotive Specialty Accessories & Parts	\$200.0*	\$180.0*	aftermarket automotive parts
32	Blair Corp.	\$581.9	\$568.5	apparel, home decor	81	McMaster-Carr	\$200.0*	\$200.0*	MRO supplies
33	ABC Distributing	\$560.0*	\$530.0*	general merchandise	83	Tiffany & Co.	\$197.4	\$179.2	jewelry, gifts
33	Premier Farnell	\$560.0*	\$600.0*	electronic components, cabling	84	Sportsman's Guide	\$194.7	\$179.3	outdoor sporting gear
35	1-800-Flowers.com	\$556.8	\$512.8	gifts, home decor, housewares, toys	85	Collections Etc.	\$190.0*	\$185.0*	gifts, housewares, home decor
36	Black Box Corp.	\$525.5	\$630.5	networking products/services	86	Crutchfield Corp.	\$186.0	\$179.0	consumer electronics
37	Neiman Marcus Group	\$525.0*	\$460.0	upscale apparel, home decor, kitchen	86	Ross-Simons	\$186.0	\$188.0	jewelry, gifts
38	Home Depot	\$482.2*	\$434.4*	hardware, housewares	88	Lillian Vernon Corp.	\$183.9	\$230.9	gifts, home decor, housewares, toys
39	Aramark Corp.	\$481.5*	\$467.1*	uniforms, workwear	89	J. Crew Group	\$173.5	\$248.0	men's and women's apparel
40	LTD Commodities	\$475.0*	\$475.0*	general merchandise	90	Knights Direct	\$172.0	\$166.8	home decor, women's apparel
41	Zones	\$460.8	\$414.6	computers	91	Dr. Foster & Smith	\$170.0	\$157.0	pet supplies
42	The Swiss Colony	\$450.0*	\$430.0*	food, apparel, home decor, gifts	92	Allied Electronics	\$167.0	\$157.5	electronic components
43	New England Business Service	\$431.8	\$440.0	business stationery, retail supplies	93	The Aristotle Corp.	\$163.2	\$165.9	educational, agricultural, assisted-living
44	Guest Supply	\$425.0*	\$390.0-plus	hospitality industry supplies	94	Grate & Barrel	\$160.0	\$126.5*	home decor
45	Hanover Direct	\$415.0	\$457.6	home decor, apparel, gifts	95	Alloy	\$157.0	\$167.6	teen apparel, extreme-sports gear
46	Digi-Key Corp.	\$400.0-plus*	\$365.6*	electronic components	96	Direct Marketing Service Inc.	\$155.0	\$150.0	home decor, gifts, women's apparel
46	Oriental Trading Co.	\$400.0-plus*	\$350.0-plus*	party supplies, novelties, home decor	96	Mason Cos.	\$155.0*	\$132.0*	footwear
48	Airgas	\$400.0*	\$301.0*	industrial & medical gases; safety supp.	98	Army & Air Force Exchange Service	\$151.0	\$114.5	general merchandise
48	Crosstown Traders	\$400.0	\$400.0	women's apparel, shoes, food, gifts	99	Potpourri Group	\$150.0	\$120.0	gifts, home decor, toys
48	Hewlett-Packard Co.	\$400.0*	\$200.0*	computers	100	J&R Electronics	\$148.0*	\$146.0*	consumer electronics, computers

* estimates