

2021 Top Suppliers: Profiles



OneTouchPoint - No. 5

2020 sales: \$135.7 million
Hartland, Wisconsin
606 employees, 8 locations
Established in 2007

The pandemic tested OneTouchPoint's vision and strategy in ways that David Holland couldn't have imagined. Yet, during the last 12 months, the OneTouchPoint CEO

quietly invested in his organization, most notably with the purchase of Insight Resource Group (IRG), a company focused on the alcoholic beverage industry.

"IRG is a very significant and strategic addition to our solution offering that brings a very talented team and a complementary technology suite that powers national campaign roll-outs and a host of in-store display solutions," Holland explained.

Over the last year, OneTouchPoint also made a significant, multi-year investment to enhance its technology platform, U.Connect, and even saw growth in its healthcare and manufacturing verticals — the latter of which allowed upper management to refinance the

company at more competitive rates. Perhaps, then, it's no surprise that OneTouchPoint nearly matched its 2019 sales totals, finishing 2020 with \$135.7 million (versus \$140.6 million in 2019). Yes, the business' robust processes and technology were a key part of the equation, but Holland said true success starts with good people.

"Our employees pride themselves on having a 'do-whatever-it-takes' mentality and a passion for helping our customers navigate through their business challenges," he noted. "We approach our relationships with our clients as a partnership — and not just a vendor."

Outlook: Enterprise and solution sales, along with customer-first innovations, will play a large role in OneTouchPoint's plans for 2022. Outside of pandemic-inspired trends, Holland is paying attention to global supply chain impacts to overseas production, raw material price increases, and a growing trend in client onshoring, particularly in the manufacturing vertical. But he is ready for whatever challenges (and opportunities) lie ahead.

"The pandemic accelerated disruption in our industry," Holland said. "The customer experience will continue to take center stage — and creating an agile company that can respond quickly to the needs of our customers, and our customers' customers, will be essential. ... We were well-positioned to quickly adapt to the challenges, as our corporate strategy and vision were aligned with this shift."

2021 Top Suppliers: The List

	COMPANY	2020 REVENUE	2019 REVENUE	PRINCIPAL(S)	LOCATION
1	alphabroder Prime Line	\$1,400,000,000	\$1,700,000,000	Dan Pantano, CEO/President	Trevese, PA
2	Hit Promotional Products Inc.	\$443,000,000	\$496,000,000	CJ Schmidt, CEO	Largo, FL
3	Ennis Inc.	\$357,973,000	\$438,412,000	Keith S. Walters, Chairman/ CEO/President	Midlothian, TX
4	Koozie Group	\$255,000,000	\$310,000,000	David Klatt, CEO	Clearwater, FL
5	OneTouchPoint	\$135,740,000	\$140,588,000	David Holland, CEO	Hartland, WI
6	Staton Corporate & Casual	\$123,711,773	\$170,038,300	Billie Staton, President	Dallas, TX
7	Sportsman Cap & Bag	\$120,000,000	\$83,000,000	Dan Saferstein, Owner	Lenexa, KS
8	Gemline	\$115,500,000	\$105,000,000	Jonathan Isaacson, CEO	Lawrence, MA
9	Western States Envelope and Label Co.	\$98,576,728	\$103,258,833	Steve Bayerlein, CEO	Butler, WI
10	TST IMPRESO	\$96,151,574	\$115,264,459	Marshall Sorokwasz, CEO	Coppell, TX
11	The Magnet Group	\$89,300,000	\$121,437,000	Bill Korowitz, CEO	Washington, MO