

# BIG50

INDUSTRIAL DISTRIBUTION



## MARKETING DECK



# ID AUDIENCE



**32,000** *Distribution Professionals*  
**20,000** *Distribution Companies*

Industrial Distribution's 32,000 subscribers are comprised of management titles: CEO, owner, chairman, president, vice president, treasurer, general manager, operations manager, branch manager, purchasing manager/buyer, and key sales personnel, located at more than 20,000 distributor companies of all sizes. Industrial Distribution's circulation is strictly controlled, providing a superior audience with authority and buying power.

**INDUSTRIAL DISTRIBUTION**<sup>®</sup>

## INTRO & METHODOLOGY

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Industrial Distribution's September/October print issue will feature our annual Big 50 list. Since 1974, The Big 50 List recognizes North America's 50 largest distributors of industrial products and ranks them in order of revenue. Executives and industry analysts utilize the list as a reference and snapshot of who the biggest market-movers are in this space. The list is so highly regarded by distribution companies and financial institutions that stock prices have moved based on their position on the list. Sponsorship provides your company with the best opportunity to connect and showcase your marketing message to our highly engaged audience of influential distribution executives, management, and sales professionals.

In addition to the print coverage, we are also producing a **special three-part video presentation** where our editorial staff - Anna Wells and Andy Szal will countdown the Big 50 List and offer their own insights. Videos are promoted through ID's daily newsletter, eblasts, website, and social media.

### **The Only Accurate Ranking of Distributors**

We work directly with all 50 companies and the honorable mentions on the list to gather feedback and compile the only accurate list of public and private distribution companies. There are no estimates - to be included each company submits via email or call their past year's revenue numbers and their feedback on trends in distribution.



# BIG 50 | PRINT

[Link to 2025 Digital Edition](#)

The BIG 50 list is published in the September/October issue of Industrial Distribution. This is the most read and passed along issue of the year.

Magazine Audience:

32,000 distribution professionals

20,000 distribution companies

Sponsors logos included on the intro page (right)

**INDUSTRIAL DISTRIBUTION**

**BIG50**

PLATINUM SPONSOR: **BIGCOMMERCE** | GOLD SPONSORS: **EPICOR** **DESCARTES** **DISTRO** **QAI** **CRG** | SILVER SPONSORS: **PANEL BUILT** **Acumatica**

## Masters of the Muted Environment

Big 50 companies go hard, despite challenges.  
By Anna Wells and Andy Szal

In our outreach for the Big 50 List this year, we heard the same word come up over and over: “despite.” As in: industrial distribution companies were finding ways to gain market share and increase sales –

- despite a muted economic environment.
- despite challenges in key end markets.
- despite continued gaps in talent.
- despite an opaque outlook on tariffs.

Last year, we detailed a group of companies addressing what felt like short-term roadblocks: heavy inflation, workforce challenges, an economic environment (for industrial, anyway) that some analysts believe slipped slightly into the recession category. Perhaps it was optimism that caused many of them to shrug off these concerns and blaze ahead with significant acquisition activity and other aggressive growth techniques.

And as we look at 2024 numbers, we see more of the same – distributors who are using the “despite” as a stepstool, finding ways to turn challenges into opportunities.

The year 2024, then, seemed characterized by the same fearlessness as 2023, though with mixed results.

Some of the companies we showcase ahead benefited greatly from their strategy and took these obstacles in stride. Others reported sluggish growth or even some subtle backsliding.

The average distributor showed sales increases, albeit modest ones.

What didn’t change, of course, is the effort that’s gone into making the biggest distributors in our industry incrementally better – at least in most cases. In the pages ahead, you’ll hear – straight from the mouths of these distribution industry leaders – what propelled them forward *despite*, and the story behind each strategy is unique.

*Editor’s Note:* Each year, we wish to reiterate that there are a handful of companies who would qualify for our ranking but do not appear in the coming pages. If we are unable to independently verify the revenue data of a company – either through self-reported or publicly available figures – we leave them off the list. [ID](#)

**1. Grainger** [www.grainger.com](http://www.grainger.com)

**2024 Sales:** \$17.2 billion  
**Top Exec:** D.G. Macpherson  
**Headquarters:** Lake Forest, IL  
**Locations:** 430  
**Employees:** 26,000

2024 brought Grainger a respectable net sales increase of 4.2%. In a January statement, Grainger Chairman and CEO D.G. Macpherson said that “Amidst a stable, yet muted demand environment throughout 2024, our team delivered strong performance by staying focused on what matters.” 2024 also saw Grainger’s divestiture of its E&R Industrial Sales subsidiary. The company was recognized by corporate ethics firm Ethisphere as one of the “World’s Most Ethical Companies” in 2025, as well.

**2. Motion** [www.motion.com](http://www.motion.com)

**2024 Sales:** \$8.7 billion  
**Top Exec:** James Howe  
**Headquarters:** Birmingham, AL  
**Locations:** 750+  
**Employees:** 9,500+

2024 acquisitions for Motion included Perfetto Manufacturing and SER Hydraulics; Allied Circuits; LSI Supply Inc.; Stoney Creek Hydraulics; and International Conveyor and Rubber (ICR). The company also added a repair shop in Houston. So far, the company has stayed on an aggressive expansion track in 2025, looking in two additional acquisitions and opening two new locations in Canada. Motion President James Howe told us Motion was well positioned “to successfully embrace the

# BIG 50 | PRINT

[Link to 2025 Digital Edition](#)

Sponsorships include a **full page ad** in the ID print magazine and the digital edition next to the Big 50 list.

**INDUSTRIAL DISTRIBUTION**

**BIG 50**

**3. WinSupply** [www.winsupply.com](http://www.winsupply.com)

2024 Sales: \$7.75 billion  
 Top Exec: Jeff Deo  
 Headquarters: Dayton, OH  
 Locations: 677  
 Employees: 9,561

WinSupply made four acquisitions last year: Meriville waterworks distributor Meriville Service and Supply, Phoenix, AZ's supplier Geneva Metals, and a pair of North Texas companies — distributor Epic Supply and plastics producer Flog Polytek. This year, WinSupply has added Industrial Sales Co., an industrial lighting & supply and also purchased a newly active Meriville MA, a provider of a solution. WinSupply has also added around 20 local companies — in which WinSupply partners with local business owners — in the past 12 months, and one to add between 15 and 20 more annually through the end of the decade.

**4. Argus, an Air Liquide company** [www.airgas.com](http://www.airgas.com)

2024 Sales: \$7.5 billion  
 Top Exec: Marcotte Flomenelli  
 Headquarters: Radnor, PA  
 Locations: 1,400  
 Employees: 18,000

It appears Argus is back on the trail, doing consolidation again after a few quiet years caused what's traditionally been a very acquisition-heavy strategy. Argus pointed to seven key acquisitions in 2024 including Bluebug Welder Sales, N.A.'s welding supply Inc., Primary Gas Solutions, Hi-Ton Oxygen Company, Sky Oxygen Inc., Elbert Machine & Gas Supply and Aero Chemicals Inc.

**5. Fastenal** [www.fastenal.com](http://www.fastenal.com)

2024 Sales: \$7.5 billion  
 Top Exec: Dan Flomberg  
 Headquarters: Winona, MN  
 Locations: 1,696 branch locations  
 Employees: 24,362

Fastenal posted a 2.7% increase in 2024 sales despite what officials characterized as a consistently soft manufacturing environment — one that saw its lineup of safety supplies and MRO-related products receive its heaviest discounts. This year, despite raising some prices in response to tariffs, the company says that its efforts on customer acquisition and wallet share have combined to pay off in a still-lagging market. The company is also expanding a new distribution center in Utah opened in June this summer.

**6. Core & Main** [www.coreandmain.com](http://www.coreandmain.com)

2024 Sales: \$7.4 billion  
 Top Exec: Steve LeClair  
 Headquarters: St. Louis, MO  
 Locations: 270+  
 Employees: 6,700

Core & Main jumped from \$5.7 billion in 2023 sales to \$7.4 billion in 2024. The success for this distributor has carried over into the 2025, with the company reporting record first quarter results in June. Core & Main was also named to the Fortune 500 list for the first time in its company history 2024 brought more than a dozen acquisitions for Core & Main and the two largest. Earlier this year, the company announced that, after nearly two decades with Core & Main, CEO Steve LeClair would move into the role of executive chair, succeeded by CFO Mark Withawski.

**7. White Cap** [www.whitecap.com](http://www.whitecap.com)

2024 Sales: N/A  
 Top Exec: Alan Sollenberger  
 Headquarters: Atlanta, GA  
 Locations: ~600  
 Employees: 10,000+

White Cap has been objectively busy with acquisitions in the past year. To give you some perspective, between the publishing of last year's report through the end of calendar 2024, White Cap announced eight acquisitions. Among them, White Cap added footprint in safety and specialty tools — even an equipment rental business. So far in 2025, White Cap has robed another eight acquisitions.

**8. Applied Industrial Technologies** [www.applied.com](http://www.applied.com)

2024 Sales: \$4.5 billion  
 Top Exec: Neil A. Schrimster  
 Headquarters: Cleveland, OH  
 Locations: 600+  
 Employees: 6,800

In 2024, Applied added New Jersey's Total Machine Solutions and Ohio's Stanley Proctor, reached a deal to add Illinois-based IRIS Factory Automation, and, most notably made one of the industry's blockbuster recent acquisitions: In late December, announced on its purchase of Optipipe, a provider of industrial pipe power products. Applied expects the latter deal to contribute \$200 million dollars to its annual revenue — and add 33 locations across the Southeast to its footprint.

20 INDUSTRIAL DISTRIBUTION | September/October 2025 [www.id360.com](http://www.id360.com)

**DESCARTES**



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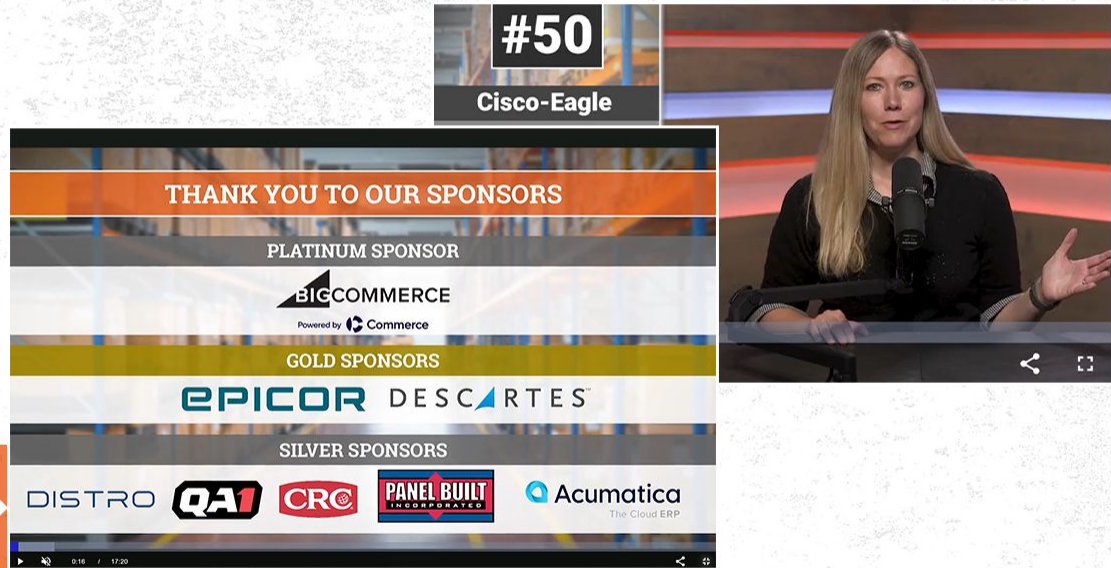


# BIG 50 | COUNTDOWN VIDEOS

[Link to 2025 Videos](#)

Each year the editorial team of ID counts down the Top 50 distributors in a 3 part video series. **Sponsors logos are prominently featured in all three videos and in a banner ad on the Video page.**

TOTAL AUDIENCE  
**33,000 VIDEO VIEWS**



**INDUSTRIAL DISTRIBUTION**

# BIG 50 | VIDEO IN ID NEWSLETTER

## [2025 Newsletter Example](#)

Each video is promoted in the headline position of the daily newsletter on 9/23, 9/24, 9/25 and in an advertising position starting 9/28 for two weeks (10 addtl deployments).

**Sponsors logos are on all promotional materials.**

NEWSLETTER AUDIENCE

**17,000 SUBSCRIBERS**

13 DAYS IN NEWSLETTER

**221,000 ID READERS**

## TODAY IN **INDUSTRIAL DISTRIBUTION**

Providing News and Information to the Industrial Distribution Market

SEPTEMBER 25, 2025

FEATURED STORY

**PART 3: #10-1**

**BIG50**  
2025  
**INDUSTRIAL DISTRIBUTION**

INDDIST.COM

**The 2025 Industrial Distribution Big 50 Countdown: 10-1**

Our countdown video reveals this year's 10 largest industrial distributors.



**NetPlus Members Report Mixed Start to 2025**

But more than two-thirds still expect year-over-year growth.

**Tailored ERP Powers Distributor Success**

How Strong ERP Partnerships Elevate Your Business

EPICOR



An ERP tailored to your distribution business allows you to streamline operations, cut deadstock, improve turns, and boost data

visibility. The right ERP partner helps you do more with less. Learn how to choose the best ERP partner for your business.

[Learn More](#)

## BIG 50 | VIDEO COUNTDOWN EBLASTS

3 Eblasts featuring the BIG 50 videos:

» #50 to 31

» #30 to 11

» #10 to 1 ([shown on right](#))

**Each eblast is sent to 13,000 prominently featuring all sponsors.**

TOTAL AUDIENCE

**39,000 ID READERS**

## INDUSTRIAL DISTRIBUTION<sup>®</sup>

Industrial Distribution's

**BIG 50**  
#10-1

Presented by Executive Editor Anna Wells and Editor Andy Szal, we're unveiling the third and final part of *Industrial Distribution's* 2025 Big 50 List video countdown. Part 3 covers the top 10 distributors of industrial products in North America, based on their 2024 sales figures.



**WATCH NOW**

THANK YOU TO OUR SPONSORS:

PLATINUM SPONSOR



GOLD SPONSORS

**EPICOR** DESCARTES

SILVER SPONSORS

DISTRO



Acumatica  
The Cloud ERP

GET CAUGHT UP:

## BIG 50 | VIDEO SHOWCASE EBLAST

| Eblast featuring all 3 BIG 50 videos - [Example](#)

**The eblast is sent to 16,000 prominently featuring all sponsors in the leaderboard and videos.**

TOTAL AUDIENCE

**16,000 ID READERS**

## INDUSTRIAL DISTRIBUTION<sup>®</sup> VIDEO SHOWCASE

### PART 1: #31-50

PLATINUM SPONSOR  
eCOMMERCE

GOLD SPONSORS  
EPICOR DESCARTES

**BIG 50**  
2025  
INDUSTRIAL DISTRIBUTION  
INDDIST.COM

SILVER SPONSORS  
DISTRO QA1 CRC  
PANEL BUILT Acumatica

### The 2025 Industrial Distribution Big 50 Countdown: 50-31

Part 1 of our annual look at the largest industrial distributors in North America. Today, executive editor Anna Wells and editor Andy Szal present part one of our three-part video series, which covers companies from no. 50 through 31.

### PART 2: #11-30

PLATINUM SPONSOR  
eCOMMERCE

GOLD SPONSORS  
EPICOR DESCARTES

**BIG 50**  
2025  
INDUSTRIAL DISTRIBUTION  
INDDIST.COM

SILVER SPONSORS  
DISTRO QA1 CRC  
PANEL BUILT Acumatica

# BIG 50 | WEBSITE ADS

Website Billboards and Boombboxes promoting the **BIG 50 List** featuring sponsors logos. Ads run in October.

TOTAL AUDIENCE

35,000 ID READERS

**INDUSTRIAL DISTRIBUTION**

The screenshot shows the Industrial Distribution website header with the logo and navigation links: SINCE 1911, VIDEO, ADVERTISE, NEWSLETTER SIGNUP, MAGAZINE, Sign In, and a search icon. Below the header is a navigation bar with links: Big 50, Business Technology, Economy, Mergers & Acquisitions, New Products, Operations, Sales, Staffing Changes, Supply Chain, and 5 Minutes with. The main content area features a large advertisement for the 'BIG 50 2025' list. The ad includes the 'INDUSTRIAL DISTRIBUTION' logo, a 'SEE THE TOP 10' button, and a list of sponsors: PLATINUM SPONSOR (BIGCOMMERCE), GOLD SPONSORS (EPICOR, DESCARTES), and SILVER SPONSORS (DISTRO, QAI, CRC, PANEL BUILT, Acumatica). Below the ad is a 'Latest' section with three video thumbnails. The first thumbnail shows a man in a safety vest looking at a laptop, sponsored by EPICOR. The second thumbnail shows a Nestle building with a video player overlay, sponsored by MANUFACTURING EPISODE 260. The third thumbnail is an advertisement for 'TURBOCHARGE YOUR LEAD GENERATION WITH INDUSTRIAL MEDIA'.

## BIG 50 | SOCIAL MEDIA MARKETING

All three videos are posted to ID's LinkedIn group of **19,000 members**.

TOTAL AUDIENCE  
**57,000**

*3 unique posts to 19k.*



**Andy Szal** · You

Editor at Industrial Media, LLC

11mo ·



The 2023 Big 50 countdown concludes with a look at the top industrial product distributors by sales revenue in North America.



The 2023 Industrial Distribution Big 50 Countdown: The Top 10  
[inddist.com](http://inddist.com)

## BIG 50 | SILVER SPONSORSHIP



### SILVER SPONSOR

- » Recognized as Silver Sponsor with Logo on all Big 50 marketing (below)
- » Full page print ad in Sept/Oct
- » Two weeks in Today in ID daily newsletter (Inline Position)
- » **Rate: \$6,995 net**

### BIG 50 Marketing - Build trust and awareness with your logo on all marketing materials

- » 3 Big 50 Video Countdown eBlasts - [Example](#)
- » 1 Big 50 Video Showcase Recap - [Example](#)
- » 3 Part Video Presentation with recap in Today In Distribution Newsletter on 9/23, 9/24, 9/25 - [Example](#)
- » 1 Big 50 Website **Billboard** ad to run on ID's website
- » Recognized as sponsor on ID's Big 50 home page (12 months) - [Example](#)
- » Recognized as sponsor in the BIG 50 print issue - [Example](#)
- » Promoted to ID's LinkedIn Group of 19,000 - [Link](#)



## BIG 50 | GOLD SPONSORSHIP



### GOLD SPONSOR

- » Recognized as Gold Sponsor with Logo on all Big 50 marketing (below)
- » 100 Registration leads of readers who download Big 50 PDF
- » Full page print ad in Sept/October
- » Full page Corporate Profile (or full page ad) in Nov/Dec issue - [Example](#)
- » Reach: 390,000+ total ad impressions
- » **Rate: \$15,995 net**

### BIG 50 Marketing - Build trust and awareness with your logo on all marketing materials

- » 3 Big 50 Video Countdown eBlasts - [Example](#)
- » 1 Big 50 Video Showcase Recap - [Example](#)
- » 3 Part Video Presentation with recap in Today In Distribution Newsletter on 9/23, 9/24, 9/25 - [Example](#)
- » 1 Big 50 Website **Billboard** ad to run on ID's website
- » Recognized as sponsor on ID's Big 50 home page (12 months) - [Example](#)
- » Recognized as sponsor in the BIG 50 print issue - [Example](#)
- » Promoted to ID's LinkedIn Group of 19,000



## BIG 50 | PLATINUM SPONSORSHIP

### PLATINUM SPONSOR

- » Recognized as Platinum Sponsor with Logo on all Big 50 marketing
- » 200 Registration leads of readers who download Big 50 PDF
- » Full page print ad in Sept/Oct
- » Full page corp profile in Sept/Oct - [Example](#)
- » Full page print ad in Nov/Dec
- » Reach: 550,000+ total ad impressions
- » **Rate: \$27,995 net**

### BIG 50 Marketing - Build trust and awareness with your logo on all marketing materials

- » 3 Big 50 Video Countdown eBlasts - **Platinum Sponsor Logo Placement**
- » 3 Part Video Presentation + recap in Today In Distribution Newsletter - **Includes host mention of Platinum Sponsor on video**
- » 1 Big 50 Video Showcase Recap - **Logo included in Leaderboard**
- » 1 Big 50 Website **Premium Reveal Ad position** - Will run on ID's website on all tagged Big 50 content
- » Recognized as sponsor in the BIG 50 print issue - [Example](#)
- » Promoted to ID's LinkedIn Group of 19,000

