



commonsku Buying Group Network

We believe promo works best when we work together.

The commonsku Buying Group Network is where we spotlight buying groups that collaborate with commonsku across the promo industry. Buying groups bring independent distributors together to build stronger businesses, with benefits like pooled supplier spend and rebates. commonsku brings something different: the technology to run your business, from CRM to order management and eCommerce.

Here are the marquee promotional product buying groups:



Premier Group



Promo Group



The Partnering Group

 Reciprocity Group	 Legacy Group	 PeerNet
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What Makes commonsku Different

comonsku was built by distributors, for distributors. Our founders ran a promotional products distributorship of their own, so commonsku has been distributor-led from the very beginning. The challenges and opportunities you face are what shape our platform today, as we build it hand-in-hand with the distributors and suppliers who use commonsku every day.

What makes commonsku different is that we're the only platform in this industry where connected workflow and community live in one place, giving you real visibility, real collaboration with your suppliers, and more time back for the work that matters most: serving your clients. Community is at the heart of everything we do, and it's exactly why our relationships with buying groups matter so much to us.

Let's talk about how commonsku can support your business.

Learn more at comonsku.com/buyinggroupnetwork