



commonsku for Premier Group Members

We believe promo works best when we work together.

Premier Group brings distributors and suppliers together to grow each other's businesses through information sharing and trusted, personal relationships. commonsku brings something different to your own business: the technology to run it, from CRM to order management and eCommerce. Premier Group is part of the commonsku Buying Group Network, and we're here to support your business if and when commonsku is the right fit.

A Shared Belief in Relationships

Premier Group's members succeed by working together and supporting each other's businesses. That belief in doing better together is one we share.

What Makes commonsku Different

commonsku 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 getting your business started on commonsku!