



commonsku for Promo Group Members

We believe promo works best when we work together.

Promo Group helps Canadian distributors stay independent and focused on selling by negotiating pricing and rebates and managing central finance on your behalf. commonsku brings something different to your own business: the technology to run it, from CRM to order management and eCommerce. Promo Group is part of the commonsku Buying Group Network, and we're here to support you as you get started.

Built Into How Promo Group Works

Promo Group's standard for its members is to run their business on commonsku. That's why Promo Group offers a defined onboarding path for members who are new to commonsku, so you're supported from day one.

"PromoGroup and commonsku were both built by distributors, for distributors, so joining the commonsku Buying Group Network was an easy decision. Independent distributors on commonsku have already invested in running a connected, professional operation. What many are still missing is the buying power that comes from purchasing together."

As the only Canadian-owned and operated buying group for independent promotional products distributors, we want Canadian distributors on commonsku to know there's a group that fits the way they already work. commonsku runs your business. PromoGroup runs your buying power."

- Max Rochette, Partner and Vice President, Strategic Growth at Promo Group

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 getting your business started on commonsku!