



Consolidus Posts Record First Half, Growing at 13x Industry Pace

The strong start for the company in 2026 accelerated into the second quarter, resulting in the most successful quarter and month in company history.

AKRON, OH, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Consolidus, the leading solution to consolidate, govern, and automate institutional custom branded merchandise purchasing for education, public-sector agencies and healthcare organizations, today announced record-breaking 2026 first-half (H1) results, with growth accelerating even as the broader promotional products industry posted only modest gains through the same period.

“

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*Jeffrey Jones, Consolidus
Founder and CEO*

Sales for Consolidus grew 24.5% year over year (YoY) in H1 2026, with momentum building sharply as the months progressed. First-quarter growth of 12.8% accelerated to 32.9% in the second quarter. This was the highest revenue

quarter in Consolidus' history, capped by June, the highest revenue in a single month since its inception in 2006. The first half was also the most profitable in company history, with adjusted profitability more than quadrupling year over year.

The growth and revenue performance by Consolidus in H1 2026 are in sharp contrast to the broader promotional products market.

According to the most recent Quarterly Sales Survey from the Advertising Specialty Institute (ASI), published in July 2026, promotional products industry sales grew 2.5% YoY in the second quarter, an improvement from 1.8% in the first quarter, with growth described as uneven and business pressures persisting.

Already among the top 0.25% of branded merchandise providers, Consolidus grew 32.9% in the second quarter, roughly 13 times the industry's pace.

"When budgets tighten, institutions do not stop buying branded merchandise, but they look for a smarter way to do it," said Jeffrey Jones, founder and CEO of Consolidus. "Growing at 13 times the industry's pace, and posting our most profitable first half ever with the same size team, is

due in a large part to the platform we have spent 20 years building along with the use of AI as foundational across the organization. But the real credit belongs to our team, and to the clients who inspire us in finding new ways to raise the bar."

Growth in H1 was broad-based across higher education and local government, as institutions continued adopting Consolidus to centralize and streamline branded merchandise purchasing, including the use of cooperative contracts available through OMNIA Partners, E&I Cooperative Services and GovMVMt.

New partnerships and customers added in H1 2026 include Florida SouthWestern State College, Bay Area Air Quality Management District, St. Louis Community College, City of Apopka (FL), Saginaw County (MI), the City of Kalamazoo (MI) and the Philadelphia Parking Authority.

Consolidus achieved these results while holding its headcount essentially flat, a reflection of the agentic AI transformation underway across the business. The company is applying AI to accelerate growth and drive efficiency throughout its operations, freeing its people to spend more of their time with customers in the uniquely human ways that help build lasting partnerships. The investment includes recently naming Dan Capri, a longtime technology leader, as the company's first VP of Technology & AI.

"We are proving you can grow fast and stay human at the same time," said Jones. "AI is taking the repetitive work off our team's plate so our people can spend more of the day taking care of our clients. That is the whole point, having high tech that allows for high touch."

Consolidus enters the second half of 2026 with the same momentum across its higher education and government verticals, adding a newly launched healthcare vertical, the second-largest and fastest-growing segment of the branded merchandise market.

"I am incredibly proud of what this team has built, and grateful to the clients who trust us with their brands," said Jones. "From a major university to a community college and from a government agency to a local hospital, every institution we work with deserves a smarter and more efficient way to handle branded-product purchasing. Helping them do that – helping people make a lasting impression through the products we provide – is what gets us excited about the work we do every day."

ABOUT CONSOLIDUS

Consolidus is redefining the way leading universities, schools, non-profits, government offices, and healthcare organizations purchase promotional products and custom-branded merchandise. If you can put a logo on it, Consolidus can help you get it on time, in bulk, and at significant savings. Each customer is supported by a dedicated US-based account management team. [Learn more at consolidus.com](https://www.consolidus.com).

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