

## Branders.com Scores Another \$5 Million In Venture Capital

by Robin Wauters on December 2, 2009

Branders.com, an online-only promotional items store operator, raised another \$5 million in venture funding, bringing the total invested in the company to \$46 million. Participating in this round were Menlo Ventures, **DCM**, Venture Strategy Partners and Altos Ventures, all of whom backed the company in the past.



According to the Promotional Products Association International organization, the promotional items marketplace reached \$18.1 billion in 2008, and saw growth even despite the recession. Branders.com is one of the leaders in this space, having launched over ten years ago and currently boasting more than 100,000 customers, including The White House and many Fortune 500 companies.

The San Mateo, CA-based dot-com survivor also claims profitability, but did not share revenue numbers.