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Types of Companies in CRM

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Within CRM, there are several types of Companies which can be added.

- **Customers**
  Customers are companies who order promotional products. Customers are also referred to as end-buyers, clients, or purchasers.
- **Suppliers**
  Suppliers are companies who provide promotional products. Suppliers may also provide imprinting services. Suppliers are also referred to as vendors.
- **Decorators**
  Decorators are companies who imprint on supplied items. Decorators are also referred to as imprinters.

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