

## 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 im printers.

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- [Create a New Company](#)