Deluxe Corp.

DLX

NYSE; consumer nondurables; SIC 2780, Blankbooks, Looseleaf Binders & Bookbindg & Relatd Work; CIK 0000027996

D

fourth fifth of 124 graded peers in consumer nondurables

rank 87 of 124; percentile 69.9; sampling error 3.8 points; lower is stronger

A B C D E

D, the sloth



Scoreboard	
Profitability	B percentile 36.1
Solvency	D percentile 67.1
Growth and financing	D percentile 63.9
Reliability	0.94 AUC filers with over $2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025
Peer failure rate	0.52% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	over $2.67B assets total assets $2.9B
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered not computable: distress
Inputs computable	9 of 14
Graded from	filings received through Feb 13, 2026 258 days before the rescan; latest periodic filing 10-Q received Aug 6, 2026
Last close	$22.94 2026-10-28; market equity $1.1B; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Feb 13, 2026

In 2025, Deluxe Corporation proudly celebrated its 110th anniversary, marking over a century of business excellence. Our enduring success is a testament to our innovation, our ability to adapt to the evolving needs of our customers, and the trust they place in us. We have transformed into a trusted Payments and Data company, serving small and medium-sized businesses, financial institutions, and some of the world's largest consumer brands. Our products and services are delivered through four business segments, primarily catering to clients and customers across North America.

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 36.1						
Gross profitability	39.5%	29.8%		37.8	144	2025-12-31
Return on invested capital	not computable	5.6%				

latest aligned inputs end 2020-12-31; latest annual assets end 2025-12-31

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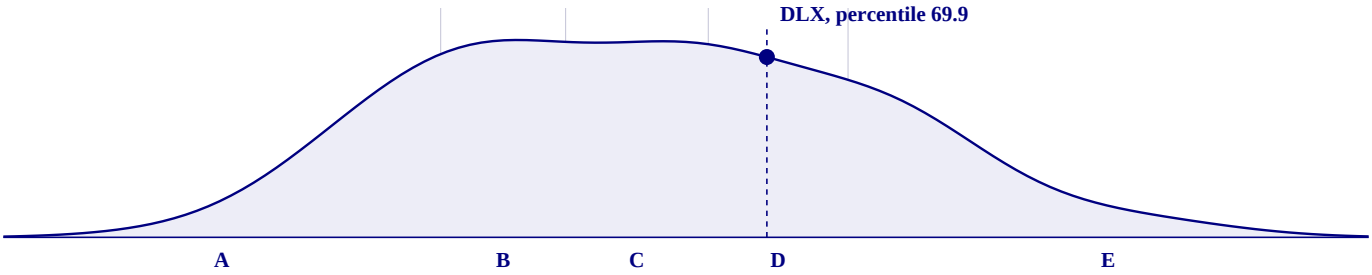
Accruals ratio	(6.6%)	(5.1%)	42.6	149	2025-12-31
Gross margin stability, five years	1.3 pts	1.9 pts	27.8	116	2025-12-31
Solvency, sleeve percentile 67.1					
Twelve-month failure probability	not computable	0.04%			
liabilities and a nearby cover-page share count are required at 2026-06-30					
Altman Z double-prime	not computable	3.11			
one or more required annual facts are missing					
Net debt to EBITDA	not computable	2.54x			
latest aligned inputs end 2020-12-31; latest annual assets end 2025-12-31					
Interest coverage	1.90x	2.51x	57.1	43	2025-12-31
Current ratio	1.04x	1.81x	77.0	153	2025-12-31
Growth and financing, sleeve percentile 63.9					
Revenue growth, three-year compound	(1.6%)	0.2%	59.1	133	2025-12-31
Free cash flow growth, three-year compound	not computable	14.9%			
four consecutive annual FCF observations are required; found 9					
Reinvestment rate	(3.8%)	11.0%	60.0	71	2025-12-31
Asset growth, three years	(2.4%)	0.2%	60.2	134	2025-12-31
Net share issuance, one year	1.5%	0.03%	76.5	103	2026-02-03

Among 124 peers

consumer nondurables; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
82	Willamette Valley Vineyards Inc. (WVVIP)	65.4	D	
83	V F Corp. (VFC)	66.7	D	
84	Constellation Brands, Inc. (STZ)	67.5	D	
85	Campbell'S Co. (CPB)	68.3	D	
86	Flowers Foods Inc. (FLO)	69.1	D	
87	Deluxe Corp. (DLX)	69.9	D	
88	Kraft Heinz Co. (KHC)	70.7	D	
89	Scholastic Corp. (SCHL)	71.5	D	
90	Caleres Inc. (CAL)	72.4	D	fortress balance sheet
91	Village Farms International, Inc. (VFF)	73.2	D	fortress balance sheet
92	General Mills Inc. (GIS)	74.0	D	

What the price implies

at the 2026-10-28 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	25.5%	(0.2%)	75
Distance from 52-week high	(28.2%)	(23.8%)	40
EBIT to enterprise value	9.8%	3.7%	89
Free cash flow yield	16.7%	4.7%	91
Book value to price	0.67	0.57	55

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Sales to price	2.03	1.22	68
Composite equity issuance, five years	(21.6%)	(16.3%)	30
Relative strength against the sector, log excess return	0.13	(0.10)	75

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score 6 of 9, period end 2025-12-31	
Return on assets above zero	pass
Operating cash flow above zero	pass
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	pass
No new shares issued	fail
Gross margin improved	fail
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$34.9M
Operating cash flow, four quarters	$303.1M
Months of runway	not finite
Days since last periodic filing	84 (10-Q received Aug 6, 2026)
Median daily dollar volume, 63 sessions	$9.5M

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	revenue	us-gaap:Revenues	$2.1B	2025-12-31	2026-02-13	10-K	26-000037
2	cost of revenue	us-gaap:CostOfRevenue	$1.0B	2025-12-31	2026-02-13	10-K	26-000037
3	assets	us-gaap:Assets	$2.9B	2025-12-31	2026-02-13	10-K	26-000037
4	operating income	us-gaap:OperatingIncomeLoss	$40.7M	2020-12-31	2023-02-24	10-K	23-000060
5	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	$26.8M	2020-12-31	2023-02-24	10-K	23-000060
6	income tax	us-gaap:IncomeTaxExpenseBenefit	$21.5M	2020-12-31	2023-02-24	10-K	23-000060
7	total debt	us-gaap:LongTermDebt	$840.0M	2020-12-31	2021-02-19	10-K	21-000033
8	book equity	us-gaap:StockholdersEquityIncludingPortionAttributableT...	$513.4M	2020-12-31	2024-02-22	10-K	24-000065
9	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$123.1M	2020-12-31	2023-02-24	10-K	23-000060
10	total debt	us-gaap:LongTermDebtAndCapitalLeaseObligations	$883.5M	2019-12-31	2020-02-21	10-K	20-000022
11	book equity	us-gaap:StockholdersEquity	$570.9M	2019-12-31	2020-02-21	10-K	20-000022
12	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$73.6M	2019-12-31	2022-02-28	10-K	22-000078
13	net income	us-gaap:NetIncomeLoss	$82.1M	2025-12-31	2026-02-13	10-K	26-000037
14	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$270.6M	2025-12-31	2026-02-13	10-K	26-000037
15	assets	us-gaap:Assets	$2.8B	2024-12-31	2026-02-13	10-K	26-000037
16	gross profit	us-gaap:GrossProfit	$1.1B	2024-12-31	2025-02-21	10-K	25-000051
17	revenue	us-gaap:Revenues	$2.1B	2024-12-31	2026-02-13	10-K	26-000037
18	gross profit	us-gaap:GrossProfit	$1.2B	2023-12-31	2025-02-21	10-K	25-000051
19	revenue	us-gaap:Revenues	$2.2B	2023-12-31	2026-02-13	10-K	26-000037
20	gross profit	us-gaap:GrossProfit	$1.2B	2022-12-31	2025-02-21	10-K	25-000051
21	revenue	us-gaap:Revenues	$2.2B	2022-12-31	2025-02-21	10-K	25-000051
22	gross profit	us-gaap:GrossProfit	$1.1B	2021-12-31	2024-02-22	10-K	24-000065
23	revenue	us-gaap:Revenues	$2.0B	2021-12-31	2024-02-22	10-K	24-000065
24	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	$110.8M	2020-12-31	2023-02-24	10-K	23-000060
25	operating income	us-gaap:OperatingIncomeLoss	$232.4M	2025-12-31	2026-02-13	10-K	26-000037
26	interest expense	us-gaap:InterestExpense	$122.0M	2025-12-31	2026-02-13	10-K	26-000037
27	current assets	us-gaap:AssetsCurrent	$665.8M	2025-12-31	2026-02-13	10-K	26-000037

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28	current liabilities	us-gaap:LiabilitiesCurrent	$643.2M	2025-12-31	2026-02-13	10-K	26-000037
29	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$95.3M	2025-12-31	2026-02-13	10-K	26-000037
30	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	$137.9M	2025-12-31	2026-02-13	10-K	26-000037
31	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	$119.1M	2025-12-31	2026-02-13	10-K	26-000037
32	income tax	us-gaap:IncomeTaxExpenseBenefit	$36.9M	2025-12-31	2026-02-13	10-K	26-000037
33	current assets	us-gaap:AssetsCurrent	$611.6M	2024-12-31	2026-02-13	10-K	26-000037
34	current liabilities	us-gaap:LiabilitiesCurrent	$625.5M	2024-12-31	2026-02-13	10-K	26-000037
35	assets	us-gaap:Assets	$3.1B	2023-12-31	2025-02-21	10-K	25-000051
36	assets	us-gaap:Assets	$3.1B	2022-12-31	2024-02-22	10-K	24-000065
37	shares outstanding	dei:EntityCommonStockSharesOutstanding	45,081,499	2026-02-03	2026-02-13	10-K	26-000037
38	shares outstanding	dei:EntityCommonStockSharesOutstanding	44,430,803	2025-02-12	2025-02-21	10-K	25-000051

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