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## **FOR IMMEDIATE RELEASE**

### **SAGE® LAUNCHES VIRTUAL DESIGN STUDIO FOR SUPPLIER WEBSITES**

Addison, Texas (October 1, 2015) – SAGE, the leading provider of research and business management solutions for the promotional products industry, announced the launch of a new web-based virtual sample creation tool for promotional products suppliers. The Supplier Virtual Design Studio (VDS) is a tool that allows distributors to create virtual samples by adding their client's logo to any product directly on a supplier's website. It easily integrates with a supplier's own custom website or with SAGE PromoSearch®.

The SAGE Virtual Design Studio includes a number of powerful features, including:

- Custom user-interface branding options
- Product image and logo cropping
- Advanced logo background removal
- Logo resizing and skewing
- Logo color changing (with eyedropper and PMS color support)
- Logo curving/wrapping
- Add text with over 40 font choices
- Email, print or save the virtual sample
- Comprehensive file support, including EPS, AI, PDF, JPG, PNG and TIFF
- Pre-defined logo placement
- Complete cross-browser support for all modern browsers

- No plug-ins or downloads required to use it

“Nothing sells your product better than seeing a sample of it with the client’s logo right there on it,” said David Natinsky, SAGE president. “When suppliers add the Virtual Design Studio to their websites, distributors can add their clients’ logos and text to the suppliers’ products to create realistic virtual samples to show to clients.”

This value-added tool will provide promotional product distributors a competitive advantage by allowing them to produce a wide variety of artwork in a time-efficient manner. By adding the VDS to their website, suppliers will also have an advantage because distributors will spend more time on their website and their products will become more attractive to the end buyers who will be able to see virtual samples with their logos on them.

Natinsky continued, “We have spent a long time developing just the right tool for creating virtual samples in our industry. The VDS is more powerful than anything else out there, but also easier to use for the average web visitor than any other virtual sampling tool on the market. It’s also simple for suppliers to integrate into their own site. In literally just a few minutes, you can be up and running.”

The supplier Virtual Design Studio is available now with SAGE PromoSearch for \$59 per month or \$595 per year. Suppliers without PromoSearch can add it to their website as an add-on for \$79 per month or \$795 per year. For more information, please visit [www.sageworld.com/supplier/virtual-design-studio](http://www.sageworld.com/supplier/virtual-design-studio).

### **About SAGE**

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE’s flagship SAGE Online™, SAGE Mobile™, and SAGE Web™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end buyer catalogs, artwork services, payment



processing, tradeshows, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

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