



Bille Forman
Vice President of Marketing
SAGE
214.631.6000 x4539
bille.forman@sageworld.com

FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES 2025 RATING AWARD WINNERS

SAGE honors top industry suppliers and decorators with A+ and A Rating Awards based on distributor ratings in SAGE Total Access.

Plano, TX (October 22, 2024) – SAGE is proud to once again recognize outstanding suppliers and decorators with its prestigious A+ and A rating awards, based on distributor ratings collected through SAGE Total Access, the industry’s leading product research and business management platform.

This year, 942 companies earned the highly sought-after A+ rating, an increase of 5.25% from the prior year, while 180 companies were awarded an impressive A rating. Together, these top-performing businesses represent 46% of all active Advantage and Decorator Members in the SAGE database. As part of SAGE’s partnership with PPAI, suppliers with A+ and A ratings are also eligible for the annual PPAI Supplier Star Awards.

“We are thrilled to acknowledge and celebrate our supplier and decorator partners who consistently exceed expectations, delivering exceptional service and upholding the highest standards of quality and integrity in our industry,” said Dana Porter, MAS, SAGE’s Vice President of Information Services.

Recognized for its comprehensive and reliable supplier reviews, the SAGE rating system gives distributors the tools to make well-informed decisions by providing access to valuable data. Distributors can view a supplier or decorator’s real-time ratings and comments through SAGE Online and SAGE Web, along with a detailed summary of any awards and industry accolades.



Distributors can submit ratings through SAGE Total Access or via a “Rate Us” link provided by suppliers and decorators, scoring factors such as customer service, delivery, and problem resolution, along with leaving detailed feedback. Each company can only be rated once by a distributor, but ratings can be updated at any time to reflect ongoing experiences, ensuring accuracy.

Award-winning companies will receive marketing materials to promote their A+ or A-rated status, including logos for use in catalogs, websites, and email signatures. For more information, recipients can contact their SAGE Account Advisor at 800.925.7243.

Click below to view the complete lists:

[A+ Supplier Ratings](#)

[A Supplier Ratings](#)

[A+ Decorator Ratings](#)

[A Decorator Ratings](#)

About SAGE

SAGE, based in Plano, 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 Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, project management, website and email services, e-commerce solutions, end-buyer catalogs, payment processing, tradeshow, 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, and Promotional Products Professionals of Canada (PPPC), Canada’s non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.