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## **FOR IMMEDIATE RELEASE**

### **SAGE<sup>®</sup> ADDS NEW WEB-BASED SUPPLIER CENTER PORTAL**

Addison, Texas (March 8, 2023) – SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, announces the addition of a new web-based supplier center portal.

The new SAGE Supplier Center web-based platform has all the same functionality as the current Windows-based Supplier Center with a few exciting additions. Through an easy-to-use interface and access to more statistics than ever before, this new portal makes it easier for supplier Advantage Members, including Mac users, to access and update their product data from any device that connects to the internet.

“Our goal as a technology company has always been to provide solutions. To achieve that, two key factors for distributors and suppliers are ease of use and access to information,” said David Natinsky, President of SAGE. “With this new web-based platform, suppliers can update their product data from anywhere, which helps not only our supplier members but the industry as a whole, making real-time data even more accessible.”

Additionally, suppliers can view live product and advertising-related statistics right from their dashboard, from distributor and end-buyer product views, and profile views, to progress tracking of their monthly advertising budgets. Additionally, in the Performance & Stats area, suppliers can see a detailed breakdown of their product stats, including their most popular products, product engagement, their product category rankings, and profile engagement stats such as website and email clicks through SAGE Total Access. For suppliers participating in digital



advertisements, the My Advertisements tab in the Performance & Stats area provides a detailed analysis of each ad's performance.

Suppliers can also now perform distributor searches through the new Supplier Center portal, providing a quick and easy way for suppliers to verify contact information all in one place.

Another exciting new feature of the Supplier Center portal is the addition of the SAGE Community. SAGE Community has long been available to distributors to network with their industry peers, and it is now open to everyone in the industry. SAGE Community allows suppliers to share industry news, best practices, and connect and engage with other supplier members on hot industry topics.

The SAGE Supplier Center web portal is available now to all supplier Advantage Members at no additional cost. Simply visit [www.sagesuppliercenter.com](http://www.sagesuppliercenter.com) to log in.

To learn more about a SAGE Advantage Membership, visit [www.sageworld.com](http://www.sageworld.com).

### **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-user 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.