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FOR IMMEDIATE RELEASE

SAGE[®] ADDS NEW ESG/DIVERSITY SEARCH FILTERS IN SAGE TOTAL ACCESS

Addison, Texas (January 20, 2023) – SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, in collaboration with PPAI's DEI task force, announces the addition of ESG/Diversity search filters in SAGE Total Access, the first search capability of its kind within the industry.

"This is exciting! SAGE's enhanced search filter feature will help sales teams looking to search for and sell products with purpose," said Danny Rosin, Co-President of Brand Fuel and Co-Founder of PromoCares.

SAGE Total Access users will now be able to search for businesses that are B Corp and CSR Certified, as well as search for companies that are disability-owned, Hispanic-owned, LGBTQ+ owned, women-owned, veteran-owned, and minority-owned. SAGE also plans to add additional categories to the ESG/Diversity search filters based on supplier and distributor suggestions.

"The PPAI DEI Task Force was thrilled for the announcement of the new SAGE ESG/Diversity search to be rolled out at The PPAI Expo," said Cindy Tsuji, Senior Account Executive of Image Source and member of the PPAI DEI Task Force.

"As our clients require us to provide diverse supplier solutions for them, it is great to be able to have a resource for our members to search. We look forward to making this a more robust tool as we progress doing the continued work."





Suppliers can upload certification documentation for those who have a certification for a specific characteristic. Companies previously noted as woman, veteran, or minority-owned businesses have been categorized under the new ESG/Diversity search filter option. Suppliers can send certifying documents to their Account Advisor for ESG/Diversity status.

To learn more about SAGE Total Access, visit 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, 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. For more information, please visit www.sageworld.com or call 800.925.7243.