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FOR IMMEDIATE RELEASE

SAGE[®] REACHES 1 MILLION SUPPLIER VERIFIED PRODUCTS

Addison, Texas (June 10, 2022) – SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, announces the accumulation of one million verified products in the SAGE Total Access product database.

SAGE has the only Verified by Supplier database in the industry. As a SAGE Advantage Member, suppliers are encouraged to verify product information and pricing through the SAGE Supplier Center in real-time. Products can also be verified through SAGE's Bulk Product Update and real-time APIs. When a distributor sees the Verified by Supplier icon, they know they can trust that the product's data and pricing are up-to-date and accurate. Over 80 percent of active products in the SAGE database are verified, and many distributors choose to only search for verified products. Additionally, verified products have an increased chance of showing up first in search results.

"With the supply chain issues and market fluctuations we've been seeing that are not likely to be resolved in the immediate future, the ability for suppliers to verify their product data and for distributors to be able to rely on that data's accuracy for their customers is paramount for our industry," said David Natinsky, President of SAGE. "We are thrilled to have reached a million verified products in our database, and we will continue to work with our suppliers to ensure that as many products in our database as possible remain verified."



Distributors can limit searches to only verified products in SAGE Online, SAGE Web, or SAGE Mobile by going into the product search tab and selecting the VERIFIED checkbox in the “Other Filter Options” at the bottom of the search screen. Within search results, verified products display a red checkmark in the right top corner of the tile view. To see if a product is verified, locate the red verified logo next to the product’s pricing table. To view the most recent date of verification, hover over the verified logo.

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, 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 or call 800.925.7243.