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**FOR IMMEDIATE RELEASE**

**SAGE<sup>®</sup> REVOLUTIONIZES INDUSTRY CONNECTIVITY: OVER 130 SUPPLIERS**  
**EMBRACE SAGE CONNECT<sup>™</sup> FOR SEAMLESS INTEGRATION**

Addison, TX (November 28, 2023) – SAGE, the leading provider of information, marketing, and business management solutions for the promotional products industry, proudly announces a groundbreaking milestone as more than 130 leading suppliers, representing a total of over 212,000 products in the SAGE database, have adopted SAGE Connect, SAGE's cutting-edge application programming interface (API) for 215 different seamless integrations with SAGE services. This achievement is precipitated by a substantial 73.4% increase in supplier participation within the past half-year.

SAGE Connect has emerged as a transformative force in the promotional products industry, offering bi-directional integration that empowers suppliers to deliver direct and real-time information to distributors through SAGE's comprehensive database. The API leverages a modern event-driven architecture with JSON-formatted data, secure HTTPS posts, and the unmatched reliability and performance of SAGE's robust data centers.

Suppliers utilizing SAGE Connect can effortlessly provide real-time updates on product data, pricing, inventory, and order status updates to the expansive network of over 45,000 distributor users via the SAGE Total Access platform – all without requiring any additional work on the distributor side.

SAGE Connect adheres to the Promo Data eXchange (PDX) industry standards, a collaborative effort by SAGE and PPAI. PDX is tailored to offer real-time inventory, order status, and more to distributors, setting a new industry benchmark for efficiency and responsiveness.



"SAGE Connect is a one-stop-shop for industry integrations, and we've seen a lot of growth over the last six months with more suppliers than ever integrating their backend systems," stated Dana Porter, MAS, VP of Information Services at SAGE. "Real-time inventory and order status are pivotal to our customers' success in today's marketplace."

SAGE Connect is currently available to all SAGE Supplier Advantage Members. For detailed information on integrating your product data seamlessly into the SAGE database, suppliers are encouraged to contact their SAGE Account Advisor or log in to [sagemember.com](http://sagemember.com) and select SAGE Connect under Developer APIs in the left-side navigation.

For further details on SAGE Connect and its transformative capabilities, please [visit our website](#). To see the list of which industry suppliers are connecting, visit [www.sageworld.com/connect-comparison.php](http://www.sageworld.com/connect-comparison.php).

### **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 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, 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, as well as Promotional Products Professionals of Canada (PPPC), Canada'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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