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FOR IMMEDIATE RELEASE

SAGE Surpasses 2 Million Products in Industry-Leading Database

Plano, Texas (June 1, 2026) – SAGE[®], the leading provider of information, marketing, and business management solutions for the promotional products industry, proudly announces a historic milestone: the SAGE database has officially surpassed 2 million products for the first time in company history.

This achievement further solidifies SAGE’s position as the industry’s most comprehensive and trusted product research platform, providing distributors with unprecedented access to an expansive number of promotional products from suppliers worldwide. The milestone comes as the promotional products industry continues to evolve through digital transformation, increased online sourcing, and growing demand for product variety and speed-to-market solutions.

The SAGE product database has experienced remarkable growth in recent years, previously reaching 1 million supplier-verified products in 2022. Today, 88% of the more than 2 million active products in the SAGE database are supplier-verified, reinforcing SAGE’s ongoing commitment to product accuracy and data quality. Since then, SAGE has continued investing heavily in supplier integrations, enhanced data quality initiatives, AI-powered search tools, and streamlined product management systems to help distributors discover products faster and more efficiently.

“Reaching 2 million products is an incredible milestone for both SAGE and the promotional products industry as a whole,” said Dana Porter, MAS, Vice President of Information Services for SAGE. “Our goal has always been to provide distributors with the most robust, accurate, and up-to-date product research experience possible. This achievement reflects the trust our supplier partners place in SAGE and our continued commitment to delivering the tools distributors need to succeed in a rapidly evolving marketplace.”



The expanded database provides distributors with greater access to trending categories, including apparel, drinkware, sustainable products, retail-inspired merchandise, and emerging product innovations. It also strengthens SAGE’s ability to power advanced search capabilities, AI-driven recommendations, virtual presentations, online stores, and website integrations throughout the SAGE ecosystem.

With more than 2 million products now available through SAGE Workplace™ and related platforms, distributors can more easily source products, compare suppliers, generate presentations, and respond quickly to client requests, all within a single integrated workflow.

“This milestone represents more than just a number,” added Dana Porter. “It represents the strength of our supplier community, the innovation happening throughout the industry, and SAGE’s ongoing dedication to helping distributors grow their businesses through better technology and better data.”

For more information about SAGE and its suite of business management solutions, visit www.sageworld.com.

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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 Workplace™ product research and business management services, SAGE provides the industry with other research services, order management, CRM, website and email services, e-commerce solutions, end-user catalogs, payment processing, trade show management services, and lead retrieval software. SAGE is the exclusive technology provider for members of the Promotional Products Association International (PPAI) and Promotional Product Professionals of Canada (PPPC).