

FOR IMMEDIATE RELEASE

SAGE[®] AND KAESER & BLAIR ANNOUNCE NEW INTEGRATION TO STREAMLINE DEALER OPERATIONS

New integration automates order processing, reduces manual data entry, and simplifies payment management across the Kaeser & Blair dealer network

ADDISON, Texas – October 20, 2026 – SAGE, the leading provider of software and marketing solutions for the promotional products industry, announced a new integration with Kaeser & Blair (K&B), one of the industry's established promotional products distributorships. The integration connects SAGE-powered dealer websites and client stores directly to K&B's back-office enterprise resource planning (ERP) and payment processing systems, creating a more efficient, automated order management process. The integration was announced at the Kaeser & Blair Sales Leader Summit during the week of October 4, 2026.

The new integration enables orders placed through K&B dealer websites and client stores powered by SAGE to flow automatically into K&B's back-office ERP system, eliminating the need for manual order entry and reducing the risk of errors associated with rekeying information. By connecting the two systems, the integration accelerates order processing, improves data accuracy, and streamlines workflows for both K&B dealers and the corporate office.

Previously, orders placed through dealer e-commerce websites and stores required additional manual processing to transfer information into K&B's internal systems. With the new integration, order information moves seamlessly between platforms, reducing administrative tasks and allowing teams to spend less time managing data and more time supporting customers and growing their businesses.

"This integration represents an important step forward in connecting the technology distributors use to sell products with the systems they rely on to manage their businesses," said Jarod Thorndike, SAGE Vice President of Business Development. "By automating the flow of orders from SAGE websites and stores directly into Kaeser & Blair's ERP system, we're helping eliminate time-consuming manual processes, improve accuracy, and create a more efficient experience for both dealers and the home office."



In addition to automating order management, the integration includes enhanced payment processing capabilities through SAGE Payment Processing, powered by Stripe. Credit card payments collected through K&B dealer websites and client stores are securely processed using K&B Corporate's designated Stripe account. This centralized approach enables faster matching of payments to orders, strengthens payment security, and provides greater transaction visibility and transparency for the K&B home office.

For K&B dealers, the integration provides a more connected e-commerce experience while allowing them to continue managing their individual orders through the SAGE platform. For K&B Corporate, the automated flow of order and payment information reduces administrative work, improves operational oversight, and supports more efficient business processes across its dealer network.

"At Kaeser & Blair, we're committed to providing our dealers with the technology and resources they need to operate more efficiently and grow their businesses," said Scott Baker, Kaeser & Blair Chief Operations Officer. "This integration with SAGE eliminates unnecessary manual steps in our order processing workflow, helping us process orders faster and with greater accuracy. Combined with improved payment processing and visibility, it allows our home office to better support our dealers while creating a more seamless experience for everyone involved."

The collaboration reflects both companies' continued commitment to investing in technology that simplifies business operations and helps promotional products distributors work more efficiently. By connecting e-commerce, order management, and payment processing, SAGE and Kaeser & Blair are creating a more streamlined process that supports dealers and positions both organizations for continued growth.

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 Merch Canada. For more information, please visit www.sageworld.com or call 800.925.7243.

About Kaeser & Blair

Kaeser & Blair is a promotional products distributorship with a longstanding history of supporting independent dealers. Through its network of promotional products professionals, K&B provides resources, technology, and business support to help dealers serve their customers and grow their businesses. For more information, visit www.kaeser-blair.com.

Media Contact:

Bille Forman
Vice President of Marketing
SAGE
bille.forman@sageworld.com