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## **FOR IMMEDIATE RELEASE**

### **New Features Revealed at SAGE Conference**

**Plano, Texas (April 16, 2025)**—Last week at the largest online conference for the promotional products industry, SAGE Conference, SAGE announced the release of several new features to its industry-leading business management services. These features empower promotional products distributors to take their businesses to the next level by enhancing workflow efficiencies and incorporating new technologies into the company's flagship product, SAGE Workplace™. Additionally, new features were added to SAGE Websites and SAGE Stores, enabling users to broaden customizations with ease and professionalism.

New features are now live in SAGE Workplace, SAGE Websites, and SAGE Stores, ready for subscribers to explore. These updates enhance a broad range of business management tools—from catalog creation and product search to building presentations and customizing websites.

In the Catalog Studio, where SAGE users can create customized digital and print catalogs, users can now add a sidebar menu in the digital format. The sidebar menu can display contact information, brand elements, calls to action, and other custom functionality, providing a fully customized resource for distributors to share with their customers.

The Presentation Wizard, rolled out as a new feature in the Presentations module back in January, also received some valuable updates. The feature itself, powered by cutting-edge SAGE AI technology, empowers users to enter pertinent information and allows the AI to create a custom presentation tailored to a specific customer. The updates include the ability of the AI to detect and apply price ranges and quantity from the prompts a distributor uses. Additionally, users may filter products by their specific preference groups of suppliers. These enhancements make it even easier to instantly create a professional-looking sales presentation for any situation.



Beyond SAGE Workplace, SAGE Websites and SAGE Stores for distributors received multiple updates, including new widgets for building custom webpages. Users may now include a product spotlight, featured tiles, a blog feed, a newsletter sign-up form, a content slider, testimonials, and an accordion that reveals additional information when visitors click one of the drop-down arrows. These new widgets may be used for any page of a SAGE Website, making every page, including the homepage, fully customizable. These additions emphasize the option users have of designing SAGE Websites and Stores for their specific needs, doing so with ease and professional results.

The AI-powered Image Generator for SAGE Websites and Stores has been upgraded and released as Version 2. The new model works twice as fast and creates more realistic-looking images with file sizes that are 75 percent smaller. The Image Generator can be accessed in the File Library of SAGE Member as well as other modules where images are needed. All images created with the Image Generator belong to the user with no licensing or copyright concerns. This provides instant visual content for blogs and webpages, with endless possibilities for the images that can be created.

SAGE Websites and Stores now include a new favoriting feature, allowing users to easily save products for later. Visitors can simply log in and click the heart icon on any product to add it to their favorites collection, making it easier to revisit items of interest. This information is also visible to the distributor, providing valuable insight into the products clients are engaging with most.

Thanks to the reliable data offered by SAGE, distributors can now pull product ratings from the SAGE database to display with products on their website, helping customers know how others rated those products.

All the new elements were revealed during the SAGE Conference on April 8th. SAGE Conference is the largest online event for businesses in the promotional products industry. Discover the details of these new features as Eric Natinsky, SAGE CEO, introduces them at the SAGE Conference [here](#). (SAGE login required)

### **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 also provides the industry with other research services, order management, CRM, project management, website and email

services, e-commerce solutions, end-user catalogs, payment processing, tradeshow management services, and lead retrieval software. SAGE is 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](http://www.sageworld.com) or call 800.925.7243