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## **FOR IMMEDIATE RELEASE**

### **Instant Imprints Names SAGE® Primary Preferred Provider of Research and Marketing Tools**

Addison, Texas (June 1, 2015) – SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, and Instant Imprints, the one-stop shop for branded apparel, signs and banners, custom t-shirts and promotional products, announced that Instant Imprints has selected SAGE to provide promotional product research and other marketing support for its franchisees.

As part of the relationship, SAGE will provide Instant Imprints franchisees a special corporate discount on its promotional products research, business management and marketing tools. This includes a discount on a SAGE Total Access Subscription, which consists of SAGE Online, the promotional product industry's most popular product research and business management tool, as well as SAGE Mobile, the mobile application for iOS and Android devices, and SAGE Web, the browser-based platform to access SAGE tools from any device with web access.

Instant Imprints franchisees also have the opportunity to apply for membership to the Promotional Products Association International (PPAI). PPAI is the world's largest and oldest international not-for-profit promotional products association. Instant Imprints will also be incorporating PPAI's professional development resources into their franchisee training programs. This is part of the Power of Two program, in which SAGE and PPAI have entered into a strategic alliance to provide the industry with the combined benefits of a PPAI membership and SAGE products and services.

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“We’re exceedingly pleased to be providing SAGE services to Instant Imprints franchisees. We look forward to a long relationship with such a well-known and growing company,” said Jarod Thorndike, director of strategic relations at SAGE.

Bob Baker, vice president of operations at Instant Imprints, said, “We’re very excited to be working with SAGE and PPAI to provide their impressive products and services as an additional resource to our franchisees. SAGE’s various tools and PPAI’s professional development offerings will be a great asset to our network.”

SAGE provides free webinars and other learning opportunities, which Instant Imprints franchisees may take advantage of to learn the ins and outs of SAGE’s product offerings. For more information on SAGE, please visit [www.sageworld.com](http://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, 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. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

### **About Instant Imprints**

Instant Imprints transformed the apparel, sign and promotional products industries by combining multiple businesses into one efficient business model. Instant Imprints’ customers come to them when they want their businesses, schools, organizations or groups, to be more visible to their customers, students, users or members. Their centers create that visibility four different ways: branded apparel, signs & banners, custom t-shirts and promotional items. For more information, please visit [www.instantimprints.com](http://www.instantimprints.com) or call 800.542.3437.