



**Contact:**

**Bille Walchek**

**Director of Marketing**

**SAGE**

**800-925-7243**

**Bille.walchek@sageworld.com**

**FOR IMMEDIATE RELEASE**

**EmbroidMe Names SAGE as its Exclusive Provider of Research, Marketing, and Business Management Solutions for all EmbroidMe Franchisees**

Addison, Texas (February 11, 2016) – SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, and EmbroidMe, the world’s largest diversified promotional products franchise, announced today that EmbroidMe has selected SAGE to be the exclusive provider of promotional product research, business management, and marketing support for its franchisees.

Through this partnership, SAGE will offer a special corporate package to all EmbroidMe franchisees featuring the SAGE Total Access subscription, which includes SAGE Online, the promotional product industry’s most popular product research and business management tool, 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.

In addition to the SAGE business management tools, EmbroidMe will be populating its new custom websites and back office POS systems with SAGE data as part of the EmbroidMe Package.

“We’re very excited about partnering with an industry leader like EmbroidMe,” said Jarod Thorndike, Director of Strategic Relations at SAGE. “We’re looking forward to providing them with this comprehensive package and the best customer service in the industry.”

In addition, all EmbroidMe franchisees with the EmbroidMe Package will receive a full membership to Promotional Products Association International (PPAI), the world’s largest not-for-profit association for the \$20 billion promotional products industry. 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.

Christine Marion, Director of Retail Operations for EmbroidMe, said, “We’re thrilled to be working with SAGE and PPAI to provide their impressive set of products and services to our franchisees. SAGE’s various tools and PPAI’s professional development offerings will be a tremendous asset to each EmbroidMe location.”

To help EmbroidMe franchisees learn the ins and outs of SAGE’s product offerings, SAGE will provide free ongoing education opportunities throughout the country at various tradeshows, regional meetings, webinars, and at the EmbroidMe home office.

New and existing franchisees can sign up for the new EmbroidMe Package effective immediately.

#### **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, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshows, 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 EmbroidMe**

With hundreds of Resource Centers around the world, EmbroidMe is the most comprehensive source for promotional apparel and advertising specialties, providing its promotional partners with full-service custom embroidery and screen-printing for apparel. For more information about and to view this and additional releases, visit the EmbroidMe News & Press Release section of [embroidme.com](http://embroidme.com).

EmbroidMe’s on-site specialists are ready to provide you with first-class service and products of the highest quality; just click EmbroidMe Locations to find the Resource Center nearest you.



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