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FOR IMMEDIATE RELEASE

PPAI and SAGE Streamline Process for Enrolling in Power of Two Benefits

IRVING, TX and ADDISON, TX (April 1, 2016) – Promotional Products Association International (PPAI; ppai.org), the world's largest not-for-profit association for the \$20 billion promotional products industry, and SAGE® (sageworld.com), the industry's leading technology provider, are rolling out a new process for distributors to automatically receive the combined benefits of a [PPAI membership](#) and a [SAGE Total Access](#) subscription through the [Power of Two](#) alliance.

Effective April 1, 2016, SAGE Total Access subscribers will automatically receive a membership to PPAI and, in turn, PPAI members will receive a subscription to SAGE Total Access, gaining them access to SAGE Online, SAGE Web, and SAGE Mobile, SAGE's premier suite of product research, presentation, CRM, order management, and virtual sampling tools. Distributors no longer have to redeem a voucher in order to sign up, making it easier for them to receive these combined benefits. Whether signing up through PPAI or SAGE, distributors will automatically begin receiving the Power of Two and PPAI member benefits immediately.

As part of this new streamlined process, distributors will receive a single, co-branded invoice for their PPAI membership and SAGE Total Access subscription; however, no additional charges will be added to receive the Power of Two benefits. In addition, distributors now have the option of being billed on a monthly or annual basis for their PPAI membership and SAGE subscription.

"We're always striving to provide our subscribers with the best resources in the industry," said **David Natinsky**, president of SAGE. "PPAI has long been the leading authority, advocate and voice in this industry. By providing our subscribers with direct access to PPAI member benefits like legislative action tools, product safety initiatives, professional development, and thousands of dollars in business savings, we're giving them the opportunity to develop as industry leaders."

PPAI members receive substantial discounts with companies such as FedEx and QuickBooks. In addition, members receive admittance to education programs and networking events, and access to PPAI



publications. PPAI is regarded as a highly-respected organization that impacts industry legislation, sources information on product safety, and grants the designations MAS and CAS to industry professionals.

Paul Bellantone, CAE, president and CEO of PPAI, said, “As our technology partner, SAGE provides our members with business management solutions that allow them to excel in the industry. Through this streamlined process, we are making it easier for distributors to grow their businesses in 2016 and beyond.”

For more information on PPAI’s member benefits and savings opportunities, call PPAI at 888-I-AM-PPAI (426-7724) or visit www.ppai.org/join.

For questions regarding SAGE products and services, please call 800-925-7243 (SAGE) or visit www.sageworld.com.

About PPAI

Founded in 1903, the Promotional Products Association International ([PPAI](http://www.ppai.org)) is the world’s largest and oldest not-for-profit association serving more than 13,000 corporate members of the \$20 billion promotional products industry which is comprised of more than 33,700 businesses and a workforce of more than 500,000 professionals. PPAI represents the industry in Washington, D.C., and [advocates](#) on its behalf. PPAI operates The PPAI Expo, the industry’s largest trade show; provides the leading [promotional products safety and compliance program](#), a prestigious [professional development and certification](#) program; and publishes industry [trade journals and periodicals](#). The [multi-billion-dollar](#) includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. For more information, visit [PPAI.org](http://www.ppai.org) and find us on Twitter [@PPAI_HQ](#), [Facebook](#), [YouTube](#) and [Pinterest](#).

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 buyer catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for the Promotional Products Association International (PPAI), the industry’s non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

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