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## FOR IMMEDIATE RELEASE

### **SAGE® ANNOUNCES 2016 SUPPLIER RATING AWARD WINNERS**

**SAGE presents rating awards to 1,485 suppliers based on distributor ratings from SAGE Online, SAGE Web, and SAGE Mobile.**

Addison, TX (October 18, 2016) – SAGE announces its 2016 supplier rating award winners. Each year, SAGE presents industry suppliers with A+ and A rating awards based on distributor ratings collected in SAGE Online, SAGE Web, and SAGE Mobile.

This year, 1070 suppliers received the top A+ rating, while another 415 suppliers received an A rating. A total of 37 percent of all suppliers in the SAGE database received an award this year. As part of the Power of Two relationship between SAGE and PPAI, SAGE ratings are also considered for eligibility in the industry's annual PPAI Supplier Star Awards Competition.

"We are always excited to acknowledge our award-winning suppliers for their outstanding achievements during the year," said SAGE president, David Natinsky. "Being awarded with an A+ or A rating from SAGE is something to be very proud of and shows that our industry continues to move in a positive direction with a strong focus on customer service and quality products."

Awards are based solely on the distributor rating system that is part of SAGE Online, SAGE Web, and SAGE Mobile, the industry's most popular product research and business management suite. The SAGE rating system is widely known among distributors for providing the most accurate and reliable supplier ratings in the industry.



Distributors can rate suppliers at any time using SAGE Online, SAGE Web, or SAGE Mobile or via a “Rate us now” link provided by suppliers. Distributors can only rate each supplier one time but may change their ratings at any time. Rating awards are given each year based on the aggregate distributor ratings. Suppliers with an A+ or A aggregate rating are given an award.

Distributors using SAGE’s industry-leading research can make more informed decisions about suppliers by accessing suppliers’ current, real-time ratings, including peer distributor comments as well as full award information for each supplier (including all industry awards).

Supplier award winners will have access to a variety of marketing collateral to promote their award status, including logos for their catalogs, websites, and email signatures. For more information, suppliers should contact their account representative at 800.925.7243.

### **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-buyer 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.