

Contact:  
Bille Jo Walchek  
Director of Marketing  
SAGE  
214.631.6000 x4539  
bille.walchek@sageworld.com

PPAI ■ PSDA  
ARA ■ PPPC

## **FOR IMMEDIATE RELEASE**

### **SAGE® CELEBRATES 25 YEARS IN THE INDUSTRY**

**SAGE marks its anniversary on February 18, reaching 25 years of providing cutting-edge business services to the promotional products industry.**

Addison, TX (February 17, 2017) – SAGE, the leading provider of research solutions and business services for the promotional products industry, will celebrate its 25<sup>th</sup> anniversary on February 18.

David Natinsky, President of SAGE, commented, “We are excited and grateful to look back at two and a half decades supporting professionals in the promotional products industry. SAGE got its start by introducing a ground-breaking product that transformed the industry, and that drive to innovate has never left. We continue to serve our customers with new and improved products and services every year.”

The company was founded in 1992 with one specific goal in mind—to transform the promotional products industry with newer, better technology, lower prices, and exceptional customer service. The SAGE Information System™, later renamed SAGE Online™, arrived shortly thereafter as the first online product research solution for promotional products, sparking the industry's transition from the paper-based world of catalogs to a world of digital information.

SAGE has since become much more than just product research software, growing into a complete business management solution and an integral part of subscribers’ daily lives. In 2016 alone, more than 45,000 distributor users spent over 9.1 million hours in SAGE Online and performed over 64 million product searches.

David Natinsky explained, "Our goal is to provide distributors and suppliers in the industry with all of the tools and services that they need to effectively run their businesses."

Today, in addition to its flagship SAGE Online™ distributor research service, SAGE also provides mobile research services, order management, website and email services, e-commerce solutions, marketing and advertising services, end user catalogs, artwork services, payment processing, tradeshow management services, and lead retrieval software.

Through its expansive offerings, SAGE has advanced the industry with progressive solutions and benefits to users, including:

- Creating the industry's most comprehensive product database with over one million promotional products
- Partnering with PPAI since 2011 as the exclusive technology provider for PPAI members and creating The Power of Two alliance, a program delivering one comprehensive solution for distributors through a PPAI membership and a SAGE Total Access subscription for one low price
- Putting SAGE technology in subscribers' pockets with SAGE Mobile, the industry's first and most used mobile product research and business management solution
- Introducing powerful features like complete order management, the CRM module, and the Presentation Publisher to empower distributors to serve their clients and grow their businesses
- Establishing powerful advertising and tradeshow exhibition opportunities so that suppliers can build their brands and reach more industry distributors
- Modernizing the traditional processes associated with event management through SAGE Event Services

SAGE continues to be at the forefront of industry development and updates to enhance SAGE products and services can be expected throughout the year.

"Our mission has always been to provide world-class solutions to the professionals in our industry," said Eric Natinsky, CEO of SAGE. "In celebrating this milestone, we want to thank all of our customers! We're honored to have customers that have been with us since we opened



our doors twenty-five years ago. We focus every day on what we can do to make you more successful. But without you, there would be no SAGE. With your support, we will continue to push boundaries and bring you innovative services and solutions, just like we have for the past two and a half decades.”

To participate in the celebration, SAGE encourages well-wishers to visit [go.sageworld.com/anniversary](http://go.sageworld.com/anniversary).

### **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.