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## FOR IMMEDIATE RELEASE

### **SAGE® ANNOUNCES 2017 SUPPLIER RATING AWARD WINNERS**

**SAGE presents rating awards to 1,344 suppliers based on distributor ratings from SAGE Online, SAGE Web, and SAGE Mobile.**

Addison, TX (October 26, 2017) – SAGE announces its 2017 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, the industry's most popular product research and business management suite.

This year, 999 suppliers received the top A+ rating, while another 345 suppliers received an A rating. A total of 34 percent of all active suppliers in the SAGE database received an award this year. As part of the Power of Two relationship between SAGE and PPAI, suppliers with SAGE ratings are also considered for eligibility in the industry's annual PPAI Pyramid Supplier Star Awards Competition.

"We treat our Supplier Rating Awards with the utmost respect because they are a testament to each supplier's dedication to product safety and customer service," said SAGE President, David Natinsky. "This is why we're so proud to recognize our award-winning suppliers for setting the standard of quality and integrity in the promotional products industry."

Awards are based solely on the distributor rating system that is part of SAGE Online, SAGE Web, and SAGE Mobile. The SAGE rating system is widely known within the industry for providing the most accurate and reliable supplier ratings.



Distributors can rate suppliers at any time through the SAGE suite or via a “Rate us now” link provided by suppliers. They can only rate each supplier once however, may update their ratings at any time, providing the most accurate representation of their experiences with each supplier. Rating awards are given each year based on the aggregate of distributor ratings and suppliers with an A+ or A aggregate rating are given an award.

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

Supplier award winners will have access to a variety of marketing collateral to promote their A+ or A rated 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.