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FOR IMMEDIATE RELEASE

SAGE[®] ANNOUNCES NEW SOCIAL RESPONSIBILITY PROGRAM SEARCH FUNCTIONALITY IN SAGE ONLINE 14

With the new social responsibility program search option in SAGE Online 14, distributors and their clients can support industry suppliers contributing to worthy causes by including them in their product or supplier searches.

Addison, Texas (May 17, 2018) – SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, adds a new social responsibility program search functionality to SAGE Online 14 in an effort to easily connect distributors with industry suppliers contributing to various social causes.

The new social responsibility program search functionality appears in the product research dashboard in the recently released SAGE Online 14. Distributors can search and/or filter products that are associated with give-back or social responsibility programs by selecting the specific causes that are of interest. Additionally, distributors can search for suppliers who have received a social responsibility certification such as B Corp or who have a social responsibility core value or focus under the supplier search area.

This search option quickly and easily connects distributors and suppliers to forward the philanthropic movement occurring in the promotional products industry.



“We all know that social responsibility has been a big topic in our society in the recent past and for good reason. It’s something that SAGE wholeheartedly supports and believes in,” said Eric Natinsky, SAGE CEO. “Our industry is really starting to pick up steam in this area and we could not be more proud to be a part of it by acknowledging suppliers who are supporting these programs and allowing distributors to find them through SAGE Online.”

“I believe ‘purpose’ should be the 5th ‘P’ of marketing,” said Danny Rosin, co-president of Brand Fuel and co-founder of PromoCares. “I imagine a future where salespeople are looking for ways to differentiate through selling purpose and meaning instead of just product. Companies like SnugZ, BIC Graphic, Hirsch Gift, Charles River Apparel, HandStands, Sweda, Trimark and many others offer a suite of products connected to giving. This new search capability by SAGE works in perfect harmony with the efforts of PromoCares, an organization dedicated to connecting promotional product professionals and great causes.”

“The social responsibility search functionality allows distributors to directly connect with suppliers working with causes like children’s health, homelessness, education, the environment, and so many more,” said Roger Burnett, vice president of Branded Logistics and co-founder of PromoCares. “There is power in that type of search as it connects more to company missions, passions, and beyond. Our mission is to put a greater emphasis on these incredible initiatives happening in the promotional products industry and the new social responsibility program search feature in SAGE Online is a major step forward in doing that.”

“A portion of the proceeds of each Basecamp[®] product sold is donated to support the Warrior Spirit Retreat, a place where Wounded Warriors learn to heal,” said Campbell Davis, marketing manager at Sweda. “The proceeds from 2017 Basecamp[®] sales allowed us to present Dan Nevins, Basecamp[®] Brand Ambassador and founder of the Warrior Spirit Retreat, with over \$100,000. Sweda is proud to give back to those who have served our country. We want distributors who share this vision, either

directly or on behalf of their clients, to be able to find us and other suppliers like us. We're absolutely thrilled that SAGE is now allowing these connections to take place."

"We've seen a great increase in the number of suppliers participating in social responsibility programs and think that number will only continue to rise because of how beneficial they are to our communities," said PPAI President and CEO Paul Bellantone. "We proudly support these initiatives across our industry and are impressed by the commitment of so many suppliers to graciously give back."

Distributors can view details of the social responsibility search functionality and SAGE Online 14 at sageworld.com, or contact SAGE at 800.925.7243 and at sales@sageworld.com. SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription to give it a test drive. Visit trysage.com to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

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 or call 800.925.7243.

About PromoCares

PromoCares is a 100% volunteer initiative that exists to lift up and recognize companies in the promotional products industry who use their businesses as superpowers – for social good. We help suppliers, distributors and end buyers become a bridge for positive social impact. We will do this through sharing best practices, collaborative efforts (online and off) and helping organizations with their give-back work by marketing their efforts and telling their stories. For more information on how to help, contact co-founders, Roger Burnett (roger@branded-logistics.com) or Danny Rosin (dannyr@brandfuel.com).