

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

PPAI ■ PSDA
ARA ■ PPPC

FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES 2013 SUPPLIER RATING AWARD WINNERS

SAGE presents rating awards to 1479 suppliers based on distributor ratings from SAGE Online and SAGE Mobile.

Addison, TX (October 23, 2013) – SAGE announces its 2013 supplier rating award winners. Each year SAGE presents industry suppliers with A and A+ rating awards based on distributor ratings collected from SAGE Online and SAGE Mobile. For 2013, 939 suppliers received the top ranking of “A+”, while another 540 suppliers received the second highest rating of “A”. A total of 73% of rated suppliers in SAGE Online received an award this year. As part of the Power of Two relationship between SAGE and PPAI, the SAGE ratings are also incorporated into the eligibility for the industry’s annual PPAI Supplier Star Awards Competition.

David Natinsky, SAGE’s President, commented, “We’re proud to acknowledge our award-winning suppliers for their outstanding achievements this year. 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 quality, service, and product safety.”

Awards are based solely on the distributor rating system that is part of SAGE Online, the industry’s most popular research and business management service, and SAGE Mobile, the industry’s leading mobile app for product research, supplier information, catalogs, tradeshow planning, order management, payment processing, and more. 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 Mobile, or via a “Rate us now” link provided by the 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.



SAGE does not participate in any way in choosing suppliers for awards, other than tallying the aggregate distributor ratings. Distributors will find full award information for each supplier (including all industry awards), as well as the supplier's current, real-time SAGE rating in SAGE Online and SAGE Mobile.

Supplier award winners will have access to a variety of marketing collateral to promote their award status, including logos for their catalogs, websites, email signatures, etc. 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™ 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 user 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.