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PARTNER RELEASE - FOR IMMEDIATE RELEASE

SAGE® and PPPC Announce Partnership Renewal

Addison, Texas – Winnipeg, MB (September 7, 2023) – SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, and Promotional Product Professionals of Canada (PPPC), the not-for-profit association for the Canadian promotional products industry, announces the renewal of the SAGE and PPPC partnership. The SAGE and PPPC partnership provides a comprehensive solution for distributors and suppliers of promotional products in the Canadian marketplace for one low membership price.

With the partnership renewal, PPPC and SAGE will continue to provide the Canadian promotional products industry with the combined benefits of a PPPC membership and SAGE products and services.

New and existing PPPC distributor members receive not only the Canadian organization's extensive benefits but also a SAGE Total Access subscription, one SAGE Total Access additional user, and a PPAI membership.

A SAGE Total Access subscription, with tailor-made features for Canadian distributors, allows distributors to search the industry's largest promotional products database of Canadian and U.S. suppliers with over 1.2 million verified products.



“PPPC is pleased to renew our strategic partnership with SAGE, as it enables us to continue to provide our members with value and innovative technology solutions to do business more effectively and efficiently to drive sales and grow their businesses and networks,” said Jonathan N. Strauss, President & Chief Executive Officer of the Promotional Product Professionals of Canada (PPPC). “As an association, we’re continually striving to provide members with value-added solutions that are tailor-made for them and our industry to stay top of mind with clients and have a competitive advantage.”

Features specific to the Canadian market include automatically converted pricing to Canadian dollars within the research tool and on distributor company websites. Product searches can be narrowed by postal code, province, or shipping point, while shipping is easily calculated using the shipping estimator to include costs from Canada Post. Product searches can also be filtered for products with specific Canadian compliances such as CCPSA, CUL, CSA, and CFIA approved, or for USMCA-proficient suppliers. Additionally, Canadian distributors can translate sales presentations or their website to French, create Made in Canada e-commerce showrooms on their site, and limit which suppliers’ products are displayed on their site, giving them the ability to better cater to their customers’ needs.

The inclusion of a PPAI membership (Promotional Products Association International), the world’s largest not-for-profit association for the promotional products industry, for Canadian distributors allows PPPC members access to PPAI’s extensive member benefits including professional development and certification, education through safety and compliance programs, participation in The PPAI Expo, the industry’s largest trade show, and more.

PPPC supplier members will receive a SAGE Advantage Membership with their PPPC membership, allowing them the opportunity to connect with Canadian distributors that are looking for their products, break into a new market, and expand their customer base.

“The renewal of the strategic partnership between PPPC and SAGE reinforces our commitment to empowering the Canadian promotional products industry with unmatched technology solutions,” said Blake Bozeman, MAS, Vice President of Sales at SAGE. “Together, we form an

unstoppable force, driving business growth, fostering innovation, and championing the industry in Canada for years to come."

For more information on PPPC's member benefits and savings opportunities, call PPPC at 866-450-7722 or visit www.pppc.ca.

For questions regarding SAGE products and services, please call 800-925-7243 or visit www.sageworld.com/canada.

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 Mobile™, and SAGE Web™ 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, tradeshows, 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 PPPC

Founded in 1956, Promotional Product Professionals of Canada (PPPC) is the national not-for-profit association of suppliers and distributors of promotional products for business gifts, rewards, incentives, premiums and specialty advertising products. Its mission is to lead, inspire and advance the \$1.8 billion industry through the strength of more than 6,000 companies involved in the industry and their 20,000 plus employees across Canada. For more information, please visit www.pppc.ca.