

  
**amrod**<sup>TM</sup>

Africa's Leading Trade-Only,  
**TOTAL-SOLUTION**  
Promotional Products Provider



# Welcome to Amrod: Your Total-Solution Promotional Products Provider

## Company History

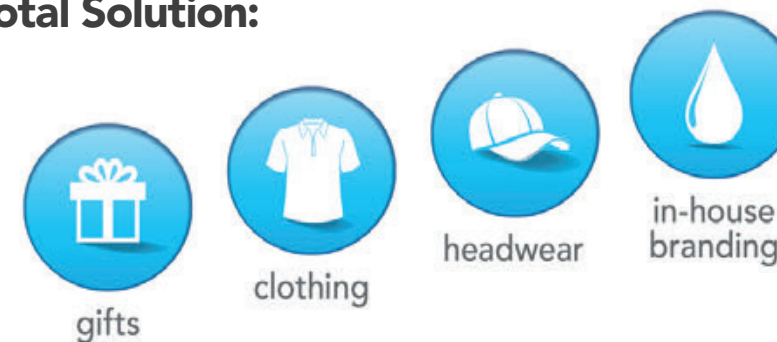
Founded in April 2000 by Amit Brill, Craig Friedman and Nimrod Barlev, Amrod's success story is one of integrity, innovation, risk taking and hard work.

At the time of writing, Amrod:

- ❖ Trades out of **25 000m<sup>2</sup>** of office, warehouse and production space
- ❖ Operates the **most comprehensive and advanced** in-house branding facility in Africa
- ❖ Provides world-class showrooms in **Cape Town, Durban and Johannesburg** with unrivalled facilities providing the perfect business environment for closing deals
- ❖ Employs over **1 000 full time staff members**
- ❖ Offers more than **16 000 product SKUS**
- ❖ Holds in excess of **R300 million** worth of gifting, clothing and headwear stock, at cost
- ❖ Brands in excess of **125 000 items daily**
- ❖ Proudly presents the **leading Corporate Gifts, Clothing & Headwear catalogues** in the industry



## Amrod's Total Solution:



At Amrod, everything we do is geared towards providing our clients with a Total Solution aimed at making business as convenient, simple and cost-effective as possible.

Coupled with our in-house branding solutions, our extensive product range which is backed up by deep inventory levels, provides you with the comfort of knowing that you are able to focus on what you do best: SELL!

## Amrod's Quality Assurance:

Whilst it is important to introduce new products every year, our overriding requirement to provide you with good quality products at a fair price is never forgotten.

Amrod is – and has always been – associated with quality products that you can trust, and this continues to be of fundamental importance to us.

To this end, our Hong Kong office, together with Quality Assurance Agencies ensure that strict inspections are performed on all shipments at the factory, prior to departure. Additional checks are carried out by our local QC teams when the goods arrive at our warehouse so that you have the confidence to promote our products.

## Amrod's Commitment:

- ❖ To continue to innovate and introduce great ideas
- ❖ To continue to launch tremendous products that are sure to impress and delight
- ❖ To continue to build infrastructure and improve systems that enable a world-class offering, ensuring that Amrod is your number 1 choice as a Promotional Products Provider

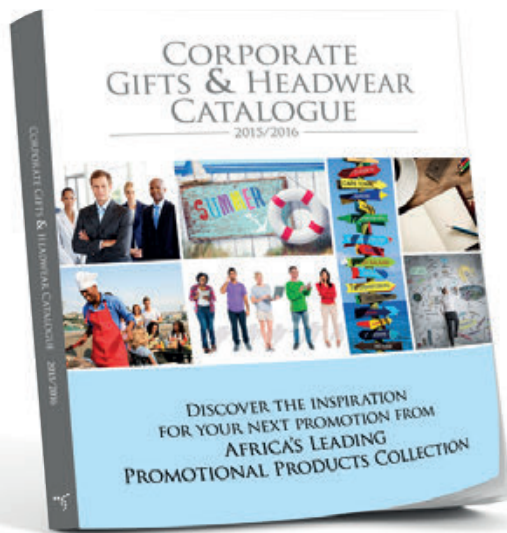


# GIFTS

an unrivalled collection to impress, inspire and delight!

Our collection ranges from inexpensive give-aways to sophisticated executive gifts and covers 24 different product categories from plastic pens to umbrellas and everything in between.

Our **648 page 2015 Gifts & Headwear Catalogue**, supported by deep inventory levels and featuring over 1 000 fresh, exciting, high-quality products ensures that we cater to all of your Corporate Gifting requirements.



MOBILE TECHNOLOGY

WRITING INSTRUMENTS & STATIONERY

BUSINESS BAGS

LEISURE BAGS

COOLERS & OUTDOOR

DRINK-AND-LUNCHWARE

NOTEBOOKS & MEMO PADS

FOLDERS & TABLET HOLDERS

HOME & LIVING

ANDY CARTWRIGHT

EXECUTIVE GIFTS & AWARDS

SUNGLASSES & WATCHES

GIVE-AWAYS & VALUE IDEAS

TOOLS, TORCHES & KNIVES

CAR SAFETY

UMBRELLAS

GOLF

SPORTS & WELLNESS

LANYARDS

KEYHOLDERS

PERSONAL CARE

PAMPER GIFTS

PACKAGING

HEADWEAR & WINTER WARMERS



# CLOTHING & HEADWEAR

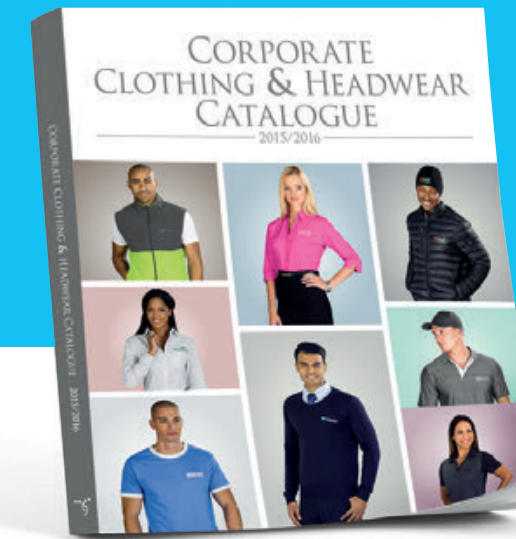
In 2008 we introduced a start-up range of Corporate Clothing, dominated by two brands, Slazenger and US Basic. These brands proved to be extremely successful and provided a foothold into the market.

Over the last 7 years we have concentrated on expanding our collection, significantly increasing our stock levels, paying attention to quality, design and style and introducing a host of internationally renowned Corporate Clothing brands like Biz Collection, Cutter & Buck, Elevate and Gary Player Collection.

## Our 360 page 2015 Clothing & Headwear Catalogue

features styles for men, women and kids with a variety of options under numerous categories.

The impressive Amrod Clothing & Headwear Collection offers a range to beat any other.



APRONS



T-SHIRTS



GOLF SHIRTS



WORKWEAR



BODYWARMERS



FLEECE JACKETS & SWEATERS



JACKETS

# IN-HOUSE BRANDING

Branding is crucial to ensuring that you successfully achieve maximum awareness of your logo in a way that best showcases your brand.

## WHY BRAND IN-HOUSE?

With industry-leading turnaround times, large capacity across all departments and an in-depth understanding of the complexity of branding, Amrod provides clients with the ease, convenience and cost-savings associated with purchasing and branding product at one point.

After studying many overseas companies in the Promotional Products space, Amrod pioneered the concept of offering an in-house branding solution in South Africa in 2007.

Presently, Amrod's Production (branding) Department comprises over 600 skilled team members, working 24 hours a day, to ensure that we meet and exceed your branding needs.

Providing the industries most comprehensive in-house branding solution, enabled by the latest technology, our 13 branding processes allow us to accurately reproduce your logo and place your brand front and centre.



# THE POWER OF BRANDS

## BRANDS ARE INSTANTLY RECOGNISABLE. BRANDS CREATE A CONNECTION.

A great brand is more than a label or a logo. It is a promise that inspires confidence and trust in consumers.

Through our exclusive global brand-partners, we bring you a range of on-trend products defined by contemporary designs, enhanced performance, cutting-edge innovation and universal appeal.

Look out for these logos throughout our catalogues and see what our renowned brands can do for your brand.



# Amrod Loyalty Programme

In today's ultra-competitive business environment, organisations across the globe offer loyalty programmes to reward and incentivise their loyal clients and to encourage existing or potential clients to choose their products or services.

The 2015 Amrod Loyalty Programme, where the focus is **"LOYALTY, REWARDED!"** offers loyal clients greater rewards than even before.

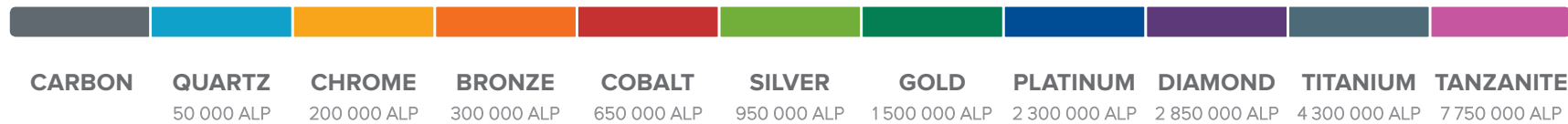


Earn 1 ALP for every R1 worth of gifts & headwear purchased

Earn 1.5 ALP for every R1 worth of clothing purchased e.g. purchase R50 000 ex VAT worth of clothing and be rewarded with 75 000 ALP

Earn 1.5 ALP for every R1 worth of in-house branding e.g. R1 000 ex VAT worth of in-house branding is rewarded with 1 500 ALP

## Spend Barometer



Barometer indicates current spend, equivalent ALP value, current Loyalty Status and Amrod Loyalty Points required to reach the next discount tier.

Visit [www.amrod.co.za/alp](http://www.amrod.co.za/alp) for more detailed information on the Amrod Loyalty Programme and to view your spend barometer.

## TARGETS & REWARDS

### ALP TARGET

| Tier       | Carbon | Quartz | Chrome  | Bronze  | Cobalt  | Silver  | Gold      | Platinum  | Diamond   | Titanium  | Tanzanite |
|------------|--------|--------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|
| ALP Target |        | 50 000 | 200 000 | 300 000 | 650 000 | 950 000 | 1 500 000 | 2 300 000 | 2 850 000 | 4 300 000 | 7 750 000 |

### ALP DISCOUNTS

| Category                                                                                    | Carbon | Quartz | Chrome | Bronze | Cobalt | Silver | Gold  | Platinum | Diamond | Titanium | Tanzanite |
|---------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|-------|----------|---------|----------|-----------|
| <b>Clothing</b><br>Excluding reduced discount items                                         | X      | X      | 2%     | 3%     | 4%     | 5%     | 7.5%  | 10%      | 12.5%   | 15%      | 17.5%     |
| <b>Reduced discount clothing &amp; discontinued clothing</b>                                | X      | X      | X      | X      | X      | 2.5%   | 2.5%  | 2.5%     | 3.5%    | 3.5%     | 5%        |
| <b>Gifts &amp; headwear</b><br>Excluding reduced discount gifts, memory sticks & hampers    | X      | X      | 2.5%   | 5%     | 7.5%   | 10%    | 12.5% | 15%      | 17.5%   | 20%      | 22.5%     |
| <b>Reduced discount gifts and headwear, memory sticks, hampers &amp; discontinued items</b> | X      | X      | X      | X      | X      | 5%     | 5%    | 5%       | 7.5%    | 7.5%     | 10%       |
| <b>In-house branding &amp; setup charges</b>                                                | X      | X      | 2.5%   | 5%     | 7.5%   | 10%    | 12.5% | 15%      | 17.5%   | 20%      | 22.5%     |

### ALP BENEFITS

| Benefit                                                                                                                                                                                                                                                                                                                                                                                                                                        | Carbon      | Quartz                  | Chrome                  | Bronze                  | Cobalt                  | Silver                  | Gold                    | Platinum                | Diamond                 | Titanium                | Tanzanite               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| <b>Dedicated Account Manager</b>                                                                                                                                                                                                                                                                                                                                                                                                               | X           | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       |
| <b>Ability to brand orders in-house</b>                                                                                                                                                                                                                                                                                                                                                                                                        | X           | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       |
| <b>Orders may be placed</b>                                                                                                                                                                                                                                                                                                                                                                                                                    | online only | by email, fax or online | by email, fax or online | by email, fax or online | by email, fax or online | by email, fax or online | by email, fax or online | by email, fax or online | by email, fax or online | by email, fax or online | by email, fax or online |
| <b>FREE branch deliveries</b>                                                                                                                                                                                                                                                                                                                                                                                                                  | X           | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       |
| <b>Carry-over points</b><br>A percentage of excess points will be carried over to 2016. Example: SILVER target is 950 000 ALP, GOLD is 1 500 000 ALP. If you achieve 1 350 000 ALP at 4 December 2015, this results in a carry-over of 140 000 ALP to 2016 (1 350 000 - 950 000 = 400 000 x 35%).                                                                                                                                              | X           | X                       | 15%                     | 20%                     | 30%                     | 35%                     | 40%                     | 50%                     | 50%                     | 50%                     | 50%                     |
| <b>Credit facility</b><br>Option to apply for a 30-day account. Based on completion of credit application and credit approval.                                                                                                                                                                                                                                                                                                                 | X           | X                       | X                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       |
| <b>Free generic 2015/16 catalogues per the catalogue period</b><br>This applies to all CARBON, QUARTZ, CHROME and BRONZE clients as well as any clients on COBALT and up who did not take their free 2015/16 custom-cover catalogues.                                                                                                                                                                                                          | 1           | 1                       | 5                       | 10                      | 30                      | 35                      | 40                      | 50                      | 75                      | 100                     | 150                     |
| <b>Option to order custom-cover catalogues</b>                                                                                                                                                                                                                                                                                                                                                                                                 | X           | X                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       |
| <b>Free custom-cover catalogues per catalogue period</b>                                                                                                                                                                                                                                                                                                                                                                                       | X           | X                       | X                       | X                       | 30                      | 35                      | 40                      | 50                      | 75                      | 100                     | 150                     |
| <b>Discount on custom-cover catalogues</b><br>This applies to units over and above your free catalogue allocation.                                                                                                                                                                                                                                                                                                                             | X           | X                       | 30%                     | 30%                     | 30%                     | 35%                     | 35%                     | 40%                     | 40%                     | 50%                     | 50%                     |
| <b>Pre-release of custom-cover catalogues</b><br>Get your custom-cover catalogues up to 2 weeks prior to the official catalogue release date.                                                                                                                                                                                                                                                                                                  | X           | X                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       |
| <b>MyWebsite</b><br>Free customisable client website. For more information, go to <a href="http://www.amrod.co.za">www.amrod.co.za</a>                                                                                                                                                                                                                                                                                                         | X           | X                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       | ✓                       |
| <b>Staff uniform programme</b><br>Discount on staff clothing with free embroidery of your company info. Discount only applies to Amrod clothing purchased and branded by Amrod, up to the value of R10 000 per calendar year. Select from US Basic, Biz Collection, Slazenger and Elevate brands. Excludes reduced discount clothing & discontinued clothing. For more information, go to <a href="http://www.amrod.co.za">www.amrod.co.za</a> | X           | 10%                     | 15%                     | 20%                     | 25%                     | 30%                     | 35%                     | 40%                     | 50%                     | 60%                     | 75%                     |
| <b>Self-promo</b><br>Discount on gift items branded with your company logo. Discount only applies to Amrod gifts purchased and branded by Amrod up to the value of R5 000 ex VAT per calendar year. Excludes reduced discount gifts, hampers & discontinued items.                                                                                                                                                                             | X           | X                       | 10%                     | 15%                     | 20%                     | 25%                     | 30%                     | 35%                     | 40%                     | 45%                     | 50%                     |

Discounts and capped values are based on QUARTZ pricing. Refer to the applicable column on our price list for your discounted prices E&OE. Amrod reserves the right to make changes to the Amrod Loyalty Programme at its discretion.



In this technological age it's important to embrace tools that improve efficiencies.

By offering the most advanced and comprehensive selection of **FREE** e-Services in our industry, we provide you with the tools to work smartly and efficiently in an environment where fast response times provide a competitive edge.

The FREE Amrod App provides immediate access to product and stock information when out of the office.

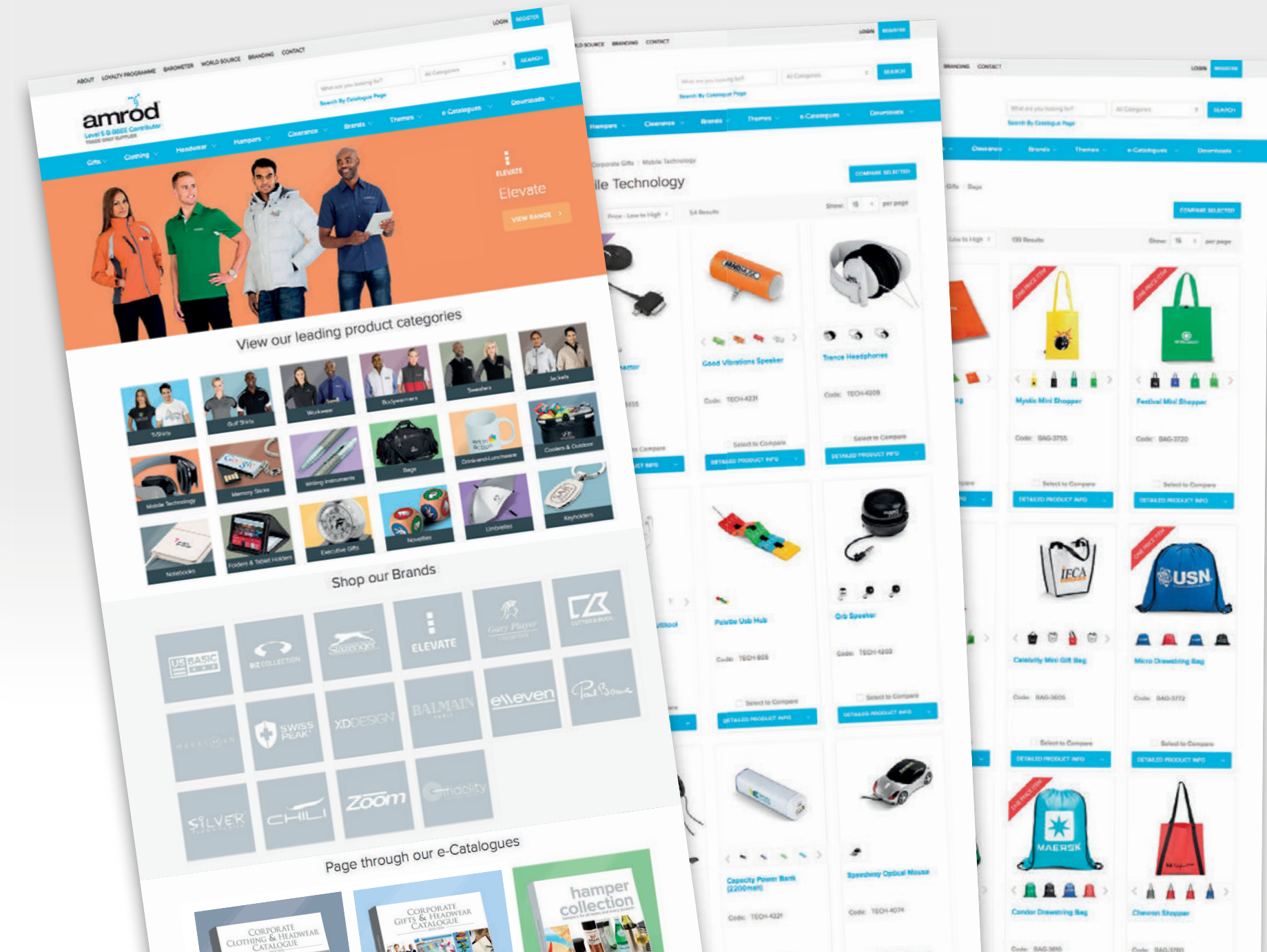
## DOWNLOAD OUR FREE MOBILE APP



More information on each of these important tools appears on [www.amrod.co.za](http://www.amrod.co.za)

## Amrod e-Services include:

- ❖ Amrod Website, [www.amrod.co.za](http://www.amrod.co.za), featuring:
  - > access to live on-hand and incoming stock quantities
  - > online ordering
  - > Corporate Gifts and Corporate Clothing & Headwear e-Catalogues
  - > high and low resolution images with detailed product information
  - > quoting tools
  - > a barometer that enables you to track your spend on a daily basis
  - > a dashboard that enables you to:
    - view your remaining credit
    - download a ledger, proof of delivery or invoice
    - check the status of your orders
    - approve artwork
- ❖ Amrod Mobi site: [mobi.amrod.co.za](http://mobi.amrod.co.za)
- ❖ Personalised Promogifts website
- ❖ My Website
- ❖ Logo upload to products
- ❖ e-Flyers



## Thanks to excellent staff

and an amazing company like AMROD we are always able to keep our clients happy and coming back for more!!!

~ Leonora

## Amrod's service is thoroughly amazing.

I'm sure you get this all the time, but our account manager is a superb ambassador for your company.

Please commend her for her outstanding attitude, service, and commitment to serving her clients.

~ Kelly

Congratulations to the Amrod Team on a stunning offering!

## I am a committed supporter of Amrod

- so proud of you guys, I remember when you first started in that office building in Sandton - so many years ago - well done!!

~ Marie

## I am so proud to be associated with Amrod

and with what you have achieved over the years. It is truly remarkable. I can see you become an international force to be reckoned with.

~ Gizelle

We operate in a very competitive and stressful environment and rely on your Account Managers to be calm, friendly, helpful, quick with a quote, willing to handle problems and questions, willing to handle problems and returns and in my experience your team are all of this and more.

## Thanks again for excellent service and products,

and I am certain that I will be doing business with Amrod for years to come!

~ Daleen

## A Word From Our Clients

## Thank You, Amrod for Your Outstanding Commitment to Service.

Your commitment to excellent products and services has made you the market leader, providing us with the confidence that we are selling the best products to our clients.

Additionally, through your commitment to constantly improving systems combined with your one-stop-shop approach, we have been able to conduct our business more efficiently, translating to reduced costs and increased profits.

In our demanding and volatile market, AMROD has enabled our company to grow exponentially from year to year and for this we are truly grateful.

~ Logan Naidoo

## Thank you for always going the extra mile,

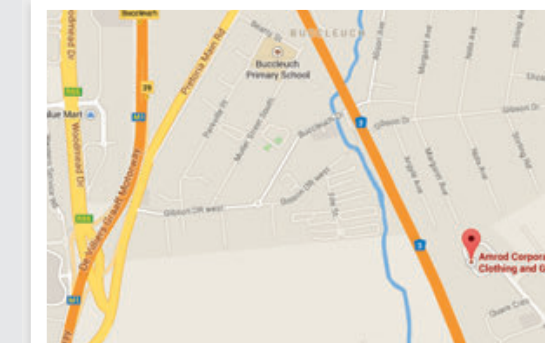
we can see that Amrod employees are loyal to the company and will go as far possible to keep their clients happy until the end. Thank you for assisting us to create a solid Client Service Delivery CHAIN.

~ Angelique

## National Contact Number: 086-11-AMROD (South Africa only)

### Branch Details

#### JOHANNESBURG HEAD OFFICE



#### Physical Address

52 Saturn Crescent  
Linbro Business Park  
Johannesburg  
South Africa

**Tel:** +27 11 457 9900  
**Fax:** +27 11 457 9910 (Orders)  
**Fax:** +27 11 457 9914/21 (Payments)  
**Email:** info@amrodgroup.co.za

#### GPS co-ordinates:

-26° 3' 47.63"  
+28° 6' 34.19"

#### CAPE TOWN



#### Physical Address

CTX Business Park Phase 3  
Freight Road  
Airport Industria  
Cape Town  
South Africa

**Tel:** +27 21 927 5300  
**Branch Manager:** Roxane da Silva  
**Email:** roxane@amrodgroup.co.za

#### GPS co-ordinates:

-33° 57' 41.26"  
+18° 35' 34.28"

#### DURBAN



#### Physical Address

Unit 2, Thynk Retail Park  
23 Riverhorse Road  
Riverhorse Valley Estate  
Durban  
South Africa

**Tel:** +27 31 534 6760  
**Branch Manager:** Tafadzwa Tsodzo  
**Email:** tafadzwa@amrodgroup.co.za

#### GPS co-ordinates:

-29° 46' 45.07"  
+30° 59' 33.14"





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PROMOTIONAL PRODUCTS PROVIDER

[www.amrod.co.za](http://www.amrod.co.za)