THE AMROD LOYALTY PROGRAMME 2018

The 2018 Amrod Loyalty Programme, where the focus is 'LOYALTY, REWARDED!' offers loyal clients greater rewards than even before.

EASY WAYS TO EARN ALP'S

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

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

Earn 2 ALP for every R1 worth of in-house branding eg. purchase R1 000 ex VAT worth of branding and be rewarded with 2 000 ALP

50% **BONUS POINTS**

Online order

of samples

ALP TARGET

20% **BONUS POINTS** Online order of

points per order

bulk products capped at 10 000 100% **BONUS POINTS** Ordering of

products

discontinued of layouts

500 **BONUS POINTS** Online approva

10 000 **BONUS POINTS** for the first delivery

POINTS for every future delivery made from

1000

BONUS

Amrod through Rush

50% BONUS **POINTS** LOGO24

orders

2000 **BONUS POINTS** Attending webinars

per attendee

per session

2000 **BONUS POINTS**

Attending training per attendee per session

TADOCT







made from Amrod

through Rush



















22.5%

10%

10%

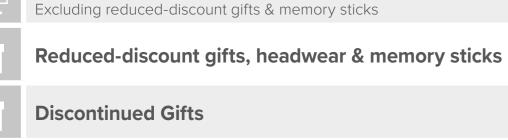
17.5%

22.5%

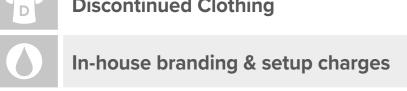
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TS & REWARDS	





Excluding reduced-discount items **Reduced-discount clothing Discontinued Clothing**



Free generic 2018/19 catalogues per the catalogue period

COBALT and up who did not take their free 2018/19 custom-cover catalogues.

Get a customisable website for R350.00 ex VAT per month.

Excludes reduced-discount clothing & discontinued clothing.

For more information email support@promogifts.co.za

For more information, go to www.amrod.co.za

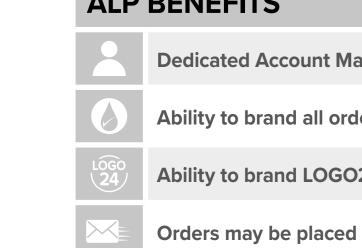
Staff uniform programme

This applies to all CARBON, QUARTZ, CHROME and BRONZE clients as well as any clients on

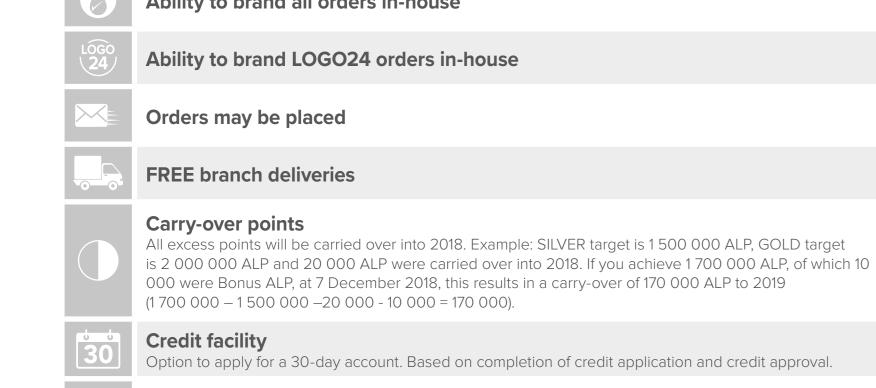
Discount on staff clothing with free embroidery of your company info. Discount only applies to Amrod clothing

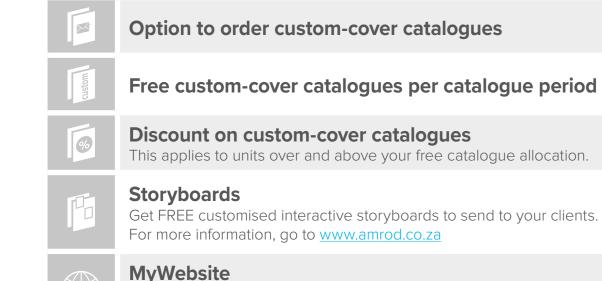
purchased and branded at Amrod. Select from US Basic, Biz Collection, Slazenger and Elevate brands.

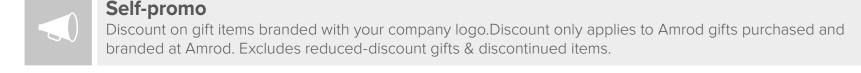




2	Dedicated Account Manager
	Ability to brand all orders in-house
LOGO 24	Ability to brand LOGO24 orders in-house

























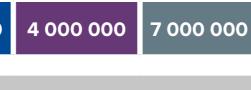
























7.5%

12.5%

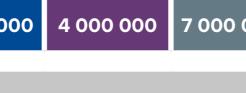
3.5%

100%

40%

10%

2.5%













20%

7.5%

3.5%

100

150

50%







CHROME TO TANZANITE STATUS

Clients beginning 2018 on CHROME or higher will enjoy the benefits of that tier throughout 2018. To maintain the ALP tier a client began 2018 on for 2019, they will be required to attain the 2018 ALP target associated with that tier. Achievement of any of the higher tiers in 2018, will allow a client immediate access to the benefits of the tier reached until the end of 2019.*

How the Amrod Loyalty Programme works

- * ALP tier discounts are effective once invoices totalling the relevant target ALP's are paid.
- * Targets are revised annually.

· CARBON STATUS

for CHROME i.e. 250 000 ALP.

target for CHROME, i.e. 250 000 ALP's.

• QUARTZ STATUS

for 2019.

of 2019.*

* A client's spend for the Amrod Loyalty Programme starts afresh at the beginning of a new calendar year.

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Spends	close	7 December	2018 and	any spend	d from 8	December
2018 un	til our	closing date i	n 2018 wil	I be carried	d over to	2019.

TOTAL	R 1 050 000	1 520 000
Rush Collections		30 000
LOGO24		25 000
Job Card Online Approvals		35 000
Discontinued Products		10 000
Sample Online Orders		20 000
Bulk Online Orders		100 000
Branding	R 75 000	150 000
Headwear	R 50 000	50 000
Clothing	R 350 000	525 000
Gifts	R 575 000	575 000
EXAMPLE:	RAND VALUE (ex VAT)	ALP VALUE (POINTS)

Spend Barometer

Clients who accumulated fewer than 50 000 Amrod Loyalty Points (ALP's) in 2017 will begin 2018 on CARBON. Similarly, new clients

registering in 2018 will begin on CARBON and be promoted to QUARTZ once they achieve the 2018 target for QUARTZ, i.e. 50 000 ALP's.

Should a CARBON client place an order that results in sufficient points being earned to graduate from CARBON to QUARTZ, this

will result in graduation to QUARTZ. For example, in a situation where a CARBON client has accumulated 20 000 ALP's and places

a confirmed order that equates to 40 000 ALP's, that client will graduate to QUARTZ for the purposes of that order and will immediately

CARBON status is not applicable to clients based in the Eastern Cape, the Free State and outside of South Africa. Clients in these

areas who earned less than 275 000 Amrod Loyalty Points (ALP) in 2017 will fall under QUARTZ until they achieve the 2018 target

Clients who earned between 50 000 and 275 000 Amrod Loyalty Points (ALP's) in 2017 will fall under QUARTZ until they achieve the 2018

Clients beginning 2018 on QUARTZ will be required to attain 50 000 ALP's by 7 December 2018 in order to maintain QUARTZ status

Should a client attain an ALP tier higher than QUARTZ by 7 December 2018, the higher ALP tier will be retained until the end of 2019.

Achievement of any of the higher tiers during 2018, would allow the client access to the benefits of that tier immediately, until the end

enjoy the benefits associated with QUARTZ, i.e. the ability to brand that order under our standard branding offering and so on.

CARBON	QUARTZ	CHROME	BRONZE	COBALT	SILVER	GOLD	PLATINUM	DIAMOND	TITANIUM	TANZANITE
	50 000 ALP	250 000 ALP	500 000 ALP	1000 000 ALP	1500 000 ALP	2 000 000 ALP	3 000 000 ALP	4 000 000 ALP	7 000 000 ALP	10 000 000 ALP

Track your spend:

Visit www.amrod.co.za to access a barometer that indicates your current spend and equivalent ALP value, your current Loyalty Status and how far you are from attaining the next discount tier.

If you have any questions regarding the Amrod Loyalty Programme, please email: alp@amrodgroup.co.za



Discounts are based on CARBON/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.

25%

25%

25%

25%