

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

20% BONUS POINTS

Online order of bulk products capped at 10 000 points per order

100% BONUS POINTS

Ordering of discontinued products

500 BONUS POINTS

Online approval of layouts

10 000 BONUS POINTS

for the first delivery made from Amrod through Rush

1000 BONUS POINTS

for every future delivery made from 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

TARGETS & REWARDS



ALP TARGET		50 000	250 000	500 000	1 000 000	1 500 000	2 000 000	3 000 000	4 000 000	7 000 000	10 000 000
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ALP DISCOUNTS

	CARBON	QUARTZ	CHROME	BRONZE	COBALT	SILVER	GOLD	PLATINUM	DIAMOND	TITANIUM	TANZANITE
Gifts & headwear Excluding reduced-discount gifts & memory sticks	X	X	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%
Reduced-discount gifts, headwear & memory sticks	X	X	X	X	X	5%	5%	5%	7.5%	7.5%	10%
Discontinued Gifts	X	X	X	X	X	X	X	X	X	5%	10%
Clothing Excluding reduced-discount items	X	X	2%	3%	4%	5%	7.5%	10%	12.5%	15%	17.5%
Reduced-discount clothing	X	X	X	X	X	2.5%	2.5%	2.5%	3.5%	3.5%	5%
Discontinued Clothing	X	X	X	X	X	X	X	X	X	5%	10%
In-house branding & setup charges	X	X	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%

ALP BENEFITS

	CARBON	QUARTZ	CHROME	BRONZE	COBALT	SILVER	GOLD	PLATINUM	DIAMOND	TITANIUM	TANZANITE
Dedicated Account Manager	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ability to brand all orders in-house	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ability to brand LOGO24 orders in-house	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Orders may be placed	online only	online or by email	online or by email	online or by email	online or by email	online or by email	online or by email	online or by email	online or by email	online or by email	online or by email
FREE branch deliveries	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Carry-over points All excess points will be carried over into 2018. Example: SILVER target is 1 500 000 ALP, GOLD target is 2 000 000 ALP and 20 000 ALP were carried over into 2018. If you achieve 1 700 000 ALP, of which 10 000 were Bonus ALP, at 7 December 2018, this results in a carry-over of 170 000 ALP to 2019 (1 700 000 - 1 500 000 - 20 000 = 170 000).	X	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Credit facility Option to apply for a 30-day account. Based on completion of credit application and credit approval.	X	X	X	✓	✓	✓	✓	✓	✓	✓	✓
Free generic 2018/19 catalogues per the catalogue period 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 2018/19 custom-cover catalogues.	1	1	5	10	30	35	40	50	75	100	150
Option to order custom-cover catalogues	X	X	✓	✓	✓	✓	✓	✓	✓	✓	✓
Free custom-cover catalogues per catalogue period	X	X	X	X	30	35	40	50	75	100	150
Discount on custom-cover catalogues This applies to units over and above your free catalogue allocation.	X	X	30%	30%	30%	35%	35%	40%	40%	50%	50%
Storyboards Get FREE customised interactive storyboards to send to your clients. For more information, go to www.amrod.co.za	X	X	X	X	✓	✓	✓	✓	✓	✓	✓
MyWebsite Get a customisable website for R350.00 ex VAT per month. For more information email support@promogifts.co.za	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Staff uniform programme 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, Sliazenger and Elevate brands. Excludes reduced-discount clothing & discontinued clothing. For more information, go to www.amrod.co.za	X	25%	25%	25%	25%	25%	30%	35%	40%	45%	50%
Self-promo Discount on gift items branded with your company logo. Discount only applies to Amrod gifts purchased and branded at Amrod. Excludes reduced-discount gifts & discontinued items.	X	25%	25%	25%	25%	25%	30%	35%	40%	45%	50%

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.

How the Amrod Loyalty Programme works

CARBON STATUS

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

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 for CHROME i.e. 250 000 ALP.

QUARTZ STATUS

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

Clients beginning 2018 on QUARTZ will be required to attain 50 000 ALP's by 7 December 2018 in order to maintain QUARTZ status for 2019.

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 of 2019.*

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.*

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

* Targets are revised annually.

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

* Spends close 7 December 2018 and any spend from 8 December 2018 until our closing date in 2018 will be carried over to 2019.

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

Spend Barometer



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

