WELCOME TO THE WORLD OF AMROD

AFRICA’S LEADING TRADE-ONLY, TOTAL-SOLUTION PROMOTIONAL PRODUCTS PROVIDER
ABOUT AMROD

Founded in April 2000, Amrod’s success story is one of integrity, innovation, risk taking and hard work.

At the time of writing, Amrod:

- incorporates two significant offerings; Amrod World of Brands & Altitude by Wizard.
- trades out of 38 000m² (410 000 ft²) of office, warehouse and production space in Johannesburg.
- operates the most comprehensive and advanced in-house branding facility in Africa.
- provides world-class showrooms with unrivalled facilities in Bloemfontein, Botswana, Cape Town, Durban, Johannesburg, Kenya, Nigeria, Port Elizabeth, Namibia and Zambia, providing the perfect business environment for closing deals.
- employs over 1 300 full-time staff members.
- offers more than 16 000 product SKU’s.
- holds in excess of R500 million ($35 million) worth of Gifting, Apparel and Headwear stock, at cost.
- brands in excess of 150 000 items daily.
- proudly presents the leading Promotional Gifts and Corporate & Promotional Apparel and Headwear catalogues in the industry.

AMROD’S COMMITMENT

To continue pushing the boundaries of excellence, through extensive innovation to provide our clients with a Total-Solution that is unparalleled in Africa.

To hold deeper and better stock, offer quicker branding lead times and a wider array of branding solutions, to deliver advanced online platforms and consistently provide a world-class Promotional Products’ experience.

A STRATEGIC PARTNERSHIP WITH THE CARLYLE GROUP

In September 2016, Amrod announced the sale of a majority share to The Carlyle Group - a global alternative asset manager with $176 billion of assets under management across 128 funds and 170 fund of funds vehicles.

Founded in 1987 in Washington DC, Carlyle has grown into one of the world’s largest and most successful investment firms, with more than 1 650 professionals operating in 35 offices in North America, South America, Europe, the Middle East, Asia, Australia and Africa.

With extensive South African and African experience and a vast global reach, Amrod’s partnership with a highly-respected, internationally-renowned brand is helping take the business to the next level, particularly in so far as shortening their timelines when it comes to expanding their African-footprint, as well as when it comes to the acquisition of target companies and entering into new product categories.

AMROD’S STRATEGIC ACQUISITION OF WIZARD AND ALTITUDE

Established in 1990, Wizard Collective was a pioneer in the industry and one of the industries longest-standing Promotional Product Suppliers. Originally known as a supplier of Corporate and Promotional Apparel, sold under the widely-recognised and highly-regarded Altitude brand, Wizard expanded to include a range of Gifts and Headwear.

In December 2017, Amrod acquired Wizard. This acquisition resulted in exceptional advantages and benefits for Wizard customers, owing to expanded and enhanced offerings and services.

In December 2018 the Wizard operation was moved and integrated into the Amrod Facility. The Wizard range is now officially known as Altitude which is brought to you by Wizard, and powered by Amrod.

Focuses on the value segment, the Altitude range offers a comprehensive range of Apparel and Gifting that provides exceptional value for money together with the unrivalled service and offering of the Amrod Total Solution.

Altitude is poised to become the leading brand in value Promotional Products and Apparel, asked for by name.

ONE TEAM • ONE HOME • ONE VISION
AMROD’S HEAD OFFICE
Designed from the ground up to fit in with the company’s operational needs, highlights of the facility include:
• an industry-leading warehouse management system to improve inventory accuracy and speed up operations.
• a state-of-the-art conveyor system to move stock to the correct branding department quickly, efficiently and in an automated manner.
• one of the largest branding facilities in the world, measuring 10,000m² (108,000ft²), providing the desired branding space to ensure continual progress in the quest to brand all products, efficiently and correctly... every time.
• a beautiful showroom for resellers to bring their corporate clients, designed to assist in deal-making and deal-closing.

AMROD’S TOTAL-SOLUTION
At Amrod, everything is geared towards providing clients with a Total-Solution aimed at making business convenient, simple and cost-effective. Coupled with in-house branding solutions, Amrod’s extensive Gifting, Apparel and Headwear ranges, backed by deep inventory levels, provide clients with the comfort of knowing that they are able to focus on what they do best: SELL!
PROMOTIONAL PRODUCTS

From everyday promo essentials to the latest mobile tech, Amrod’s collection contains the perfect gift, no matter the budget or occasion.

Filled with inspirational ideas that resellers and corporate clients will love, Amrod’s 688-page 2018/2019 Promotional Products Catalogue is supported by deep inventory levels and features the industry’s most progressive gifting collection.

With over 1 200 products positioned under 19 categories, there’s something for every occasion or marketing campaign, all ready to customise with your logo.

Amrod’s industry-leading collection features global gifting brands defined by contemporary designs, premium quality construction and universal appeal.

Promotional Products

When it comes to offering Promotional Products that make an impact, the Altitude range covers all bases.

With over 400 unique and exciting products to choose from, our logo-ready collection provides the perfect, customisable platform for any brand.

With a focus on value the Altitude range has been designed to maximize your spend and increase your reach.

The Altitude range is serviced by the Amrod Total solution, giving you the world-class service you have become accustomed to at a price that meets your budget.
APPAREL & HEADWEAR

Following 20 years of success on the African continent, the Altitude range of apparel has been expanded and reinvigorated. The range has been designed to provide exceptional value whilst delivering excellent fabrication, great fit and on-trend styling.

Whether it’s something casual, corporate or uniforms for the whole team, this versatile and extensive range will satisfy a wide range of requirements and budgets.

PREMIER BRANDS

Amrod’s industry-leading brands are designed to fit their clients’ work style and life style.

Combining contemporary designs, premium quality construction and universal appeal, these brands make an impact.

Available in a variety of colours, fits and sizes, Amrod’s range of aprons, conti suits, t-shirts, golf shirts, workwear, bodywarmers, fleeces, hoodies, tracksuits, sweaters, jackets, beanies, caps and scarves, caters to all Corporate and Promotional Apparel needs.

From budget-friendly giveaways and workday basics to apparel that’s designed to show off team colours, there’s a look and feel that’s perfect for all.
WHILE BRANDING

Whilst branding is crucial for creating maximum awareness of your logo, it’s how you brand that takes a great product and transforms it in a way that leaves a lasting impression.

So, whether you prefer to keep it sophisticated with subtle debossing or make it pop with a full-colour, photo-realistic digital print, our diverse collection and inspired branding solutions set you on the path to the most phenomenal branded promotional product in the industry.

WHY CHOOSE US?

Offering a choice of 18 branding techniques and the ability to combine multiple methods and locations on the same item, we’re here to ensure a world-class experience when it comes to projecting the right image for your brand.

Our industry-leading turnaround times, vast capacity across all departments and an in-depth understanding of the complexity of branding, provides you with the convenience and cost-savings associated with purchasing and branding product at one point.

IN 2018 THE AMROD GROUP BRANDED OVER 45 MILLION PRODUCTS
With an expanding branch network and African footprint, it’s easier than ever to partner with

AFRICA’S LEADING TRADE-ONLY, TOTAL-SOLUTION, PROMOTIONAL PRODUCTS PROVIDER

SOUTH AFRICAN BRANCHES

JOHANNESBURG HEAD OFFICE
Physical Address: Cnr Pretoria Main Road & Beatty Street, Woodhill Commercial District, Woodhill, Johannesburg, 2090, South Africa
Tel: +27 11 457 9900
Email: info@amrod.co.za
Web: www.amrod.co.za
GPS co-ordinates: -26° 3' 47.63" +28° 6' 34.19"

BLOEMFONTEIN
Physical Address: Unit 5, Monument Business Park, 50 Monument Road, Oranjesig, Bloemfontein, 9301, South Africa
Tel: +27 51 140 8880
Email: bloemfontein@amrod.co.za
Web: www.amrod.co.za
GPS co-ordinates: -29°08'24.7" +26°12'46.1"

CAPE TOWN
Physical Address: 32 Gold Street, Northgate Estate, Brooklyn, Cape Town, 7405, South Africa
Tel: +27 21 927 5300
Email: capetown@amrod.co.za
Web: www.amrod.co.za
GPS co-ordinates: -33°54'46.9" +18°29'11.9"

AFRICAN BRANCHES

DURBAN
Physical Address: Unit 12, Thuya Retail Park, 20 Wembley Road, Wembley Valey Estate, Durban, 4001, South Africa
Tel: +27 31 544 6360
Email: durban@amrod.co.za
Web: www.amrod.co.za
GPS co-ordinates: -26° 45' 07" -30° 59' 33.41' E

PORT ELIZABETH
Physical Address: Unit 27 Willow Road Business Park, Willow Road, Port Elizabeth, 6068, South Africa
Tel: +27 41 030 7000
Email: pe@amrod.co.za
Web: www.amrod.co.za
GPS co-ordinates: -33°58'03.3" +25°31'54.4" E

PRETORIA
Physical Address: Unit 27, Scientia Technopark, Meiring Naude Road, Lynnwood Manor, Pretoria, 0081, South Africa
Tel: +27 12 342 9499
Email: info@amrod.co.za
Web: www.amrod.co.za
GPS co-ordinates: -25°44'38.2" S +28°16'35.8" E

WINDHOEK, NAMIBIA
Physical Address: 7907 Reger Street, Southern Industrial Area, Windhoek, Namibia
Tel: +264 85 201 4591/2
Email: namibia@amrod.co.za
Web: www.amrod.co.za
GPS co-ordinates: -22°34'29.8" +17°04'31.1" E

GABARONE, BOTSWANA
Physical Address: Plot 2215, Gabarone Westside Industrial Area, Gabarone, Botswana
Tel: +267 311 0549
Email: botswana@amrod.co.za
Web: www.amrod.co.bw
GPS co-ordinates: -24°41'12.6" +25°53'08.1" E

NAIROBI, KENYA
Physical Address: Rhapta Heights, Cnr St Michaels & Rhapta Road, Westlands, Nairobi, Kenya
Tel: +254 716 914445
Email: kenya@amrod.co.ke
Web: www.amrod.co.ke
GPS co-ordinates: -1.263284 +36.783716

LAGOS, NIGERIA
Physical Address: Sunshine Biro Plaza, 31 Alain Adekunle, Victoria Island, Lagos Nigeria
Tel: +234 163 254 86
Email: nigeria@amrod.ng
Web: www.amrod.ng
GPS co-ordinates: 6.4359° N, 3.4246° E

LUSAKA, ZAMBIA
Physical Address: 2337 Kabalenga Road, Chikadzulu Business Park, Lusaka, Zambia
Tel: +260 21 122 1026  |  +260 21 122 1096
Email: zambia@amrod.co.zm
Web: www.amrod.co.zm
GPS co-ordinates: -15°24'40.7" +28°17'09.4" E

of recipients of Promotional Products recall the brand
86%

of recipients are more likely to do business with the brand
83%

of recipients research the brand after receiving a Promotional Product
80%

Source: Promotional Products Association International (PPAI)
promotionalproductswork.org and Advertising Specialty Institute (ASI)

POWERING YOUR MARKETING POTENTIAL
Promotional Products Work!
AMROD’S UNIQUE OFFERING IN AFRICA

Over the past two decades Amrod has played a major role in the growth of Promotional Products in South Africa, which has now become a mainstream and sought-after marketing platform for brand owners. The large variety of products which are readily available and can be branded within short lead times has fueled the demand for those who have come to rely on branded apparel and products to grow their businesses. The depth of stock at Amrod means that large campaigns can be planned, executed and delivered in a very short space of time, which is a powerful tool for brands to be responsive to their customers’ needs and demands. As a strictly trade-only supplier, it is the thousands of resellers who depend on the reliability, consistency and quality of the Amrod Total Solution to deliver excellent service to their customers.

Amrod have pioneered the creation of a unique model for the supply and delivery of products throughout the African continent. This model is now available in Botswana, Namibia, Zambia, Kenya and Nigeria and includes the following:

SHOWROOM
In each country Amrod has built a state-of-the-art showroom that has been designed to showcase the full range of products on offer. There are also facilities provided for resellers to host and present to their clients, within a comfortable environment with readily accessible products on hand.

CENTRALIZED PRODUCTION AND WAREHOUSE
The warehousing and branding of stock takes place at Amrod’s world class facility in Johannesburg. It is here that a team of over 1 300 highly skilled employees pick, pack and brand thousands of products a day for the purpose of distributing throughout Africa. This facility ensures the highest standard of quality and efficiency and through the Amrod Africa network.

LOCAL CURRENCY LANDED PRICES
The Amrod Total Solution has been applied to the model in Africa which means that products are supplied in local currency, at a fully landed price. Resellers can therefore quote and sell with confidence knowing that the complete cost prices of their goods include all the relevant duties, transport and branding.

Amrod is the importer of reference and handles all the logistics and duties associated with importing the items.

LOCAL CURRENCY WEBSITES
A separate website for each country is available for resellers to utilize. This website contains live stock quantities as well as fully landed local currency pricing. The Amrod online offering is very comprehensive and allows resellers the ability to place orders, upload artwork, approve job cards, in addition to several other features that allow resellers to focus their time and energy on the business of selling.

UNPARALLELED TURNAROUND TIMES
Key to the Amrod branding offering are the industry leading turnaround times, which have set the standard over the past decade. These lead times are now available through the Amrod branch network in Africa which allows for endless possibilities for brand owners looking for superior turnaround times on their campaigns. All completed orders are sent via airfreight to the Amrod branch and made available for collection. Gone are the days of waiting weeks for Promotional Products. Completed branded orders are now available within a few days, taking into consideration the required transport timeframes.

LOCAL COLLECTIONS
Amrod is the importer of reference and handles all the logistics and duties associated with importing the items. Through strategic partnerships with leading courier companies, Amrod strives to deliver the fastest service possible. All orders are consolidated and made ready for collection from the relevant Amrod Collection Hub, situated together with the showroom in each region.

LOCAL SALES TEAMS AND KNOW HOW
Amrod has not only invested in local infrastructure, but also has a local team of committed and passionate people who are well trained experts in the Promotional Products industry and are available to provide support, service and advice to resellers and end users alike.

TRADE-ONLY
Amrod remains a strictly trade-only supplier, which means Amrod will only sell to registered and authorized resellers who have met the necessary criteria to operate as a Promotional Product reseller.

AMROD SHOWROOM IN KENYA, NAIROBI
AMROD SHOWROOM ZAMBIA, LUSAKA