

# THE AMROD LOYALTY PROGRAMME 2020

The 2020 Loyalty Programme, including Altitude, where the focus is 'LOYALTY, REWARDED!' offers clients greater rewards than even before.



## EASY WAYS TO EARN ALP'S

Earn 1 ALP for every R1's worth of gift, headwear & in-house branding purchased  
eg. purchase R50 000 ex VAT worth of gifts and be rewarded with 50 000 ALP's

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's

## TARGETS & REWARDS



## ALP POINTS TARGET

BASE TIER	100 000	325 000	675 000	1 275 000	1 950 000	2 750 000	4 000 000	6 000 000	10 000 000	15 000 000
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## AMROD PRODUCTS - ALP DISCOUNTS

Gifts & Headwear (excluding reduced-discount and discontinued items)	X	X	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%
Clothing (excluding reduced-discount and discontinued items)	X	X	2%	3%	4%	5%	7.5%	10%	12.5%	15%	17.5%

## ALTITUDE PRODUCTS - ALP DISCOUNTS

Gifts, Clothing & Headwear (excluding reduced-discount and discontinued items)	X	X	1%	2%	3%	4%	6%	8%	10%	12.5%	15%
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## AMROD GROUP - ALP DISCOUNTS (AMROD & ALTITUDE PRODUCTS)

In-house branding & setup charges	X	X	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%
Reduced-discount Gifts & Headwear	X	X	X	X	X	5%	5%	5%	7.5%	7.5%	10%
Reduced-discount Clothing	X	X	X	X	X	2.5%	2.5%	2.5%	3.5%	3.5%	5%
Discontinued Gifts & Clothing	X	X	X	X	X	X	X	X	X	2.5%	5%

<b>50% BONUS POINTS</b> Online order of samples	<b>15% BONUS POINTS</b> Online order of bulk products capped at 7 500 points per order	<b>100% BONUS POINTS</b> Ordering of discontinued products	<b>750 BONUS POINTS</b> For every job card uploaded online	<b>250 BONUS POINTS</b> For every layout approved online	<b>5 000 BONUS POINTS</b> For the first delivery made through our online delivery service	<b>500 BONUS POINTS</b> For every subsequent delivery through our online delivery service	<b>50% BONUS POINTS</b> LOGO24 orders	<b>2000 BONUS POINTS</b> For attending training per attendee per session
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## ALP BENEFITS

Dedicated Account Manager	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Option to brand orders in-house (except embroidery orders)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Option to brand embroidery orders in-house	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FREE branch deliveries	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Delivery Add direct delivery, by courier, to your client via the Amrod website.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Carry-over points All excess points will be carried over into 2020. In calculating the excess points to be carried over, bonus points are excluded. Example: Target for 2019 = 325 000. Actual points earned in 2019 = 385 000 (330 000 spend points + 55 000 bonus points). Carry over points for 2020 = 5 000 (385 000 - 55 000 - 325 000)	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	✓	✓	✓	✓	✓	✓	✓	✓
Option to order custom-cover catalogues	X	X	✓	✓	✓	✓	✓	✓	✓	✓	✓
Staff uniform programme Discount on staff clothing with co-branding of your company and the product brand. Discount only applies to Amrod Group clothing purchased and branded at Amrod. Excludes reduced-discount clothing & discontinued clothing. For more information, go to <a href="http://www.amrod.co.za">www.amrod.co.za</a> or <a href="http://www.altitude.co.za">www.altitude.co.za</a>	X	25% Additional Discount	25% Additional Discount	25% Additional Discount	25% Additional Discount	25% Additional Discount	25% Additional Discount	25% Additional Discount	25% Additional Discount	25% Additional Discount	25% Additional Discount
Self-promo Discount on gift items branded with your company logo. Discount only applies to Amrod & Altitude gifts purchased and branded at Amrod. Excludes reduced-discount gifts & discontinued items.	X	15% Additional Discount	15% Additional Discount	15% Additional Discount	15% Additional Discount	15% Additional Discount	15% Additional Discount	15% Additional Discount	15% Additional Discount	15% Additional Discount	15% Additional Discount



# How the Amrod Loyalty Programme works

Clients beginning 2020 on a specific tier will enjoy the benefits of that tier throughout 2020. The starting tier for 2020 will be determined by the Amrod Loyalty Points (ALP's) points accumulated in 2019.

To maintain your ALP tier for 2020, you will be required to accumulate the target points based on the 2019 targets. Should you accumulate points in excess of your current tier status target in 2020, you will be upgraded to the new tier immediately with instant access to the benefits of the new tier for the remainder of 2020 and you will also enjoy the benefits of this tier throughout 2021.

- 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 every new calendar year.
- Point accumulation closes 11 December 2020 and any spend from 12 December 2020 until our closing date in 2020 will be carried over to 2021.
- New clients registering in 2020 will begin on JADE and be promoted to QUARTZ should they achieve the 2020 target for QUARTZ, i.e. 100 000 ALP's.

## JADE STATUS

Clients who accumulated fewer than 100 000 ALP's in 2020 will begin 2021 on JADE.

Should a JADE client place an order that results in sufficient points being earned to graduate from JADE to QUARTZ, this will result in graduation to QUARTZ. By example, in a situation where a JADE client has accumulated 60 000 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.

**JADE 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 325 000 ALP's in 2020 will fall under QUARTZ.**

## How the ALP rewards you for using our Total Solution

### ALP'S EARNED

#### ORDER PLACED AND APPROVED WITH YOUR ACCOUNT MANAGER\*

	Your price (excl. VAT)	ALP points
SHIRT-1234 (5 units)	R500,00	750
DTC (branding)	R45,00	45
Branding Setup	R275,00	275

TOTAL ALP POINTS EARNED

**1070**

\*Illustrative example

#### ORDER PLACED USING ONLINE SERVICES AND DELIVERY

	Your price (excl. VAT)	ALP points	
SHIRT-1234 (5 units)	R500,00	750	
DTC (branding)	R45,00	45	
Branding Setup	R275,00	275	
<b>Bulk Online Orders (500 + 45 + 275) x 15%</b>		<b>123</b>	<b>BONUS POINTS</b>
<b>Job Card Uploads</b>		<b>750</b>	
<b>Job Card Online Approvals</b>		<b>250</b>	
<b>Delivery Service</b>		<b>500</b>	

TOTAL ALP POINTS EARNED

**2693**

**YOU CAN EARN SIGNIFICANTLY MORE POINTS  
BY USING OUR TOTAL SOLUTION! NOW THAT'S...**

*Loyalty Rewarded!*

## Track your spend:

Visit [www.amrod.co.za](http://www.amrod.co.za) and [www.altitude.co.za](http://www.altitude.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@amrod.co.za](mailto:alp@amrod.co.za)

