

# THE AMROD LOYALTY PROGRAMME 2021

The 2021 Loyalty Programme, 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 worth of gifts, clothing, headwear, display & in-house branding purchased  
eg. purchase R50 000 ex VAT worth of gifts and be rewarded with 50 000 ALP's

## TARGETS & REWARDS



## ALP POINTS TARGET

BASE TIER	100 000	300 000	600 000	1 100 000	1 750 000	2 500 000	3 600 000	5 400 000	9 000 000	15 000 000
-----------	---------	---------	---------	-----------	-----------	-----------	-----------	-----------	-----------	------------

## AMROD PRODUCTS - ALP DISCOUNTS

Gifts (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 and Clothing (excluding reduced-discount and discontinued items)	X	X	1%	2%	3%	4%	6%	8%	10%	12.5%	15%
--	---	---	----	----	----	----	----	----	-----	-------	-----

## DISPLAY PRODUCTS - ALP DISCOUNTS

Display	X	X	1%	2%	3%	4%	6%	8%	10%	12.5%	15%
---------	---	---	----	----	----	----	----	----	-----	-------	-----

## 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, Clothing and Headwear	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	X	X
Headwear	X	X	1%	2%	3%	4%	6%	8%	10%	12.5%	15%

**10% BONUS POINTS**

Online order of bulk products capped at 7 500 points per order

**1000 BONUS POINTS**

For every job card uploaded online

**250 BONUS POINTS**

For every layout approved online

**2000 BONUS POINTS**

For attending training per attendee per session

**1000 BONUS POINTS**

for Amrod Academy courses capped at 60 000 points per company

## ALP BENEFITS

Dedicated Account Manager	X	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 2022. In calculating the excess points to be carried over, bonus points are excluded. Example: Chrome target for 2021 = 292 500. Actual points earned in 2021 = 352 500 (297 500 spendpoints + 55 000 bonus points). Carry over points into 2022 = 5 000 (352 500 - 55 000 - 292 500).	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>	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 and Display Discount on items branded with your company logo. Discount only applies to products 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 2021 on a specific tier will enjoy the benefits of that tier throughout 2021. The starting tier for 2021 is determined by the Amrod Loyalty Points (ALP's) points accumulated in 2020.

To maintain your ALP tier for 2022, you will be required to accumulate the target points based on the 2021 targets. Should you accumulate points in excess of your current tier status target in 2021, you will be upgraded to the new tier immediately with instant access to the benefits of the new tier for the remainder of 2021 and you will also enjoy the benefits of this tier throughout 2022.

- 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 on 10 December 2021 and any spend from 11 December 2021 will carry over to 2022.
- New clients registering in 2021 will begin on JADE and be promoted to QUARTZ should they achieve the 2021 target for QUARTZ, i.e. 100 000 ALP's, before 10 December 2021.

## JADE STATUS

Clients who accumulate fewer than 100 000 ALP's in 2021 will begin 2022 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.

## 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	500
DTC (branding)	R45,00	45
Branding Setup	R275,00	275

TOTAL ALP POINTS EARNED

**820**

\*Illustrative example

#### ORDER PLACED USING ONLINE SERVICES AND DELIVERY

	Your price (excl. VAT)	ALP points	BONUS POINTS
SHIRT-1234 (5 units)	R500,00	500	
DTC (branding)	R45,00	45	
Branding Setup	R275,00	275	
<b>Bulk Online Orders (500 + 45 + 275) x 10%</b>		<b>82</b>	
<b>Job Card Uploads</b>		<b>1000</b>	
<b>Job Card Online Approvals</b>		<b>250</b>	

TOTAL ALP POINTS EARNED

**2152**

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

*Loyalty Rewarded!*

## Track your spend:

Log into [www.amrod.co.za](http://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@amrod.co.za](mailto:alp@amrod.co.za)

