THE AMROD LOYAL

With a focus on 'LOYALTY REWARDED', the 2022 Loyalty Programme of

EASY WAYS

Earn 1 ALP for every R1 worth of gifts, clothin eg. Purchase R50 000 ex VAT wort

TARGETS & REWARDS

ALP POINTS TARGET

AMROD PRODUCTS - ALP DISCOUNTS

Ĥ Gifts (excluding reduced-discount and discontinued items)

Clothing (excluding reduced-discount and discontinued items)

ALTITUDE PRODUCTS - ALP DISCOUNTS

Gifts & Clothing (excluding reduced-discount and discontinued items)

DISPLAY PRODUCTS - ALP DISCOUNTS

Display

AMROD GROUP - ALP DISCOUNTS ON AMROD & ALTITU

In-House Branding & Setup Charges

Reduced-Discount Gifts, Clothing & Headwear

Discontinued Gifts & Clothing

Headwear



capped at 7 500 points per order

1000 **BONUS POINTS** For every job card uploaded online

ALP BENEFITS

Dedicated Account Manager

Option to Brand Orders In-House (excluding embroidery orders)

Option to Brand Embroidery Orders In-House

FREE Branch Deliveries

Delivery

30

Add direct delivery, by courier, to your client via the Amrod website.

Carry-Over Points

All excess points will be carried over into 2023. When calculating the excess points to be carried over points are excluded. Example: Chrome target for 2022 = 325 000 Actual points earned in 2022 = 40 (350 000 spend points + 50 000 bonus points). Carry over points into 2023 = 25 000 (400 000 - 50 00

Credit Facility

Option to apply for a 30-day account. Based on completion of credit application and credit approv

Option to Order Custom-Cover Catalogues

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 of & discontinued clothing. For more information, go to <u>www.amrod.co.za</u>

Self-Promo & Display

Discount on items branded with your company logo. Discount only applies to products purchased branded at Amrod. Excludes reduced-discount gifts & discontinued items.

TYPROGRAMME 2022 offers greater rewards than ever before! (S TO EARN ALP'S								LOYALTY, F			
orth of gifts and	d be rewarded	d with 50 000	D ALP's.	BRONZE	COBALT	SILVER	GOLD	PLATINUM	DIAMOND		
	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	20 000 000
	×	×	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%
	×	×	2%	3%	4%	5%	7.5%	10%	12.5%	15%	17.5%
	×	×	1%	2%	3%	4%	6%	8%	10%	12.5%	15%
	X	×	1%	2%	3%	4%	6%	8%	10%	12.5%	15%
UDE PRODUCTS											
	×	×	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%
	×	×	×	X	×	2.5%	2.5%	2.5%	3.5%	3.5%	5%
	X	×	×	X	×	×	×	×	×	×	×
	×	×	1%	2%	3%	4%	6%	8%	10%	12.5%	15%



500 **BONUS POINTS** For every online delivery booked

1000 **BONUS POINTS** For Amrod Academy Modules capped at 60 000 points per company

	×	×	~	✓	~	~	~	✓	✓	~	v
	~	~	~	~	~	~	~	~	~	~	~
	×	✓	✓	✓	~	~	✓	✓	✓	✓	~
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
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over, bonus 400 000 200 - 325 000)	×	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
roval.	×	×	×	~	~	~	~	~	~	~	~
	×	×	~	~	~	~	~	~	~	~	~
nly t clothing	×	25% Additional Discount									
ed and	×	15% Additional Discount									

1000 **BONUS POINTS** Per attendee per Webinar

capped at 60 000 points per company

How the Amrod Loyalty Programme Works

Clients beginning 2022 on a specific tier will enjoy the benefits of that tier throughout 2022. The starting tier for 2022 is determined by the Amrod Loyalty Points (ALP's) points accumulated in 2021.

To maintain your ALP tier for 2023, you will be required to accumulate the target points based on the 2022 targets. Should you accumulate points in excess of your current tier status target in 2022, you will be upgraded to the new tier immediately with instant access to the benefits of the new tier for the remainder of 2022 and you will also enjoy the benefits of this tier throughout 2023.

- ALP tier discounts are effective once invoices totaling the relevant target ALP's are paid.
- Targets are revised annually.
- A client's spend for the Amrod Loyalty Programme starts at the beginning of every new calendar year.
- Point accumulation closes on 09 December 2022 and any spend from 10 December 2022 will carry over to 2023.
- New clients registering in 2022 will begin on JADE and be promoted to QUARTZ should they achieve the 2022 target for QUARTZ, i.e. 100 000 ALP's, before 09 December 2022.

ONLINE USAGE

Amrod Clients are rewarded for their daily interaction with us by using all available online services. All tiers from Jade to Tanzanite are able to take advantage of these offerings, and we encourage all clients to make full use of this for fast, efficient and streamlined services. Using the online tools also allows you to earn extra ALP's to assist you in hitting your tier target. Kindly check out our video tutorials available online under our **Reseller Tools** – **Knowledge Base** Click Here

Please have a look at the detailed tier incentives to find out what you can e-mail your Account Manager and what needs to be done online. JADE status is not applicable to clients based outside of South Africa. Clients in these areas who earn less than 325 000 ALP's in 2021 will fall under QUARTZ.

How the ALP rewards you for using our Total Solution

ORDER PLACED AND APPROVED WITH YOUR ACCOUNT MANAGER

	Your price (excl. VAT)	Α
SHIRT-1234 (5 units)	R500,00	
DTC (branding)	R45,00	
Branding Setup	R275,00	
	TOTAL ALP POINT	'S EAR

*Illustrative example

820

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

Track your spend:

Log into 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

JADE STATUS

Clients who accumulate less than 100 000 ALP's in 2022 will begin 2023 on JADE.

Should a JADE client place an order that results in sufficient points being earned to advance from JADE to QUARTZ, for example: a JADE client has accumulated 60 000 ALP's and places a confirmed order that equates to 40 000 ALP's, the client will advance to QUARTZ for the purposes of that order and will immediately enjoy the benefits associated with QUARTZ.

ALP'S EARNED

*	ORD ONLINE SER	PER PLACED US
LP points		Your price
500	SHIRT-1234 (5 units)	
45	DTC (branding)	
275	Branding Setup	
	Bulk Online Orders (500 + 45	+ 275) x 10 %
	Job Card Uploads	
	Job Card Online Approvals	
NED		TOTAL



