





# 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.

## 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.

## 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

### 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
		<b>TOTAL ALP POINTS EARNED</b>
		<b>820</b>

\*Illustrative example

ORDER PLACED USING ONLINE SERVICES AND DELIVERY		
	Your price (excl. VAT)	ALP 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>
		<b>TOTAL ALP POINTS EARNED</b>
		<b>2152</b>

**BONUS POINTS**

**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)

