



WELCOME TO THE WORLD OF AMROD



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





## AMROD'S COMMITMENT

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.

To continue pushing the boundaries of excellence, innovating extensively and providing our clients with a Total-Solution that is unparalleled in Africa.



ONE TEAM • ONE HOME • ONE VISION

## ABOUT AMROD

**Founded in April 2000 by Amit Brill, Craig Friedman and Nimrod Barlev, Amrod's success story is one of integrity, innovation, risk taking and hard work. At the time of writing, Amrod:**

- trades out of 38 000m<sup>2</sup> of office, warehouse and production space in Johannesburg.
- operates the most comprehensive and advanced in-house branding facility in Africa.
- provides world-class showrooms in Bloemfontein, Botswana, Cape Town, Durban, Johannesburg, Kenya (opening July 2017), Port Elizabeth and Namibia with unrivalled facilities providing the perfect business environment for closing deals.
- employs over 1 000 full-time staff members.
- offers more than 16 000 product SKU's.
- holds in excess of R400 million worth of gifting, clothing and headwear stock, at cost.
- brands in excess of 300 000 items daily.
- proudly presents the leading Promotional Gifts and Corporate Clothing & Headwear catalogues in the industry.

## 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.

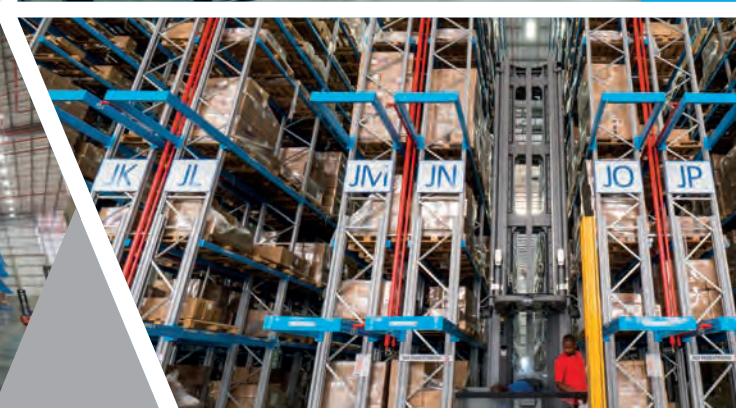
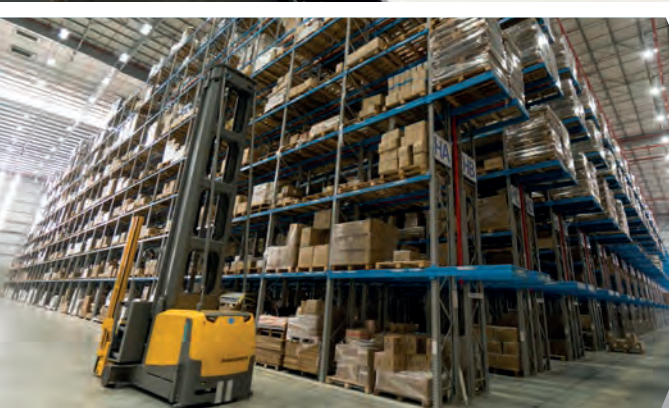
With extensive South African and African experience and a vast global reach, Amrod strongly believe that partnering with a highly-respected, internationally-renowned brand will help take their business to the next level, particularly in so far as shortening their timelines when it comes to expanding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

Amrod's founders, Amit, Craig and Nimrod, retain meaningful stakes in Amrod and the new Carlyle partnership is expected to have a positive effect for all stakeholders.





## YOUR TOTAL-SOLUTION PROMOTIONAL PRODUCTS PROVIDER



## AMROD'S HEAD OFFICE

Designed from the ground up to fit in with the company's operational needs, highlights of the facility include:

- a best-of-breed 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 000m<sup>2</sup>, 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.
- a collections area that adjoins the showroom, reduces waiting times and focuses on getting orders from the warehouse to clients' cars swiftly.



## 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, clothing and headwear ranges, backed up by deep inventory levels, provide clients with the comfort of knowing that they are able to focus on what they do best: SELL!



promotional  
gifts



corporate  
clothing



headwear



in-house  
branding





## PROMOTIONAL GIFTS

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 their corporate clients will love, Amrod's [688-page 2017/2018 Promotional Gifts Catalogue](#) is supported by deep inventory levels and features the industry's most progressive gifting collection.



With over 1 200 promo-centric products positioned under 18 categories, there's something for every promotion or marketing campaign, all ready to customise with a logo or message.

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



## CLOTHING & HEADWEAR

With a focus on design, functionality, quality and price, Amrod's range of on-trend clothing and headwear, backed up by a sizable stock holding, has evolved into one of the premier offerings in the Promotional Industry.

With appealing, well-balanced collections positioned under 6 distinct brands and 9 categories, Amrod's extensive offering makes it easy to choose the right combination of style and performance, whether the requirement is casual, sporty or corporate.

Amrod's [2017/2018 Corporate Clothing & Headwear Catalogue](#) features [325 high-impact styles](#) for men, women and children.



Across 384 pages of catalogue, discover exciting new styles and hundreds of timeless favourites from Amrod's logo-ready apparel.

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 for all corporate & promotional clothing needs.

From budget-friendly giveaways and everyday essentials to apparel that's designed to show off team colours, there's a look and feel that's perfect for all.



## IN-HOUSE BRANDING

Branding is crucial to ensuring that you successfully achieve maximum awareness of your logo in a way that best showcases your brand.



## WHY BRAND IN-HOUSE?

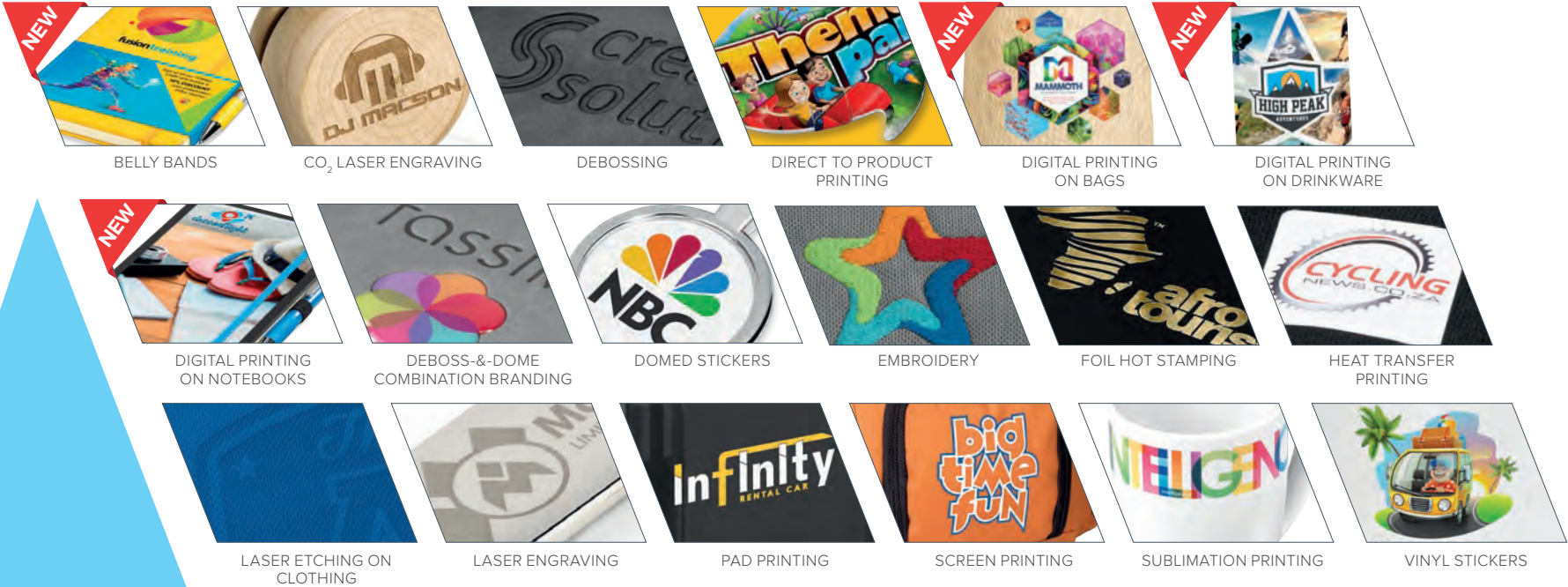
**With industry-leading turnaround times, large capacity across all departments and an in-depth understanding of the complexity of branding, Amrod provides clients with the ease, convenience and cost-savings associated with purchasing and branding product at one point.**

After studying many overseas companies in the Promotional Products space, Amrod pioneered the concept of offering an in-house branding solution in South Africa in 2007.

Presently, Amrod's Production (branding) Department comprises over 600 skilled team members, working 24 hours a day, to ensure that they meet and exceed clients' branding needs.

Employing the latest technology and processes and leveraging their branding expertise, Amrod offers clients the ability to take the industry's most engaging collection and make it their own.

Offering the choice of 18 branding techniques, Amrod's clients are able to combine multiple methods and locations on the same item, projecting exactly the right image for their brands.





# PREMIER BRANDS THAT ENGAGE THE SENSES

From everyday promo essentials to high-end executive gifts, Amrod's industry-leading brands are designed to fit their clients' work style and life style.

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

Look out for these logos throughout the catalogues and see what Amrod's renowned global gifting and clothing brands can do for your brand.



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**



## 1 JOHANNESBURG HEAD OFFICE

**Physical Address:** Cnr Pretoria Main Road & Beatty Street, Waterfall Commercial District, Woodmead, Johannesburg, South Africa

**Tel:** +27 11 457 9900

**Email:** info@amrod.co.za

**GPS co-ordinates:** -26° 3' 47.63" +28° 6' 34.19"

## 2 CAPE TOWN

**Physical Address:** CTX Business Park Phase 3, Freight Road, Airport Industria, Cape Town, South Africa

**Tel:** +27 21 927 5300

**Email:** capetown@amrod.co.za

**GPS co-ordinates:** -33° 57' 41.26" +18° 35' 34.28"

## 3 DURBAN

**Physical Address:** Unit 2, Thynk Retail Park, 23 Riverhorse Road, Riverhorse Valley Estate, Durban, South Africa

**Tel:** +27 31 534 6760

**Email:** durban@amrod.co.za

**GPS co-ordinates:** -29° 46' 45.07" +30° 59' 33.14"

## 4 PORT ELIZABETH

**Physical Address:** Unit 27 Willow Road, Business Park, Willow Road Fairview, Port Elizabeth, South Africa

**Tel:** +27 41 030 7000

**Email:** pe@amrod.co.za

**GPS co-ordinates:** -33°58'03.3" +25°31'54.4"

## 5 BLOEMFONTEIN

**Physical Address:** Unit 5, Monument Business Park, 50 Monument Road, Oranjesig, Bloemfontein, South Africa

**Tel:** +27 51 140 8880

**Email:** bloemfontein@amrod.co.za

**GPS co-ordinates:** -29°08'24.7" +26°12'46.1"

## 6 WINDHOEK

**Physical Address:** Dante Street, Prosperita, Windhoek, Namibia

**Tel:** +264 85 201 4591/2

**Email:** windhoek@amrod.co.za

**GPS co-ordinates:** -22°37'35.6" +17°04'31.9"

## 7 GABARONE

**Physical Address:** Unit 2 Plot 22148, Nyamambisi Road, Gaborone West Industrial Site, Gaborone, Botswana

**Tel:** +267 311 0549

**Email:** botswana@amrod.co.za

**GPS co-ordinates:** -24°41'12.6" +25°53'08.1"

OPENING JULY 2017

## 8 KENYA

**Physical Address:** Rhapta Heights, St Michael Road, Nairobi, Kenya

**GPS co-ordinates:** -1°15'48.2" +36°47'01.3"

