

THE  GUIDE
TO WORKING WITH AMROD


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

Given the scope of our operations and particularly the complexities associated with in-house branding, we have compiled “The 1-2-3 Guide to Working with Amrod” in order to clearly illustrate the steps that will make your Amrod experience as simple, efficient and enjoyable as possible.

Outlined in this guide:

- ❖ **Order Placement and Processing:** an explanation of how we work and what we require from you to aid us in completing your order quickly and correctly.
- ❖ **Branding Guidelines:** an explanation of what these are and what to look out for when it comes to branding.
- ❖ **Logo24 Order Placement:** an explanation of how to order online and what you can expect with this 24-hour-turnaround service.
- ❖ **Branding Processes:** an overview of the various branding processes that we offer.
- ❖ **Pantones and Marathon Charts Explained**
- ❖ **Our Staff Uniform Programme**
- ❖ **Useful Tools and Resources:** an explanation of the free tools that we provide you with.
- ❖ **Branch Deliveries and Contact Details**

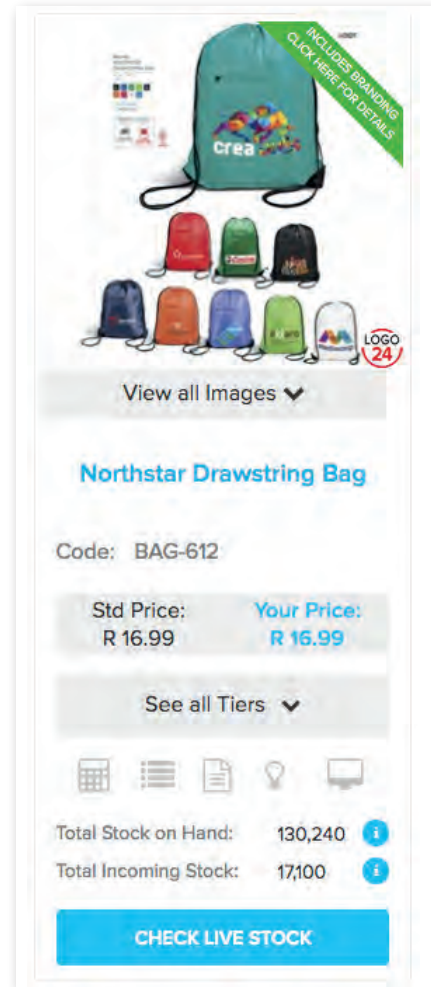


Order Placement and Processing: A Step-by-Step Guide to Online Ordering

STEP 1

Check stock

This can be done live on the Amrod website (www.amrod.co.za) once you have logged in using your email address and password. If you have forgotten your password, please click the Login tab on the website and click on the link to request a reminder. Amrod-allocated passwords can be changed on the Customer Login page on our website.



LIVE STOCK CHECK

Northstar Drawstring Bag Updated: 2017-11-20 06:56:25 AM

Select Color: 24,496 15,451 7,278 3,866 19,772 15,395 29,728 8,594 5,660 Total: 130,240 [See All](#)

Item code: BAG-612

Item Code	Description	Colour	Stock on Hand	Reserved	Incoming	Incoming ETA
BAG-612-BL	Northstar Drawstring Bag	Black	24,496	500	10,050	2018-01-14
BAG-612-BU	Northstar Drawstring Bag	Blue	15,451	0	0	No More On Order
BAG-612-G	Northstar Drawstring Bag	Green	7,278	0	0	No More On Order
BAG-612-L	Northstar Drawstring Bag	Lime	3,866	0	7,050	2018-02-03
BAG-612-N	Northstar Drawstring Bag	Navy	19,772	0	0	No More On Order
BAG-612-O	Northstar Drawstring Bag	Orange	15,395	0	0	No More On Order
BAG-612-R	Northstar Drawstring Bag	Red	29,728	0	0	No More On Order
BAG-612-SW	Northstar Drawstring Bag	White	8,594	460	0	No More On Order

* Products shown in RED are discontinued and will not be repeated when stock is sold.

Currently in stock: total stock on hand. To check the stock of a specific colour only, click on the corresponding colour block indicator.

Reserved: stock that is on 24-hour reserve for other clients. In the example above, 500 out of 24,496 of the black units are reserved, leaving 23,996 units available for purchase. There are 10,050 units expected of the black to arrive on approximately 2018-01-14. Should you have a confirmed order for stock that is on reserve please contact your Account Manager.

Incoming (nett of confirmed back orders): incoming stock that will be available for purchase, after confirmed back orders have been deducted from the total incoming stock quantity.

Incoming ETA: estimated (not guaranteed) date of arrival of incoming stock.

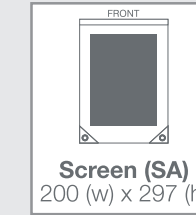
Note: If you require all available stock of an item on our website, please ask your Account Manager to reserve the stock for you and to confirm the physical quantity on hand (occasionally physical stock on hand may differ slightly from the stock on the system).

STEP 2

Check the recommended branding option.

Standard Orders:

- to determine which branding methods are available for the product in question
- to see the maximum number of colours that can be printed on the said product (where applicable – i.e. pad and screen print)
- to see any branding restrictions or limitations



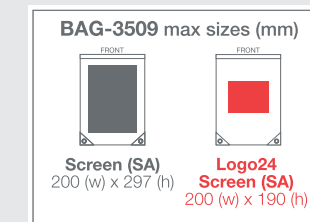
Logo24:

- to check which branding method is available for the product
- to see the position in which your artwork must be branded as well as the maximum space available; artwork will always be centred in this area and printed proportionately at either the maximum width or height dependent on the orientation of the logo
- to see the minimum (if applicable) and maximum quantities required in order to fast-track your order



Recommended branding options

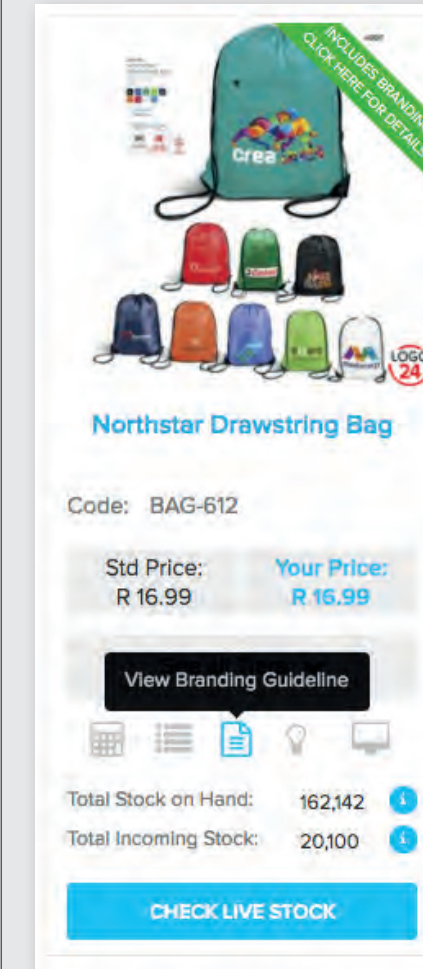
which appear in the catalogue



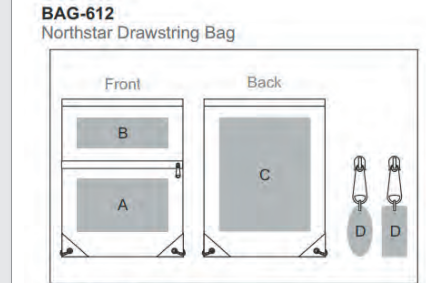
Additional branding options

for gifts, clothing & headwear can be found on the full branding guidelines, which appear on the Amrod website.

Click on the 'View Branding Guideline' button to view the full product guideline for each item.



Standard Branding Guide



Need to know:
- Includes 1-Colour, 1-Position Screen Print (setup fee applies)
- SUB on white only

Branding Options:

- | | | | |
|--|--|--|--|
| <p>Position A</p> <ol style="list-style-type: none"> Screen Print (SA) - 6 colours
Size: 200mm wide x 170mm high Heat Transfer (HP) - Full colour
Size: 160mm wide x 100mm high Sublimation (SUB-B) - Full colour
Size: 145mm wide x 105mm high Digital Direct Transfer (DDT-A) - Full colour
Size: 200mm wide x 145mm high Digital Direct Transfer (DDT-B) - Full colour
Size: 200mm wide x 145mm high Digital Direct Transfer (DDT-C) - Full colour
Size: 200mm wide x 200mm high | <p>Position B</p> <ol style="list-style-type: none"> Screen Print (SA) - 6 colours
Size: 200mm wide x 60mm high Heat Transfer (HP) - Full colour
Size: 210mm wide x 80mm high | <p>Position C</p> <ol style="list-style-type: none"> Screen Print (SA) - 6 colours
Size: 200mm wide x 290mm high | <p>Position D</p> <ol style="list-style-type: none"> Zip Puller (ZP-A) - Full colour
Size: 30mm wide x 15mm high |
|--|--|--|--|

Don't forget to read the 'Need to Know' section!

Logo24 Branding Guide



Need to know:
Branding Qty: Min: 1, Max: 800

Branding Options:

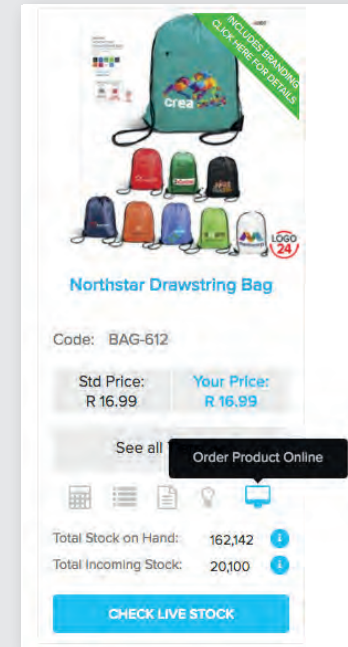
- Position A**
- Screen Print (SA) - 1 colour
Size: 200mm wide x 190mm high

STEP 3

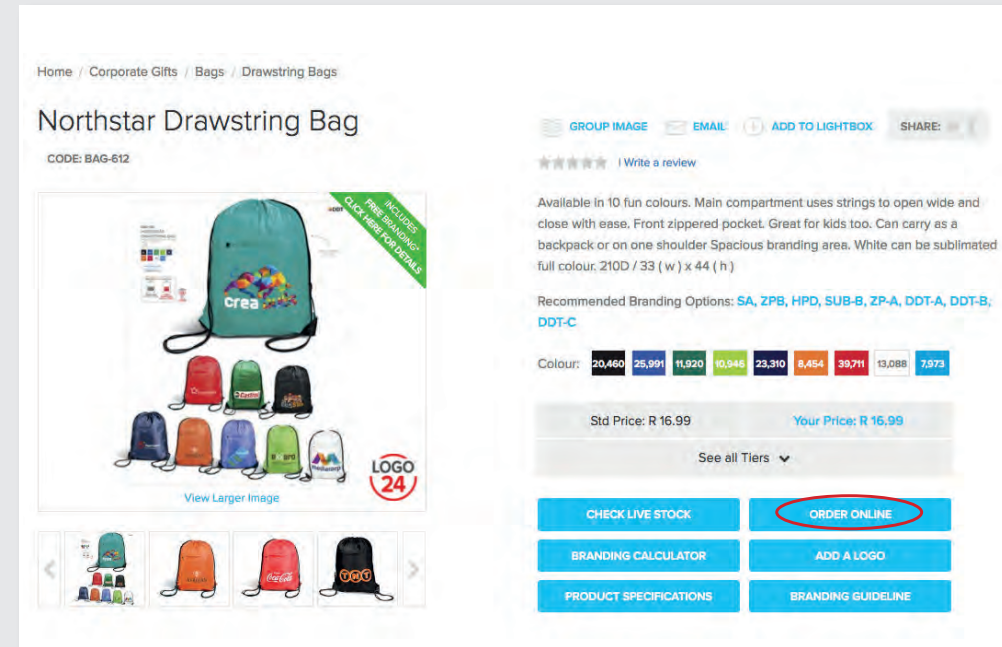
Place orders online

You can place an online order either by searching for the relevant product using the search box or the categories in the menu bar, alternatively if you know the product code/s you can place the order by going directly to your cart and entering the codes. You can also place an order for the product from the “Detailed Product Information” page.

Search Results

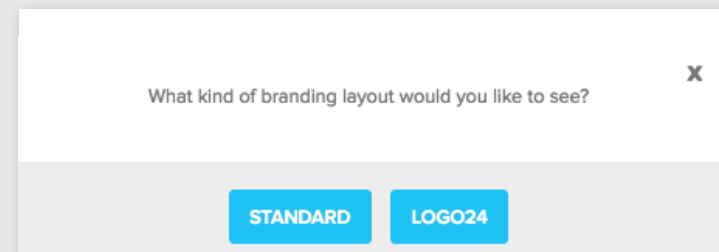


Detailed Product Information Page



Which type of order are you placing: Standard or Logo24?

Once you click on the ORDER ONLINE icon or button, you will be asked which branding layout you would like to see.



- Standard orders, see page 7 - 12
- LOGO24 orders, see page 13 - 15

Standard Orders

STEP 4a

Select colour/s

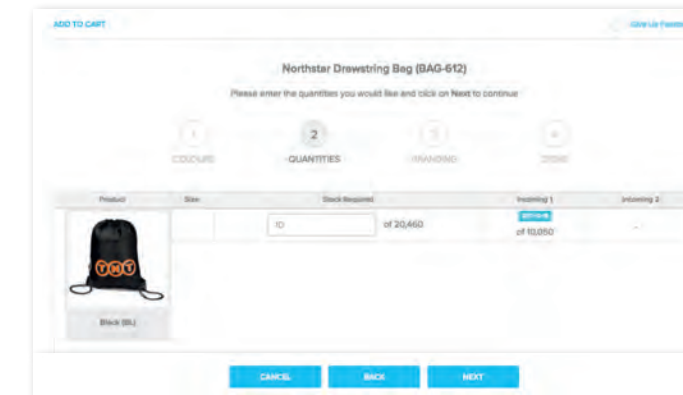
Select the colour/s you would like to order. You are able to select multiple colours at once.



STEP 4b

Add quantities

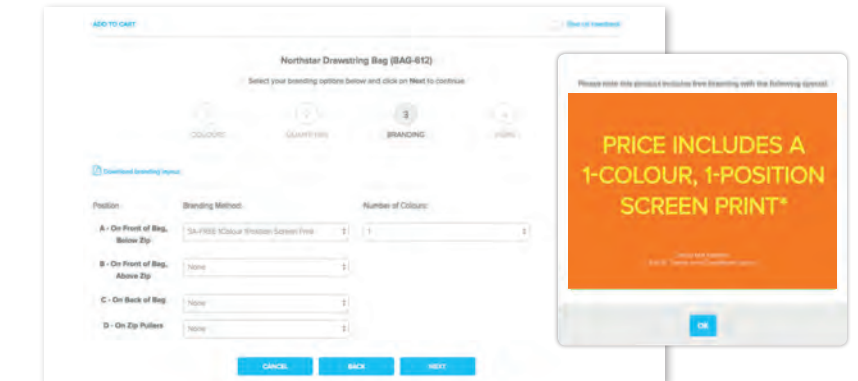
Add the quantities you would like to order for each size and colour (if applicable). The system will show available stock quantities next to each SKU. If you are ordering a clothing item and click on the ladies' style, the men's style will appear alongside it in this step and vice versa.



STEP 4c

Branding

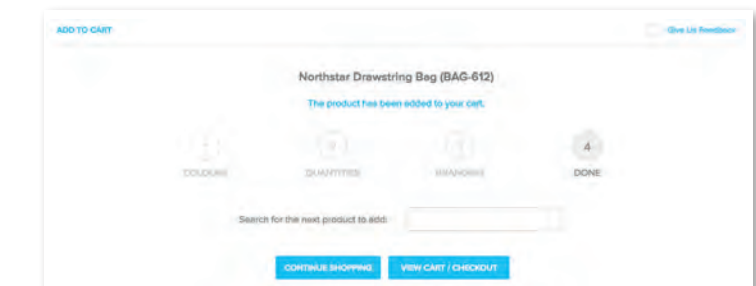
If there is a branding special related to the product, it will pop-up. The relevant branding special will be selected by default. You can change the branding method, if need be, by simply clicking on the drop-down arrow and selecting an alternate method. Please note: if items with the same product code are being branded differently (different print size, print colour, branding method and/or logo) they will need to be added to your cart separately, e.g. if you are ordering black bags and turquoise bags and the black bags are getting a turquoise logo and vice versa you will need to add the black bags to your cart first and thereafter the turquoise bags.



STEP 4d

Adding items to or viewing your cart

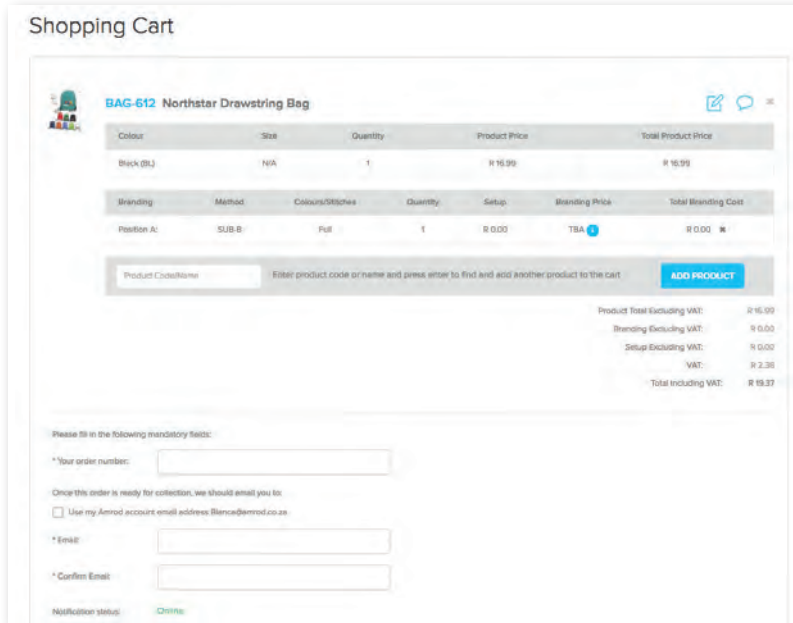
If there are additional items that you would like to add to your order click CONTINUE SHOPPING, if not, click VIEW CART.



STEP 5

Shopping cart

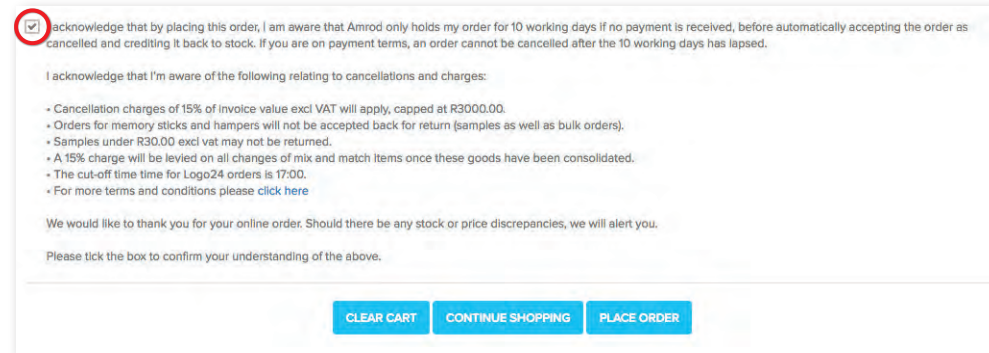
You can view and, if need be, edit the order from your cart. You need to add an order number to your order, this is your reference for the order.



STEP 6

Acknowledge terms and conditions

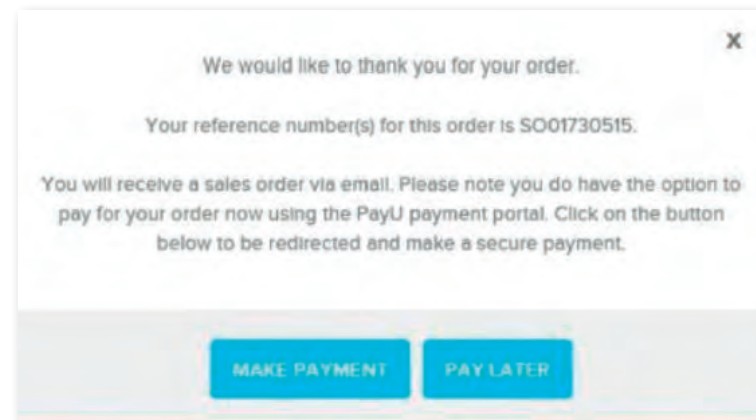
Once you are happy that your order is correct, you need to acknowledge the terms and conditions in order to proceed with placing the order.



STEP 7

Making Payment (COD clients)

Once your order has been placed successfully, you can choose to pay it immediately via PayU. Clicking MAKE PAYMENT will direct you to the secure PayU portal. Should you wish to make payment at a later date you can do so via the Dashboard. Carbon clients need to make payment via the PayU portal within 30 minutes of placing an order to avoid automatic cancellation of the order.



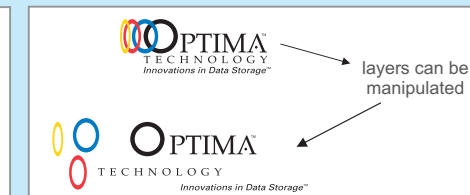
Once your order has been captured, you can mail your artwork to your Account Manager, and state the deadline. Please include the relevant SO number as a reference.

- ❖ **Deadline:** Indicate your deadline, if there is one. If you have a deadline, request a confirmation email from your Account Manager noting our ability to meet your deadline. Lead times start on the next working day after layout approval and receipt of full payment, whichever is the latter.
- ❖ **Branding colour:** This refers to the colour/s that you would like the artwork to be printed in on the product ordered. If you have specific requirements and/or need to match your client's CI, please supply Pantone or Marathon thread colour references. If Pantone/Marathon thread colour references are not provided, we will match as closely as possible, but no rejections will be accepted based on colour not being correct.
- ❖ **Branding position:** Refer to the branding guideline and clearly indicate where you would like the artwork to be positioned, e.g. centered below the clip, position A.
- ❖ **Branding size:** Indicate the width or the height that you require the logo to be branded at. An Amrod Layout Artist will place the logo at the proportionate size on the layout. Maximum branding sizes appear on the branding guidelines - if the ratio of the logo does not match that of the branding space exactly, the logo will appear stretched. In the case of a repeat job, no size needs to be indicated and you may simply indicate that branding is a repeat of a previous order. If it is a repeat job, please provide the previous jobcard number as reference.
- ❖ **Artwork:** Attach logo/artwork in VECTOR format (see below illustrations for an explanation of vector artwork vs. non-vector artwork).

Vector Artwork:

Acceptable vector formats:

cdr (CorelDraw), ai/eps (Illustrator),
indd (InDesign) or pdf
(Adobe Acrobat).

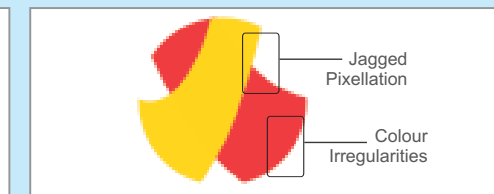


VECTOR:

Smooth edges on curves and straight lines and, most importantly, layers can be moved and manipulated

Non-vector Artwork:

Unacceptable formats: jpeg, bmp, tiff,
png (Photoshop, Paint, downloaded
from the internet)



JPEG, BMP, TIF, PNG ARTWORK:

Jagged edges and colour irregularities as well as pixellation on curves and straight lines

STEP 8a

Branded orders

- In the case of orders that require branding, a jobcard is created once the order has been invoiced.
- Your Account Manager completes the jobcard, using the information that you have provided. Each jobcard has a reference number that is linked to the invoice number for easy tracking of jobs, e.g. SO01234567 is linked to JC01234567-001, JC01234567-002, and so on.
- A job card is created per position being branded.

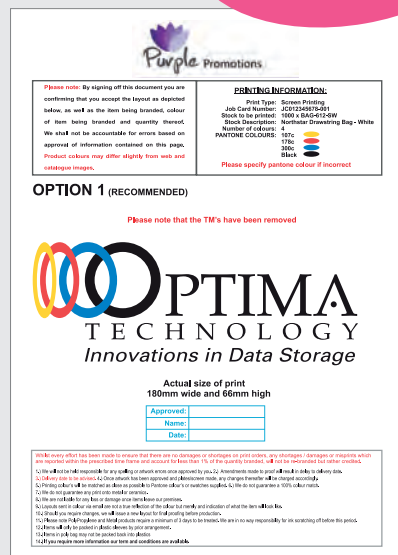
STEP 8b

Branding layout generation

- An Amrod Layout Artist then pulls the information from the completed job card and creates a layout based on that information. Remember, the more information that you provide, the easier it is to generate a layout correctly the first time around.
- Once the layout is generated it will automatically be emailed to you. It will not necessarily come from your Account Manager unless the item is being branded in more than one position or, in the case of a set, more than one item in the set is being branded.
- You can request a layout go to a specific email address should you not want it to go to the default address on our system.

DO YOU KNOW:
you can now add your company logo onto the layout.

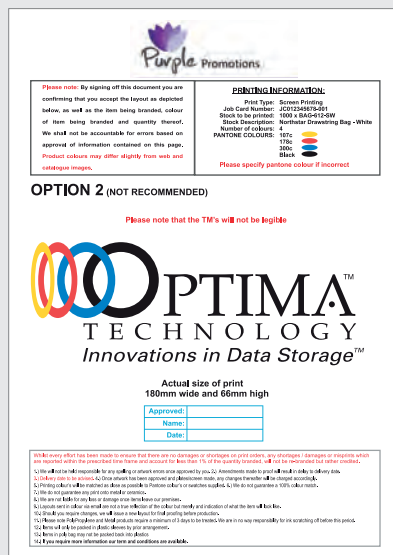
Where we feel that the logo is not suited to the branding option you have requested and that the results will be poor, we will provide a layout with the requested option, but with a “Not Recommended” option warning added to the layout. We will provide a further layout with our “Recommended” option



▲ Example of a recommended option on the branding layout



▲ Example of an option that is not recommended on the branding layout



STEP 9a

The approval process

- If branding is being done in a single position, once the layout is generated it is emailed to you for approval; it is attached to the email as a PDF. In the body of the email you will see the following buttons: **APPROVE ONLINE** and **REQUEST A CHANGE**.
- Clicking on either of these buttons will launch your browser and direct you to our website where you will see one of the following buttons: **APPROVE LAYOUT** or **REQUEST CHANGE**, dependent on which button you clicked on.

APPROVE ONLINE

REQUEST A CHANGE

STEP 9b

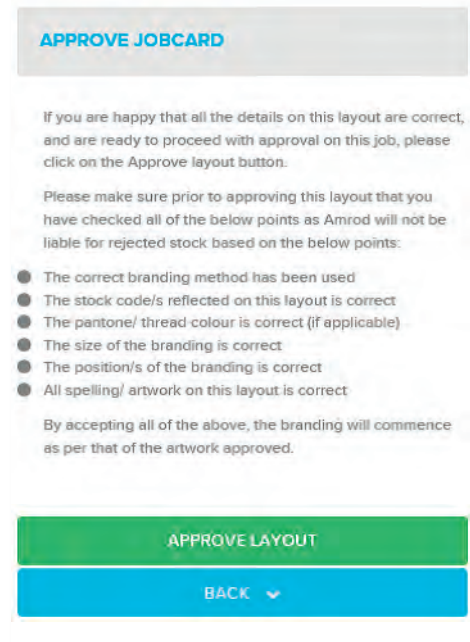
(1): Online branding layout approval (recommended)

By approving your layout online you will receive 500 bonus ALP's.

If you would like to proceed with branding as per the layout click the green **APPROVE LAYOUT** button.

Check the layout thoroughly against each point in the checklist, then click **APPROVE LAYOUT**.

We recommend approving branding orders online as they will automatically be placed in the production queue for branding provided payment has been received.



(2): Emailed branding layout approval

If the item is being branded in more than one position or is a set with multiple items being branded, you will need to approve the layout with your Account Manager. You may also approve items being branded in a single position by following the procedure below. You will not receive bonus ALP's for approving with your Account Manager.

To approve the branding layout:

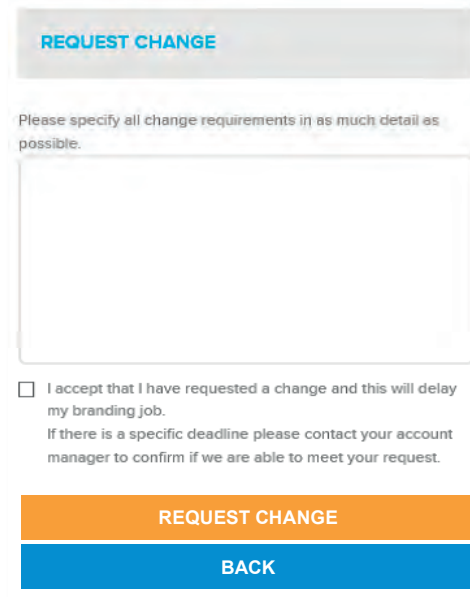
- Forward the email with the layout attached to your Account Manager and state: “**APPROVED**” in the body of the email. **Please do not alter the subject line of the email as this contains the revision number of the layout.**
- If your layout has more than one option, please clearly state which option is being approved.
- * Once we receive the layout approval and proof of payment, your order will be put into the production queue for branding.

Please note: if you choose to approve via email rather than online, your approval is taken as confirmation that all information on the layout has been checked by you and is correct.

STEP 9c Branding layout changes

- If the layout is incorrect or requires amendments, click the **REQUEST CHANGE** button.
- Clearly describe the changes required in the text box provided. An email with the change request will be sent through to your Account Manager who will check that the change is feasible, before it goes to a Layout Artist. If it is feasible, a revised layout will be generated and emailed to you for approval. You will need to follow the steps outlined in 5a(1) on the opposite page to approve the layout.

Note: layout changes may delay your job. If you have a deadline on the job in question please re-confirm with your Account Manager that we are still able to meet the required deadline.



REQUEST CHANGE

Please specify all change requirements in as much detail as possible.

I accept that I have requested a change and this will delay my branding job.
If there is a specific deadline please contact your account manager to confirm if we are able to meet your request.

REQUEST CHANGE

BACK

STEP 10 Order collection

- Once your order is complete you will receive an email notification advising you that your order is ready for collection.
- The notification emails are system-generated and sent to the email address(es) that you provide us with.
- The notification will not be sent to any email address(es) that do not appear on our system. If you would like to amend the default email address(es) or add thereto, please notify your Account Manager.

Note: unless alternative arrangements are made in writing, or a collections notification is received by you, branded orders will generally only be ready for collection at 16:30 at the last day of the lead time quoted. Please do not send your driver or courier to collect prior to having received the system-generated notification as your order will not be available.

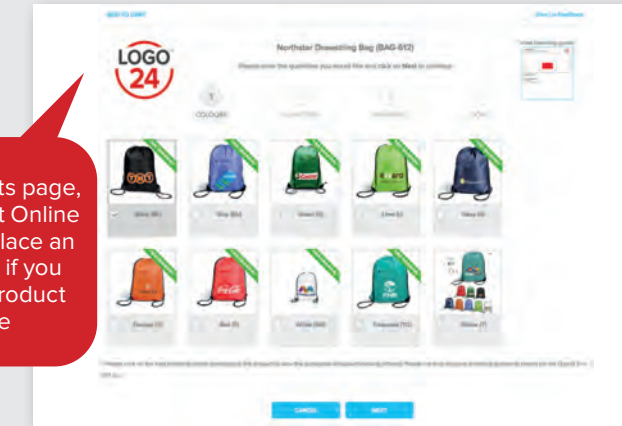
Remember to complete and email the collection form (available on our website) to couriercollections@amrod.co.za as this will help expedite your order when your driver or courier is collecting.

Logo24 Orders

STEP 4a

Select colour/s

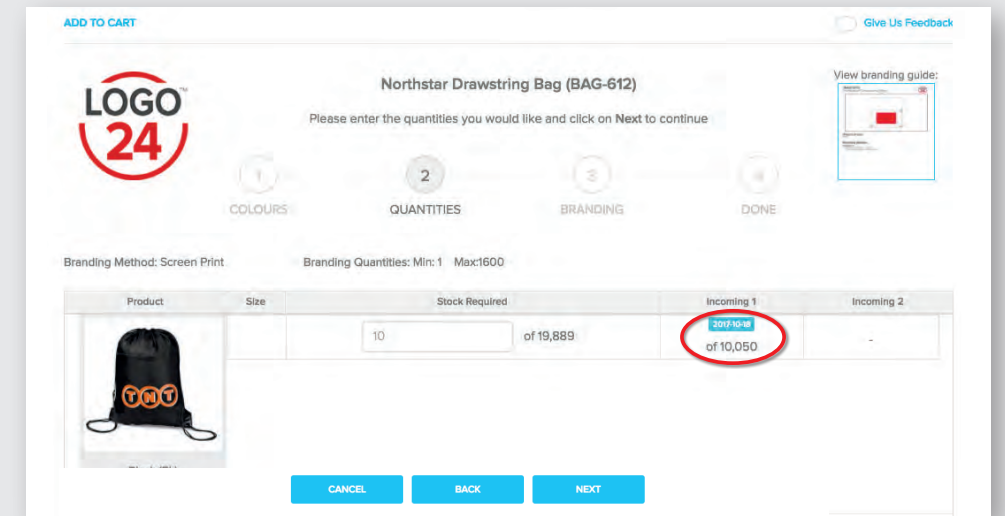
Select the colour/s of the item you would like to order.



STEP 4b

Add quantities

Select the quantity you would like to order, noting the MIN and MAX quantity possible under the LOGO24 service.



ADD TO CART


LOGO 24

Northstar Drawstring Bag (BAG-612)

Please enter the quantities you would like and click on Next to continue

COLOURS QUANTITIES BRANDING DONE

Branding Method: Screen Print Branding Quantities: Min:1 Max:1600

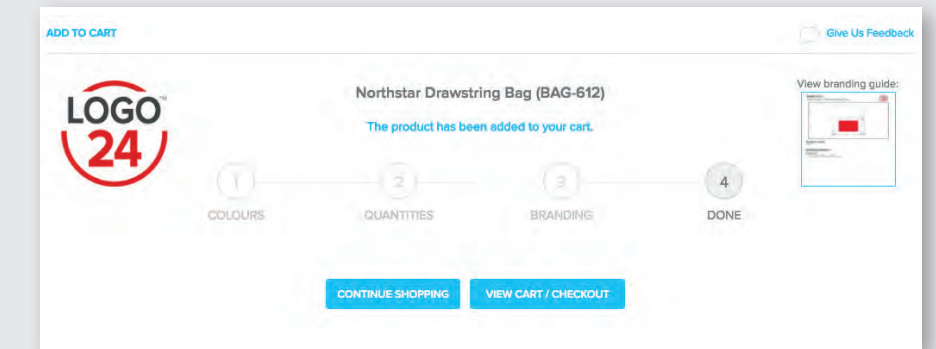
Product	Size	Stock Required	Incoming 1	Incoming 2
		10 of 19,889	2027-10-18 of 10,050	

CANCEL **BACK** **NEXT**

STEP 4c

Adding items to your order or viewing your cart

If there are additional items that you would like to add to your order click CONTINUE SHOPPING, if not, click VIEW CART.



ADD TO CART

LOGO 24

Northstar Drawstring Bag (BAG-612)

The product has been added to your cart.

COLOURS QUANTITIES BRANDING DONE

View branding guide:

CONTINUE SHOPPING **VIEW CART / CHECKOUT**

STEP 5

Upload artwork

Click “Click To Add Logo” to upload your vector artwork.

Click “Click To Select Colour” and indicate the Pantone colour required either by entering the specific Pantone colour or choosing a colour from the drop-down list of colours, where we have assigned a Pantone value to each colour.

Colour	Size	Quantity	Product Price	Total Product Price
Black (BL)	N/A	10	R 16.99	R 169.90

Branding	Method	Colours/Stitches	Quantity	Logo	Pantone Colour	Setup
Position A:	SA	1	10	Click To Add Logo	Click To Select Colour	R 205.00

Continue to browse and shop more Logo24 products [CLICK HERE](#)

Product Total Excluding VAT: R 169.90
Branding Excluding VAT: R 45.00
Setup Excluding VAT: R 205.00
VAT: R 58.79
Total Including VAT: R 478.69

Add Logo

LOGO

Please ensure that you supply artwork in one of the following acceptable formats: pdf, cdr, eps or ai. If artwork supplied can not be used, this will delay your order and it will revert to standard lead times. Please also take note that small text and/or small detail in the logo will not be accepted for LOGO24. Maximum file size limit is 5MB.

What is Vector artwork?
What is converted to curves?

Upload from my PC

UPLOAD

CANCEL

Select Colour

PRINT COLOURS

When choosing the colours for your artwork, it's important to note that they may look different on a real product than what you see on your computer monitor. Even if you have calibrated your monitor to a specific colour profile, there are various factors that influence the final appearance of colors on a printed product. Because of this, we can't guarantee colour accuracy 100%.

Enter or select your colours from the controls below:

Enter exact Pantone OR Select from default colours

Enter Pantone colour

CANCEL DONE

STEP 6

Logo24 cart

You can view and, if need be, edit the order from your cart. You need to add an order number to your order, this is your reference for the order.

Home / Cart

Logo24 Logo24 Cart

Colour	Size	Quantity	Product Price	Total Product Price
Black (BL)	N/A	10	R 16.99	R 169.90

Branding	Method	Colours/Stitches	Quantity	Logo	Pantone Colour	Setup
Position A:	SA	1	10	Click To Add Logo	Click To Select Colour	R 0.00

Continue to browse and shop more Logo24 products [CLICK HERE](#)

Product Total Excluding VAT: R 169.90
Branding Excluding VAT: R 0.00
Setup Excluding VAT: R 0.00
VAT: R 23.79
Total Including VAT: R 193.69

Please fill in the following mandatory fields:

* Your order number:

Logo24 Contact Person Details (Can be contacted up to 24:00 on the night for queries)

* Name:

* Phone number:

Once this order is ready for collection, we should email you to:

Use my Amrod account email address Bianca@amrod.co.za

* Email:

* Confirm Email:

Notification status: Online

Simply complete the mandatory fields once you have loaded all the LOGO24 items you would like into your basket, and proceed to check out. If you are on payment terms with Amrod, you will not be requested to pay for this order immediately. If you are a COD client of Amrod, you will have 30 minutes to make payment for this LOGO24 order. Failure to make payment within the allocated time will result in you having to place your order again, from scratch.

STEP 7

Acknowledge terms and conditions

Once you are happy that your order is correct, you need to acknowledge the terms and conditions in order to proceed with placing the order.

Once this order is ready for collection, we should email you to:

Use my Amrod account email address Bianca@amrod.co.za

* Email:

* Confirm Email:

Notification status: Online

I acknowledge that by placing this order, I am aware of the terms and conditions of a LOGO24 order.

- I am aware that I will not receive a layout to approve.
- There is no small text supplied in the artwork provided.
- The logo size and position will be treated as per the LOGO24 guidelines.
- Logo 24 orders placed online by 5pm SA time Monday to Thursday and paid for immediately (if not an payment terms) will be ready by 5pm the following business day.
- On Friday, order and payment cut off is 12pm SA time in order to be ready by 5pm Monday.

[CLEAR CART](#) [CONTINUE SHOPPING](#) [PLACE ORDER](#)

STEP 8

Making Payment (COD clients)

Once your order has been placed successfully, you need to make payment via the PayU portal within 30 minutes to avoid automatic cancellation of the order. Clicking **MAKE PAYMENT** will direct you to the secure PayU portal. Please do not open a separate tab to make payment via EFT on your online banking, as the order will automatically cancel after 30 minutes.

We would like to thank you for your order.

Your reference number(s) for this order is SO02262328.

The next step is to pay for your order using the PayU payment portal. Click on the button below to be redirected and make a secure payment.

Please note you have 30 minutes to pay for this order. When placing an order on the website you need to use the PayU portal to make the payment. Please do not use your own internet banking otherwise the order will be cancelled.

You will receive a sales order via email.

[MAKE PAYMENT](#)



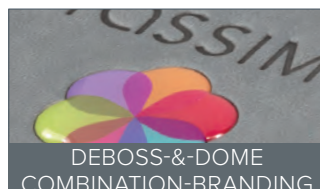
BELLY BANDS



CO₂ LASER ENGRAVING



DEBOSSING



DEBOSS-&-DOME COMBINATION-BRANDING



DIGITAL PRINTING ON BAGS



DIGITAL PRINTING ON DRINKWARE

Branding Explanations

Selecting the correct branding method is crucial to ensuring maximum exposure of your logo. Our various in-house branding solutions are explained below.

Belly Bands

Make a statement that can't be ignored with full-colour, digitally branded Belly Bands. A superb way to ensure enhanced visibility for your brand, they are perfect for adding a finishing touch to notebooks.

- An additional platform to communicate your marketing message in a unique and high-impact manner.
- Offers prime space for optimising brand information and strengthening your message on notebooks.

CO₂ Laser Engraving

A logo is burned into a product with a CO₂ laser by removing the top layer of the item to expose the second layer.

- Replicate original logos with great accuracy and in minute detail.
- Permanent and classy way to brand certain organic materials like glass, leather and wood.

Debossing

A die in the shape of a logo is pressed into the surface of a product using both heat and pressure, creating a permanent stamped impression in the product.

- Creates a unique 3D look.
- Subtle and classy branding method.
- Ideal for genuine and imitation leather products, as well as PU.
- Perfect for clothing made of synthetic fabrics.

Deboss-&-Dome Combination-Branding

Full-coverage debossing provides a large and versatile branding area, while the full-colour process dome fits into a recessed portion of the debossed artwork to create a focal point for a key part of your message.

- Leaves a lasting impression by combining the subtlety of debossing with the high impact full-colour domed sticker.
- Ideal for genuine and imitation leather products, as well as PU products such as notebooks.

Digital Printing on Bags

A full-colour digital image is printed onto a special transfer paper. This paper is then coated with a unique powdered glue which is cured onto the ink with UV rays.

Thereafter it is placed onto the product which is inserted into a heat press and the heat from the press allows the print to be transferred directly onto the fabric.

- Perfect for complex logos with multiple colours, shading and gradients, small text and intricate detail as ink is not absorbed by the material, resulting in sharper artwork with excellent clarity.
- A high-impact branding method with a bold and vibrant photo-realistic result that brings your brand to life.

Digital Printing on Drinkware

This new UV printing process provides for the application of a full-colour digital wrap print directly onto drinkware.

- Great for printing artwork with vivid colours, multiple tones and gradients
- Ideal for replicating logos with fine detail and small text
- A photo-realistic branding method that allows your logo or marketing message to make an impact



DIGITAL PRINTING ON NOTEBOOKS



DIRECT TO PRODUCT PRINTING



DOMED STICKERS



EMBROIDERY



HEAT TRANSFER PRINTING



HOT FOIL STAMPING

Digital Printing On Notebooks

Employing the latest customised UV technology we are able to digitally print full-colour, high-definition digital images directly onto notebooks.

- Ideal for intricate logos with multiple colours, shading, gradients and small text.
- A high-impact branding method producing excellent clarity and photo-realistic result.

Direct to Product Printing

Direct to Product Printing allows for the application of full-colour logos directly onto product.

By using specifically engineered jigs, a specialised digital printing head transfers UV-cured ink onto flat or slightly curved surfaces with photo-print quality and bold, vivid colours.

- Provides a way to print permanent, full-colour logos.
- High impact branding method that creates a lasting impression.
- Can be applied on many shapes and sizes. Look out for the DP READY icon throughout the catalogue.

Domed Stickers

Stickers are digitally printed on an adhesive vinyl in full-colour (excluding white and metallic inks) and then automatically cut to the required shape and size. The stickers are coated with a polyurethane resin to give a three-dimensional appearance.

- Ideal for multi-colour logos which are hard to replicate with other print techniques.
- Can be applied to smooth and rigid surfaces but works best on products with a purpose-made recessed plaque.

Embroidery

Embroidery is the art of decorating fabric with designs stitched in strands of thread. Driven by computers that read digitized embroidery files, Embroidery Machines automatically create a design on the product in the form of the logo that was input into the machine.

- Classic decoration technique.
- Creates a high value look.
- Suitable for both flat and irregular surfaces.
- Allows single and multi-colour branding.
- Logos can be embroidered in up to 9 different thread colours.

Heat Transfer Printing

A digital image is printed onto a special vinyl surface, which is then placed onto the product in the correct position. At this point the product is placed in a heat press, and the heat from the press melts the adhesive backing on the vinyl, merging it with the fabric.

- Mainly used where a logo is too intricate for screen printing.
- Perfect for logos with many colours, extreme detail and small text.
- Vinyl is not cut to the shape of the logo so the flexibility of the product may be affected.

Hot Foil Stamping

Hot Stamping with foil is a similar process to debossing except that a thin foil is pressed into the product to create a colour. Even though heat and pressure are applied, they are applied in lesser volume than during debossing and therefore the impression is not as deep.

- Creates an exceptional superior impression.
- Ideal for genuine and imitation leather products as well as PU.
- Foils are available in black, blue, copper, gold, green, light blue, orange, red, rose gold, rose pattern, silver and white (Pantone matches are not possible).



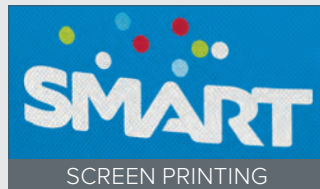
LASER ENGRAVING



LASER ETCHING ON CLOTHING



PAD PRINTING



SCREEN PRINTING



SUBLIMATION PRINTING



VINYL STICKERS

Laser Engraving

A logo is etched into a product with a laser beam, replicating the logo with precise accuracy. The laser “burns” the top layer of the product off and reveals the layer beneath. If the layer beneath is a different colour to the top layer, when engraved, the bottom layer’s colour is exposed.

- Creates a subtle, permanent and upmarket impression in tonal shades.
- Perfect for metal pens, keyholders, mugs, flasks and BBQ accessories.

Laser Etching on Clothing

Using a state-of-the-art laser, the dye from the material surface is removed from a garment by way of a laser etching technique, creating a modern tone-on-tone look which cannot be replicated by any other process.

This process creates highly detailed images/logos across zippers and over buttons and seams without damaging the garment or compromising the integrity of waterproof material.

Pad Printing

Pad Printing is an offset printing process that involves ink being transferred from an engraved metal plate onto a product via a silicone pad, creating an image on the product. Each colour is applied separately but the detail in the print can still be excellent.

- Great all-round solution that’s fast and economical.
- Can be applied on virtually any shape.
- Suitable for most surface textures.
- Favoured for small plastic items like pens, keyholders and torches.
- Allows single and multi-colour branding (up to 4 colours).

Screen Printing

Screen Printing is the process whereby a logo is exposed onto a mesh screen, with the blank areas coated with an impermeable substance. Ink is then placed onto the screen and a squeegee pushes the ink through the screen in the areas where the logo has been imposed. Colours are printed one at a time so accurate registration is essential.

- Cost-effective solution for larger quantities.
- Provides excellent coverage and is especially good for large and bold logos.
- Ideal for bags and t-shirts but can also be used for umbrellas, coolers and smaller items like notebooks and folders.
- Allows single and multi-colour branding (up to 6 colours).

Sublimation Printing



Sublimation Printing is a process done by way of a digital full-colour printer which is fitted with special sublimation inks. The logo is printed onto a special transfer paper and cut automatically to the correct shape. The logo is then placed onto the product and heat is applied, causing the inks to migrate from the paper onto the product.

- Ensures premium full-colour photorealistic prints.
- Flexibility characteristics of the product are not affected since the ink simply migrates to the product.
- Only suitable for white products made from polyester fabric (minimum 60%) and polymer coated products.

Vinyl Stickers

Stickers are digitally printed in full-colour (excluding white and metallic inks) on an adhesive vinyl and then automatically cut to almost any shape.

- Cost-effective, low or high-volume, multi-colour branding method.
- Strong resistance to fading or damage.
- Can only be applied to flat or slightly curved surfaces.

Pantone and Marathon Charts Explained

What is a Pantone Colour?

By definition, Pantones are a set of standard colours used for printing, each of which is identified by a unique number.

Certain computer graphics software allows colours to be specified as Pantone numbers. Even though a computer monitor can only show an approximation to some of the colours, the software can output a colour separation for each different Pantone colour, enabling a printer to exactly reproduce the original desired colour.

In the orange range of colours, there might be 10 different shades of orange to choose from. By way of example, a certain corporate might have a specific shade of orange associated with their corporate or brand identity, but due to the inherent limitations and calibration-variances associated with “every-day” computers, the exact same logo/colour may display differently from one computer screen to another. These display-variances may result in one printer printing the same logo/ colour differently to another printer. To combat this problem, a universally accepted number is assigned to a specific shade of a specific colour, ensuring that no matter where in the world that colour is printed, or by whom, the colour in question should always come out looking the same.

Amrod uses Pantone values (the number assigned to the shade of colour in question) to mix inks for print jobs and this enables us to print a true representation of the required colour.

Note: inks are affected by the colour of the item being branded. If you print a black bag with Pantone blue 2201C and you print a yellow bag with the exact same ink, the colours will not be 100% the same once the ink has dried. As per world industry standard one shade in either direction on the Pantone chart is acceptable.

What are Marathon Thread Colours?

Marathon Thread Colours work along the same basic principle as Pantone colours, but are used for embroidery purposes whereas Pantones are generally used for printing purposes.

A Marathon Thread Book contains actual samples of the thread colours available for embroidery. It also contains a table where the manufacturers have pre-matched the most popular Pantone Colours with corresponding thread colours, and this enables us to embroider logos in the required colours. Where a pre-matched Pantone-to-thread value is not available, or where clients request that we match the colour of a logo to a thread, we endeavour to match as closely as possible.

Please Note: There are not as many thread colours as there are Pantone colours so we will match to the closest thread colour available, but in some instances it will not be an identical match.



NB: If you have the thread colour to be used for embroidery (taken from a Marathon Thread Book), please remember to include this information when placing your order.

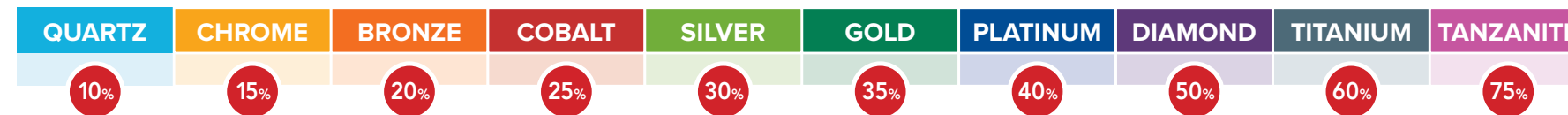


STAFF UNIFORM PROGRAMME

Choose your staff uniform from one of Amrod's premier clothing brands:



Receive the discount associated with your loyalty tier. Price includes embroidery in 1 position of your choice on all staff uniform purchases. Discount only applies to Amrod clothing purchased and branded by Amrod, up to the value of R10 000 per calendar year. Terms & Conditions apply.



RECEIVE
1.5 x AMROD
LOYALTY POINTS
ON YOUR
STAFF UNIFORM
PURCHASES*

TO QUALIFY: 1. Amrod must embroider your company logo on all garments, in-house, in any single position of choice. Embroidery is limited to the sizes outlined in our inclusive of branding on clothing offering. 2. Amrod must embroider the brand logo associated with the selected garments onto one of the sleeves or on the left or right chest (not the back). Brand logos may not be embroidered tone-on-tone. 3. Offer excludes: pants, skirts, belts, 1-price and discontinued items and items that cannot be embroidered.

4. Offer is limited to US Basic, Biz Collection, Slazenger and Elevate garments. 5. Discounts based on QUARTZ pricing. 6. Offer is up to the value of R10 000 ex VAT per calendar year based on QUARTZ pricing.

Useful Tools and Resources

Welcome Hugo
Staff Purchases
STATUS: ● MAINTAIN

CURRENT ALP POINTS: **312,549**

ALPS TO MAINTAIN TIER: **9,687,451**

CARBON QUARTZ CHROME BRONZE COBALT SILVER GOLD PLATINUM DIAMOND TITANIUM TANZANITE

SHOW SPEND BREAKDOWN

ACCOUNT INFO
Chamsen Branding
Account Number: 014814
Credit Limit Approved: R 342,000.00
Total Outstanding: R 171,030.89
Credit Balance Remaining: R 156,039.92
View Detail Ledger: [Click here](#)

ACCOUNT MANAGER
Ronell Reddy
Email: Ronell@amrodgroup.co.za
Ronell serves as your primary point of contact with Amrod.

SALES ADMINISTRATOR
Zama Khumalo
Email: Zama@amrodgroup.co.za
Zama is a dedicated assistant to Ronell, and is able to assist you with all queries (unless Refund is unavailability).

Below you are able to view your active and archived orders, credit notes and job cards as well as checking your up to date ledger and monitoring arrival dates for stock you have reserved. Simply click on the tabs relevant to your enquiry.

ALL ORDERS LATEST CREDIT NOTES ACTIVE JOB CARDS LEDGER STOCK RESERVATIONS

Search Archived
Date Range: to: Number: Status: All

Order #	PO #	Date Placed	Status	First Line	Total Incl. Vat
5001484016	500389	21/10/2015	Order Ready For Collection	BAS-020-BL-L	R 1,692.41
5001483422	SB-BMW Samples	21/10/2015	Received By Warehouse	BAS-003-W-M	R 1,203.08

- ▶ **Amrod Dashboard:** allows you to track the status of your dealings with Amrod
The following can be found on your dashboard:
 - Active Orders:** orders invoiced including PO numbers, order status and number of boxes
 - Latest Credit Notes:** including corresponding order numbers and amounts
 - Active Job Cards:** branding orders and their status (which orders are waiting for artwork, approval or payment)
 - Ledger:** showing all of your transactions and account statement
 - Stock Reservations:** shows items on backorder and reserve

You are also able to see who your Account Manager is and view their direct contact details as well as their Sales Administrator's details.

Additionally, you can monitor your up-to-date spend with Amrod via your Spend Barometer (this is how you can track how close you are to attaining one of our ALP tiers).

Purple Promotions
Tel: 011 543 3210
Cell: 082 987 6543
Email: jane@purplepromos.co.za
Address: 62 First Avenue , Johannesburg

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Promogifts website: ▶

This is a free website that we offer you, with your company name indicated in the URL e.g. www.promogifts.co.za/xyzpromotions.co.za

The Promogifts website is essentially a mirror of the Amrod main website, but without any of Amrod's contact information or details. You are able to display your company logo and details, in the form of a banner, on this site which we will upload for you.

We are also able to add your email address, and your telephone number. Please contact your Account Manager for more information on setting up your own promogifts website.

e-Catalogues: electronic versions of our catalogues appear on the Amrod website.



Email these catalogue links to your clients to view online.

You may supply your own cover artwork or logo and contact details, we will generate links to custom-cover e-Catalogues bearing your cover design and/or details for you to send to your clients.

Amrod Tours: An informative, guided tour of our Production and Warehouse facility, held every Tuesday and Thursday at 9:30am.

Tours demonstrate the various branding processes in operation and explain each process. We highly recommend that you attend a tour in order to learn more about the branding process and what's involved.

Email tours@amrod.co.za to book a slot.



Branch Details

Amrod offers a free delivery service to all our branches. For more information on this service and our delivery terms and conditions, please contact your Account Manager.

**National Contact Number:
086-11-AMROD (South Africa only)**



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Email: botswana@amrod.co.za

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3 DURBAN

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Email: durban@amrod.co.za

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6 WINDHOEK, NAMIBIA

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Email: windhoek@amrod.co.za

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8 NAIROBI, KENYA

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Email: kenya@amrod.co.ke

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