

THE AMROD LOYALTY PROGRAMME 2017

The 2017 Amrod Loyalty Programme, where the focus is 'LOYALTY, REWARDED!' offers loyal clients greater rewards than even before.

Earn 1 ALP for every R1's worth of gifts & headwear purchased

Earn 1.5 ALP for every R1 worth of clothing purchased
eg. purchase R50 000 ex VAT worth of clothing and be rewarded with 75 000 ALP

Earn 1.5 ALP for every R1 worth of in-house branding
eg. R1000 ex VAT worth of in-house branding is rewarded with 1500 ALP

TARGETS & REWARDS



ALP TARGET	CARBON	QUARTZ	CHROME	BRONZE	COBALT	SILVER	GOLD	PLATINUM	DIAMOND	TITANIUM	TANZANITE
		50 000	275 000	600 000	900 000	1 300 000	2 000 000	3 000 000	4 000 000	7 000 000	10 000 000

ALP DISCOUNTS

	CARBON	QUARTZ	CHROME	BRONZE	COBALT	SILVER	GOLD	PLATINUM	DIAMOND	TITANIUM	TANZANITE
Gifts & headwear Excluding reduced-discount gifts & memory sticks	X	X	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%
Reduced-discount gifts and headwear & memory sticks	X	X	X	X	X	5%	5%	5%	7.5%	7.5%	10%
Discontinued Gifts	X	X	X	X	X	X	X	X	X	X	X
Clothing Excluding reduced-discount items	X	X	2%	3%	4%	5%	7.5%	10%	12.5%	15%	17.5%
Reduced-discount clothing	X	X	X	X	X	2.5%	2.5%	2.5%	3.5%	3.5%	5%
Discontinued Clothing	X	X	X	X	X	X	X	X	X	X	X
In-house branding & setup charges	X	X	2.5%	5%	7.5%	10%	12.5%	15%	17.5%	20%	22.5%

ALP BENEFITS

	CARBON	QUARTZ	CHROME	BRONZE	COBALT	SILVER	GOLD	PLATINUM	DIAMOND	TITANIUM	TANZANITE
Dedicated Account Manager	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ability to brand orders in-house	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Orders may be placed	online only	by email, fax or online	by email, fax or online	by email, fax or online	by email, fax or online	by email, fax or online	by email, fax or online	by email, fax or online	by email, fax or online	by email, fax or online	by email, fax or online
FREE branch deliveries	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Carry-over points All excess points will be carried over into 2018. Example: SILVER target is 1 300 000 ALP, GOLD target is 2 000 000 ALP and 20 000 ALP were carried over into 2017. If you achieve 1 500 000 ALP, of which 10 000 were Bonus ALP, at 8 December 2017, this results in a carry-over of 170 000 ALP to 2018 (1 500 000 - 1 300 000 - 20 000 - 10 000 = 170 000).	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	✓	✓	✓	✓	✓	✓	✓	✓
Free generic 2017/18 catalogues per the catalogue period This applies to all CARBON, QUARTZ, CHROME and BRONZE clients as well as any clients on COBALT and up who did not take their free 2017/18 custom-cover catalogues.	1	1	5	10	30	35	40	50	75	100	150
Option to order custom-cover catalogues	X	X	✓	✓	✓	✓	✓	✓	✓	✓	✓
Free custom-cover catalogues per catalogue period	X	X	X	X	30	35	40	50	75	100	150
Discount on custom-cover catalogues This applies to units over and above your free catalogue allocation.	X	X	30%	30%	30%	35%	35%	40%	40%	50%	50%
Storyboards Get FREE customised interactive storyboards to send to your clients. For more information, go to www.amrod.co.za	X	X	X	X	✓	✓	✓	✓	✓	✓	✓
MyWebsite Get a customisable website for R350.00 ex VAT per month. For more information email support@promogifts.co.za	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Staff uniform programme Discount on staff clothing with free embroidery of your company info. Discount only applies to Amrod clothing purchased and branded by Amrod, up to the value of R10 000 ex VAT per calendar year. Select from US Basic, Biz Collection, Slazenger and Elevate brands. Excludes reduced-discount clothing & discontinued clothing. For more information, go to www.amrod.co.za	X	10%	15%	20%	25%	30%	35%	40%	50%	60%	75%
Self-promo Discount on gift items branded with your company logo. Discount only applies to Amrod gifts purchased and branded by Amrod up to the value of R5 000 ex VAT per calendar year. Excludes reduced-discount gifts & discontinued items.	X	X	10%	15%	20%	25%	30%	35%	40%	45%	50%

Discounts and capped values are based on CARBON/QUARTZ pricing. Refer to the applicable column on our price list for your discounted prices E&OE. Amrod reserves the right to make changes to the Amrod Loyalty Programme at its discretion.

How the programme works:

CARBON STATUS

Clients who accumulated fewer than 50 000 Amrod Loyalty Points (ALP) in 2016 will be moved to CARBON in 2017. Similarly, new clients registering in 2017 will begin on CARBON and be promoted once they achieve the target for QUARTZ i.e. 50 000 ALP.

A current order that results in sufficient points being earned to graduate from CARBON to QUARTZ will result in graduation to the higher tier. For example, in a situation where a CARBON client has accumulated 20 000 ALP and wishes to place an order that equates to 40 000 ALP, that client will graduate to QUARTZ for the purposes of that order and will immediately enjoy the benefits associated with QUARTZ i.e. the ability to brand that order and so on.

This does not apply to clients based in Port Elizabeth, Bloemfontein and outside of South Africa.

QUARTZ STATUS

Clients who earned between 50 000 and 200 000 Amrod Loyalty Points (ALP) in 2016 will fall under QUARTZ until they achieve the target for CHROME i.e. 275 000 ALP.

Should a client attain a higher ALP tier, the higher ALP tier will be retained until the end of 2018. Achievement of any of the higher tiers during 2017, would allow the client access to the benefits of that tier immediately, until the end of 2018.*

CHROME TO TANZANITE STATUS

Clients beginning 2017 on CHROME or higher will enjoy the benefits of that tier throughout 2017. To maintain the ALP tier a client began 2017 on for 2018, they will be required to attain the ALP target associated with that tier. Achievement of any of the higher tiers in 2017, would allow a client immediate access to the benefits of the tier reached until the end of 2018.*

- * ALP tier discounts are effective once invoices totalling the relevant target ALP's are paid.
- * Targets are revised annually.
- * Your spend for the Amrod Loyalty Programme starts afresh at the beginning of a new year.
- * Spends close 8 December 2017 and any spend from 9 December until our closing date in 2017 will be carried over to 2018.

EXAMPLE:	RAND VALUE (ex VAT)	ALP VALUE (POINTS)
GIFTS	R 575 000.00	575 000
CLOTHING	R 430 000.00	645 000
BRANDING	R 60 000.00	90 000
TOTAL	R 1 065 000.00	1 310 000

* ALP value includes 1.5 x points on clothing and branding

Spend Barometer



Track your spend:

Visit 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@amrodgroup.co.za

