



WELCOME TO THE
**WORLD OF
AMROD**

AFRICA'S LARGEST TOTAL-SOLUTION BRANDED
PROMOTIONAL PRODUCTS PROVIDER



ABOUT AMROD

Founded in April 2000, Amrod is now the largest supplier of Branded Promotional Products in the Southern Hemisphere.

At the time of writing, Amrod:

- trades out of 38 000m² (410 000 ft²) of office, warehouse and production space in Johannesburg.
- operates the most comprehensive and advanced in-house branding facility in Africa.
- provides world-class showrooms with unrivalled facilities in South Africa: Bloemfontein, Cape Town, Durban, Johannesburg, Port Elizabeth and Africa: Botswana, Kenya, Nigeria, Namibia and Zambia, providing the perfect business environment for closing deals.
- employs over 1 300 full-time staff members.
- offers more than 16 000 product SKU's.
- holds in excess of R650 million (\$36 million) worth of Promotional Products, Apparel, Headwear, Display, Workwear and Custom Packaging stock, at cost.
- brands in excess of 250 000 products daily.
- brands 2500 unique jobs daily.
- offers a comprehensive range of Promotional Products, Apparel, Headwear, Workwear, Display and Custom Packaging solutions.

AMROD'S COMMITMENT

Through the continuous pursuit of excellence and innovation, we aim to provide our clients with a seamless Total-Solution.

This includes: deep inventory across a wide range of products, state-of-the-art branding solutions and quicker lead-times, combined with the latest digital systems, tools and resources, which are geared towards making your online interaction with us fast, simple and convenient.

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's partnership with a highly-respected, internationally-renowned brand is helping take the 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 STRATEGIC ACQUISITION OF WIZARD AND ALTITUDE

Established in 1990, Wizard Collective was a pioneer in the industry and one of the industry's longest-standing Promotional Product Suppliers.

Originally known as a supplier of Corporate and Promotional Apparel, sold under the widely-recognised and highly-regarded Altitude brand, Wizard expanded to include a range of Gifts and Headwear.

In December 2017, Amrod acquired Wizard. This acquisition resulted in exceptional advantages and benefits for Wizard customers, owing to expanded and enhanced offerings and services.

In December 2018 the Wizard operation was moved and integrated into the Amrod Facility. The Wizard range is now officially known as the Altitude range.

Focussed on the value segment, Altitude offers a comprehensive range of Apparel, Workwear and Promotional Products, that provides exceptional value for money together with the unrivalled service of the Amrod Total-Solution.

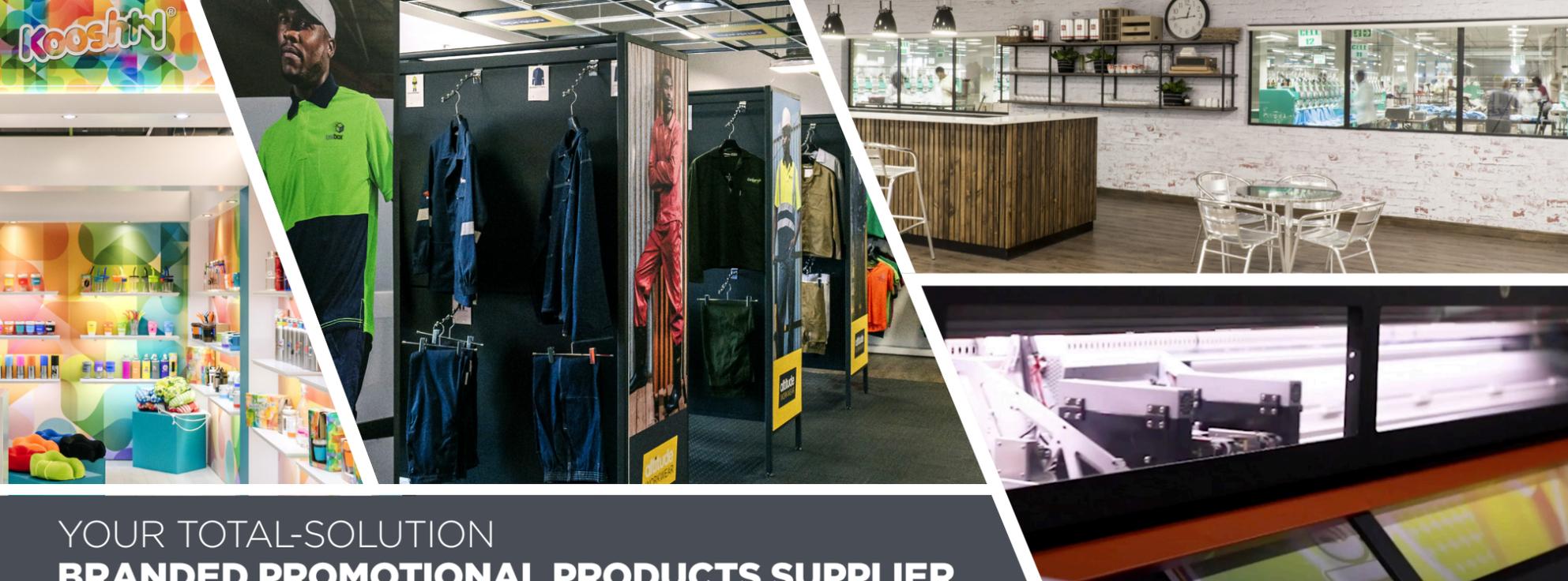
AMROD'S CONTINUED INNOVATION AND CATEGORY EXPANSION

DISPLAY

In May 2020, Amrod acquired Tali Digital Display Solutions. For 16 years, Tali Digital was renowned as a complete large format solutions provider for all point of sale, indoor, outdoor and display systems. Backed by the best in breed technology and machinery, Display is now a fully integrated part of the Amrod Total-Solution.

WORKWEAR

We launched our comprehensive Altitude Workwear category in July 2021, an offering that not only provides exceptional value and is synonymous with the Altitude brand, but is also backed by our industry leading, Total-Solution. The introduction of new categories increases opportunities for our resellers, as it allows them to compete in other non-traditional promo spaces. We aim to establish Altitude Workwear as a trusted and reliable name in PPE and workwear throughout the continent.

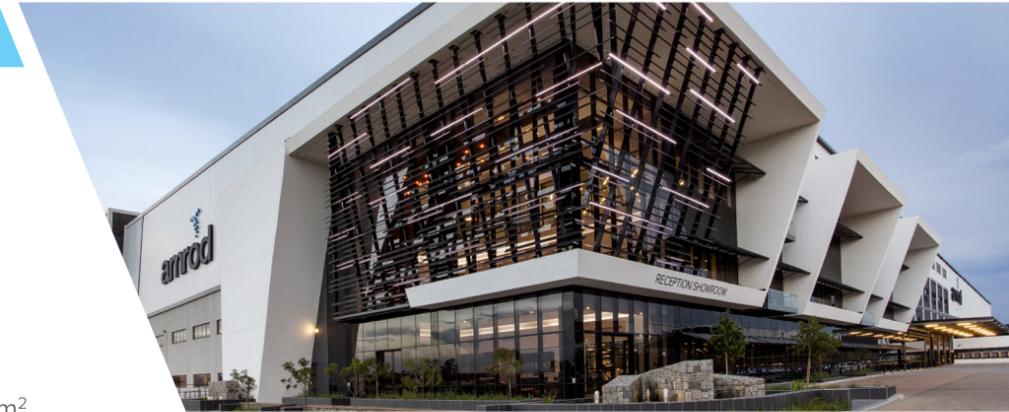


**YOUR TOTAL-SOLUTION
BRANDED PROMOTIONAL PRODUCTS SUPPLIER**

AMROD'S HEAD OFFICE

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

- an industry-leading warehouse management system to ensure inventory accuracy and provide the fastest possible operations.
- a state-of-the-art, automated conveyor system to move stock to the correct branding department quickly and efficiently.
- one of the largest branding facilities in the world, measuring 10 000m² (108 000ft²).
- a beautiful showroom designed to assist resellers 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 managing complexity and providing clients with a seamless, Total-Solution aimed at making business convenient, simple and cost-effective.

Coupled with world class branding machines and solutions, Amrod's extensive offering is backed by deep inventory levels. Our large and well-trained work force, together with the dynamic software and systems we have in place, provide our resellers with the comfort of knowing that they are able to focus on what they do best, SELLING!



PROMOTIONAL PRODUCTS



APPAREL



HEADWEAR



DISPLAY



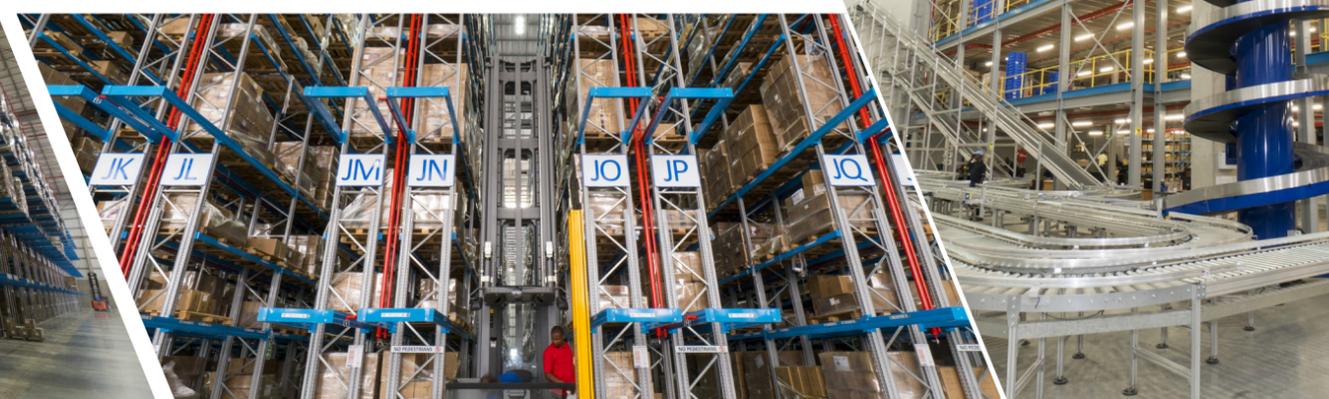
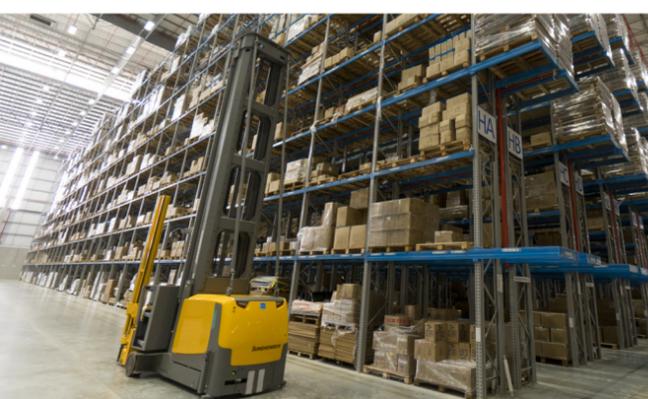
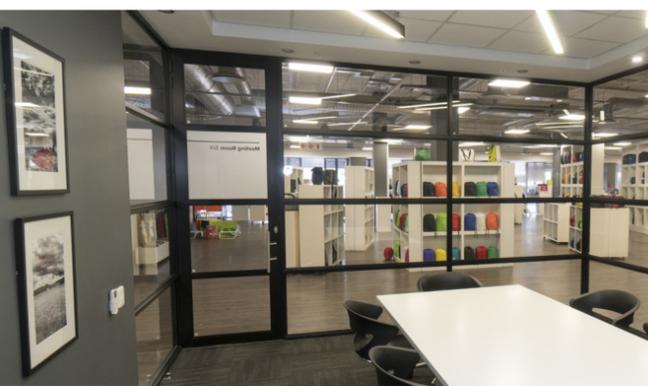
WORKWEAR



IN-HOUSE BRANDING



CUSTOM PACKAGING



THE PROMOTIONAL PRODUCTS INDUSTRY IS GROWING AT 11% CAGR*

**BCG industry report July 2022*

PROMOTIONAL PRODUCTS WORK!

From everyday promo essentials to the latest mobile tech, Amrod's collection contains the perfect gift, no matter the budget or occasion.

Amrod's progressive range of Promotional Products is filled with inspirational ideas that resellers and corporate clients will love and is backed by deep inventory levels that will not disappoint. With over 1 200 products positioned under 19 categories, there's something for every occasion or marketing campaign, all ready to customise with your logo. Amrod's industry-leading collection features global gifting brands defined by contemporary designs, premium quality construction and universal appeal.

AMROD'S GIFTING BRANDS

Our exceptional range of gifting brands elevate your brand.

Brands elevate the perceived value of products and offer corporate clients the opportunity to choose from a premium selection of beautifully packaged and unique items. These brands continue to grow in popularity and have become an exciting part of our gifting offering.

PROMOTIONAL PRODUCTS LEAVE LASTING IMPRESSIONS

We are continuously developing our gifting brands to bring you a comprehensive selection that is innovative, fresh and inspiring.

altitude



When it comes to offering Promotional Products that make an impact, the Altitude range covers all bases.

Our logo-ready collection provides the perfect, customisable platform for any brand. With a focus on value the Altitude range has been designed to maximize your spend and increase your reach.

ALEX VARGA®



A collaboration of thought and design from three continents moulds together within the Alex Varga range of outstanding ideas. The collection is inspired by great cities of the world, where modern design stands alongside timeless architecture which has survived for centuries.

Our goal is to create, curate and innovate, in a mission to develop products of superior performance and refined style. The Alex Varga collection is designed to be branded with your company name, logo or message. This, together with the stylish packaging, makes these products ideal for corporate gifts which will be a delight for the recipient.

Andy Cartwright



Andy Cartwright is an innovative design brand specializing in trendy homeware, attention-grabbing promotional products, and uniquely elegant corporate gifts. Renowned for their striking designs, Andy Cartwright products are artful, functional and lifestyle-enhancing, allowing for effortless migration into the corporate branding space.

Within the Andy Cartwright brand, Afrocentric sub-themes range from French chic to tribal; from bold and contemporary to vibrant and fun-loving, catering to niche markets with a discerning eye for quality and originality.



Eva & Elm is a range of products which have quickly become indispensable in a new and different world. Focused primarily on and around prevention and care, the products are everyday essentials which help us to live a cleaner life and improve our daily routines.

The Eva & Elm brand is your assurance of reliable products sourced from trustworthy manufacturers.

+Swiss Cougar+™



An energetic collection of high quality mobile tech products and premium bags.

Whether you're listening to music, commuting or travelling, charging your devices or storing your media - do it in style by harnessing the spirit of Swiss Cougar.

This collection is designed to be branded with your company name, logo or message and is stylishly presented in Swiss Cougar branded packaging.



Kooshty is a range of creatively designed products which promote a healthy and vibrant lifestyle. The offering includes inspired items which can be used as alternatives to single-use plastic.

The refreshing range of colour options and combinations can complement a wide spectrum of brand personalities, making the products in this collection ideal for gifting and promoting with your company name, logo or message. First impressions last, and packaging counts: where possible, the Kooshty products are presented in fresh, attractive packaging which is reusable or recyclable.

SERENDIPiO®



Serendipio is a delightful collection of attractive and functional home and drinkware essentials, ideal for modern urban living.

If you are quite particular about what you like, you will fall in love with these lifestyle enhancing, everyday companions, whether you're home or on-the-move.



The chance to choose, naturally.

Okiyo brings you a range of products made entirely or partially from materials that are reusable, recycled, recyclable or harvested from sustainable natural resources.

The elements used to make these environmentally conscious items include; cork, bamboo, wheat straw, paper, jute, cotton, wood and glass. By bringing these products together under one collection with a clear identity, we hope to reduce the impact we have on the world we all live in.



Slazenger's trusted reputation is upheld throughout this inspired collection of corporate and promotional gifts and apparel.

The range is designed to meet modern demands for quality construction and impressive performance whilst complementing a healthy, active and trendy lifestyle.

By aligning with Slazenger you ensure that your brand is always game on!

APPAREL & HEADWEAR

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

Ready to meet your corporate and promotional requirements, our garments are positioned under 7 global apparel brands, each with a distinct personality, yet share a common thread - they look and feel great!

Providing the ideal logo-ready-canvas, our on-trend range is defined by premium-quality construction and desirable looks, suited for a Diverserange of industries and activities.

With everything from workday basics and boardroom attire to leisurewear, you'll always find the perfect fit.

AMROD'S APPAREL BRANDS

Amrod's industry-leading brands are designed to fit their clients' work style and life style.

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



altitude

Following 25 years of success on the African continent the altitude range of apparel has been designed with your budget, your fit and your style needs in mind. Whether you are looking for something casual, corporate or for the whole team, this versatile and extensive range offers exceptional value.

altitude
WORKWEAR

Sourcing and investing in the right Workwear solution is essential for any industry, not only to provide your staff with dependable everyday gear to get the job done, but also to keep your employees safe. Altitude Workwear is designed with a primary focus on safety, durability and reliability.

BIZ COLLECTION

Biz Collection styles are professional, affordable, sized 'just right' and, most of all, functional. A Biz Collection uniform enhances your team's appearance in the workplace and reflects who you are as a business – expect compliments!

ELEVATE

Combining innovative fabrics with urban style, Elevate is an energetic active-lifestyle brand that reflects a passion for design, innovation and personal expression. Founded in 2006, Elevate burst onto the world stage as the 2010 Vancouver Winter Olympics licensee. Since taking that opportunity to showcase its leading design and universal appeal, Elevate has attained a global presence.

GARY
PLAYER

Black Knight International licenses only high quality products used personally by Gary Player, therefore the Gary Player brand is synonymous with "quality without compromise". The Gary Player customer has come to expect consistently high quality and design.

Slazenger

Slazenger is a leading global sports company with a long and distinguished history. Slazenger's trusted reputation is upheld throughout its collections of sportswear, leisurewear, bags and accessories that provide a winning combination of style, comfort and functionality. Meeting modern demands for quality construction and impressive performance, Slazenger ensures it is always game on!

US BASIC

US Basic is a one-stop-shop for all your favourite basics at great value prices. This established brand offers an incredibly versatile collection of clothing and headwear essentials, with a broad spectrum of styles and sizes shaped to fit men, women and kids of all ages. A wide range of both bright and basic colours means this range of key essentials offers something for everyone.

DISPLAY YOUR BRAND ANYWHERE

Spanning across INDOOR AND OUTDOOR products, it's simply about choosing from over 200 display solutions to suit any environment or requirement.

WHY DISPLAY?

Amrod's display solutions provide the perfect platform to advertise your brand anywhere you choose, allowing you to generate brand awareness and market your products or services to a wide audience with ease. Display products are easy-to-assemble and transport, allowing you to instantly transform any space into a branded space.

Whether you are a newcomer trying to gain much needed brand exposure or a well-established franchise, at Amrod we understand the need to make the most of your marketing budget. With the high quality, reusable nature of Amrod's display products, you can be assured of an excellent return on investment.

When choosing the ideal display solution for your business it's important to consider the environment in which you would like to predominantly use your display. For easy reference, the displays have been classified into the following categories and ranges, based on their recommended application.

INDOOR DISPLAYS

Designed for environments with low exposure to the elements, these displays are portable, lightweight, easy-to-assemble and ideal for promoting your brand in retail outlets, office parks, reception areas, forecourts and at trade shows, conferences or events.

OUTDOOR DISPLAYS

Ideal for outdoor environments these durable displays are equipped to withstand the elements.

The innovative designs will allow you to conveniently assemble, dismantle and store your display for any event.

This range is suitable for brand launches, markets, sporting events, marathons, schools, festivals, golf days and so much more.

All Amrod displays are manufactured to the highest standards with a scientific approach that ensures quality and consistency throughout.



AMROD'S DISPLAY RANGES

The following ranges are available and have been ranked based on their construction, hardware, materials and design features.

★
CHAMPION
RANGE

Whether you are looking for high volumes or cost-effective display solutions - this lightweight, entry level range offers exceptional value without compromising on quality.

★★
LEGEND
RANGE

For increased durability, this range is constructed from slightly heavier weight materials and is impeccably finished for a more upmarket environment.

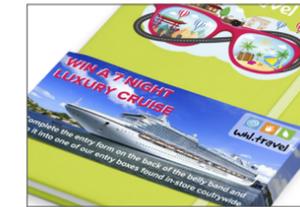
★★★
OVATION
RANGE

This range is defined by its premium quality construction and durability, for those looking for a luxurious, high-end product.





AMROD BRANDS OVER
250 000 PRODUCTS
 ACROSS **20 BRANDING**
PROCESSES DAILY



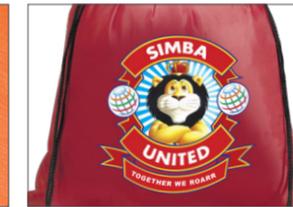
BELLY BANDS



DIGITAL PRINTING ON BOXES



DEBOSSING



DIGITAL PRINTING ON BAGS



DIGITAL PRINTING ON DRINKWARE



DIGITAL PRINTING ON NOTEBOOKS



DIGITAL TRANSFER PRINTING ON APPAREL & CAPS



DIRECT TO PRODUCT PRINTING



DOMED STICKERS



DOMED & DEBOSS COMBINATION BRANDING



EMBROIDERY



HOT FOIL STAMPING



HEAT TRANSFER PRINTING



LASER ENGRAVING



LASER ETCHING ON APPAREL



PAD PRINTING



SCREEN PRINTING



SUBLIMATION PRINTING



SUBLIMATION PRINTING ON LANYARDS



VINYL STICKERS

IN-HOUSE BRANDING

Whilst branding is essential to maximise brand awareness, it's how you brand that takes a great product and transforms it in a way that leaves a lasting impression.

So, whether you prefer to keep it sophisticated with subtle debossing or make it pop with a full-colour, photo-realistic digital print, our diverse collection and inspired branding solutions set you on the path to the most phenomenal branded promotional product in the industry.

WHY CHOOSE US?

Offering a choice of 20 branding techniques and the ability to combine multiple methods and positions on the same item, we're here to ensure a world-class experience when it comes to creating a lasting impression for your brand.

Our deep inventory, industry-leading turnaround times, vast capacity across all departments and an in-depth understanding of the complexity associated with branding, provides you with the convenience of sourcing and branding promotional products under one roof.

POWERING YOUR MARKETING POTENTIAL

Promotional Products Work!

85%

of recipients of
Promotional Products
recall the brand

83%

of recipients are more
likely to do business with
the brand

80%

of recipients research the
brand after receiving a
Promotional Product

Source: Promotional-Products-Association-International (PPAI)
promotionalproductsworld.org and Advertising Specialty Institute (ASI)

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

► SOUTH AFRICAN BRANCHES

1 JOHANNESBURG HEAD OFFICE

Physical Address: Cnr Pretoria Main Road & Beatty Street,
Waterfall Commercial District, Woodmead, Johannesburg, 2090,
South Africa

Tel: +27 11 457 9900

Email: info@amrod.co.za

Web: www.amrod.co.za

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

2 BLOEMFONTEIN

Physical Address: Unit 5, Monument Business Park,
50 Monument Road, Oranjesig, Bloemfontein, 9301, South Africa

Tel: +27 51 140 8880

Email: bloemfontein@amrod.co.za

Web: www.amrod.co.za

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

3 CAPE TOWN

Physical Address: 28 Marine Dr, Paarden Eiland,
Cape Town, 7405, South Africa

Tel: +27 21 927 5300

Email: capetown@amrod.co.za

Web: www.amrod.co.za

GPS co-ordinates: -25°44'37.5"S 28°16'35.8"E

4 DURBAN

Physical Address: Unit 2, Thynk Retail Park,
23 Riverhorse Road, Riverhorse Valley Estate,
Durban, 4001, South Africa

Tel: +27 31 534 6760

Email: durban@amrod.co.za

Web: www.amrod.co.za

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

5 PORT ELIZABETH

Physical Address: No. 1 Fairview Industrial Park, 3 Leadwood
Avenue, Fairview, Port Elizabeth, 6065, South Africa

Tel: +27 41 030 7000

Email: pe@amrod.co.za

Web: www.amrod.co.za

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

6 PRETORIA

Physical Address: Unit 22, Scientia Techno Park, 2 Meiring Naude
Road, Lynnwood Manor, Pretoria, 0084, South Africa

Tel: +27 10 140 3041/46

Email: info@amrod.co.za

Web: www.amrod.co.za

GPS co-ordinates: 25°44'38.1"S 28°16'35.8"E

► AFRICAN BRANCHES

7 WINDHOEK, NAMIBIA

Physical Address: 7907 Reger Street,
Southern Industrial Area, Windhoek, Namibia

Tel: +264 85 201 4591/2

Email: namibia@amrod.co.za

Web: www.amrod.co.za

GPS co-ordinates: -22°34'29.8" +17°04'31.1"E



8 GABARONE, BOTSWANA

Physical Address: Plot 22127, Nyamambisi Road,
Gaborone West Industrial Site, Gaborone, Botswana

Tel: +267 311 0549

Email: botswana@amrod.co.za

Web: www.amrod.co.bw

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

9 NAIROBI, KENYA

Physical Address: Rhapta Heights,
Cnr St Michaels & Rhapta Road,
Westlands, Nairobi, Kenya

Tel: +254 716 914445

Email: kenya@amrod.co.ke

Web: www.amrod.co.ke

GPS co-ordinates: -1.263284 +36.783716

10 LUSAKA, ZAMBIA

Physical Address: 2337 Kabelenga Road,
Oakhill Business Park, Lusaka, Zambia

Tel: +260 21 122 1026 | +260 21 122 1096

Email: zambia@amrod.co.zm

Web: www.amrod.co.zm

GPS co-ordinates: -15°24'40.7"S +28°17'09.4"E

11 LAGOS, NIGERIA

Physical Address: Eleganza Biro Plaza,
634 Akin Adesola Victoria Island, Lagos Nigeria

Tel: +234 163 254 86

Email: nigeria@amrod.ng

Web: www.amrod.ng

GPS co-ordinates: 6.4359° N, 3.4246° E

AMROD'S UNIQUE OFFERING IN AFRICA

Over the past two decades Amrod has played a major role in the growth of Promotional Products in South Africa, which has now become a mainstream and sought-after marketing platform for brand owners. The large variety of products which are readily available and can be branded within short lead times has fueled the demand for those who have come to rely on branded apparel and products to grow their businesses. The depth of stock at Amrod means that large campaigns can be planned, executed and delivered in a very short space of time, which is a powerful tool for brands to be responsive to their customers' needs and demands. As a strictly trade-only supplier, it is the thousands of resellers who depend on the reliability, consistency and quality of the Amrod Total-Solution to deliver excellent service to their customers.

Amrod have pioneered the creation of a unique model for the supply and delivery of products throughout the African continent. This model is now available in Botswana, Namibia, Zambia, Kenya and Nigeria and includes the following:

SHOWROOM

In each country Amrod has built a state-of-the-art showroom that has been designed to showcase the full range of products on offer. There are also facilities provided for resellers to host and present to their clients, within a comfortable environment with readily accessible products on hand.

CENTRALIZED PRODUCTION AND WAREHOUSE

The warehousing and branding of stock takes place at Amrod's world-class facility in Johannesburg. It is here that a team of over 1 300 highly skilled employees pick, pack and brand thousands of products a day for the purpose of distributing throughout Africa. This facility ensures the highest standard of quality and efficiency through the Amrod Africa network.



AMROD SHOWROOM IN KENYA, NAIROBI



AMROD SHOWROOM ZAMBIA, LUSAKA

LOCAL CURRENCY LANDED PRICES

The Amrod Total-Solution has been applied to the model in Africa which means that products are supplied in local currency, at a fully landed price. Resellers can therefore quote and sell with confidence knowing that the complete cost prices of their goods include all the relevant duties, transport and branding.

Amrod is the importer of reference and handles all the logistics and duties associated with importing the items.

LOCAL CURRENCY WEBSITES

A separate website for each country is available for resellers to utilize. This website contains live stock quantities as well as fully landed local currency pricing. The Amrod online offering is very comprehensive and allows resellers the ability to place orders, upload artwork, approve job cards, in addition to several other features that allow resellers to focus their time and energy on the business of selling.

UNPARALLELED TURNAROUND TIMES

Key to the Amrod branding offering are the industry-leading turnaround times, which have set the standard over the past decade. These lead times are now available through the Amrod branch network in Africa which allows for endless possibilities for brand owners looking for superior turnaround times on their campaigns. All completed orders are sent via airfreight to the Amrod branch and made available for collection. Gone are the days of waiting weeks for Promotional Products. Completed branded orders are now available within a few days, taking into consideration the required transport timeframes.

LOCAL COLLECTIONS

Amrod is the importer of reference and handles all the logistics and duties associated with importing the items. Through strategic partnerships with leading courier companies, Amrod strives to deliver the fastest service possible. All orders are consolidated and made ready for collection from the relevant Amrod Collection Hub, situated together with the showroom in each region.

LOCAL SALES TEAMS AND KNOW HOW

Amrod has not only invested in local infrastructure, but also has a local team of committed and passionate people who are well trained experts in the Promotional Products industry and are available to provide support, service and advice to resellers and end users alike.

TRADE-ONLY

Amrod remains a strictly trade-only supplier, which means Amrod will only sell to registered and authorized resellers who have met the necessary criteria to operate as a Promotional Product reseller.



