



I am Amrod

APRIL 2021

When thinking about how best to tell the story of the past 21 years at Amrod, it became very apparent that the real story of Amrod is the story of its people - Team Amrod

“ Amrod is a globally recognised Promotional Products Supplier and proudly South African success story. The Amrod Total-Solution is now utilised by over 7000 active resellers in six countries across the African continent.

This growth has been fuelled by a culture of deep values, integrity and an insatiable drive to constantly improve. The Amrod you see today is the achievement of the numerous individual journeys of those who call Amrod home.

These pages are filled with inspirational stories of individuals whose example should inspire us all to wake up each day looking to improve and grow.

The title of this book honours every person who has contributed to this remarkable 21-year journey and who can each proudly proclaim that indeed, I am Amrod. ”

I am Amrod



In mid-March 2020, this book was about to head to the printer to commemorate Amrod’s upcoming 20th Birthday on the 1st of April. We heard about this virus coming out of China but did not imagine that within a few days, our lives would all be turned upside down. It’s now 12 months since our President first mentioned a full lockdown and the forced closure of Amrod for the entire month of April 2020. We had hoped to celebrate 20 successful years in this industry with our team, but instead we were all forced to stay at home and take precautions.

“ Instead of being a year to celebrate, 2020 turned into a nightmare for everyone, including Amrod. Without any warning, the global Promotional Products Industry was affected negatively as a result of COVID-19. For the first time in Amrod’s history, nobody wanted to buy our products, our branding machines sat idle and the fear was immense.

At the time of writing this, nobody knows when this COVID-19 nightmare will be over, however Amrod is gaining momentum once more and we are hopeful that the industry will kickstart imminently and our teams will be put under the daily pressure we enjoy to complete our customer’s orders.

The stories in this book are emotional yet uplifting. The sacrifices that these 20 people have made in their lives to grow themselves and improve the lives of their families are heart-warming and real. These ambitious team members have not been given anything for free. They have worked hard, against all odds, to grow themselves, to learn, to share, to lead... there are very few examples in life of achieving success without hard work, sweat, dedication and focus and these people did it the hard way. We are so proud of them and the many, many others who have similar stories to tell.

The story of Amrod is the story of our people, and this book is a unique opportunity for us to share their remarkable journeys and be inspired by their achievements. For us, there could be no greater celebration of our 21st Birthday.

The stories say a lot about the culture we have tried to instil at Amrod. There are no egos at Amrod. We believe in teamwork and getting our hands dirty to ensure that our customers are happy.

21 years ago, when Amrod was founded, we could not have imagined that Amrod would be in the position it is today in the Promotional Products Industry, not just in South Africa, but throughout the world.

We’re proud to be a large employer but our proudest moments are when we read these stories and realise the impact that Amrod has had on our team member’s lives, in many cases, lifting them out of poverty, making their families proud and turning them into leaders. Amrod is an industry leader, not by chance, but as a direct result of the team members we have. We encourage you to continue to push yourselves to always grow, to always do better, to keep dreaming big. That’s the recipe for success.

We’re humbled to work with you all and that’s what keeps us motivated and excited to continue innovating.

Happy 21st Birthday to Amrod! ”

Amit and Nimrod

I am Amrod



Abigail started as a Sales Administrator five years ago but after less than a year at Amrod she was ready to give up. She was making lots of mistakes and felt overwhelmed by the work.

A heart to heart with her Manager Vanishree changed everything.

“ I come from Soweto and growing up in the township in poverty was hard. I matriculated at 16 but for two years I couldn't find work because I was too young. Eventually I was accepted to do a Banking SETA Learnership and after a year I landed a job at FNB.

I was there for two years when one day I had a stroke. I was in speech therapy for 18 months learning to talk again and of course they had to let me go. Those years were difficult, and I had another stroke at age 27. By the time I started working at Amrod, our family was really in a difficult financial situation because my father was not well. I had all this pressure on me to earn a salary and put food on the table and I could only see the job as a pay cheque.

I made careless mistakes and I had a bad attitude because I was depressed. Vanishree called me into her office one day after some warnings. She explained to me that a job can't only be about a pay cheque. You spend most of your hours in the office, so you may as well use it as a place to grow yourself. I went home that day and couldn't stop thinking about what she said. A light went on in my mind and I changed my whole attitude. I started paying close attention to my work and making notes on how to do things better. After doing many sit-ins for Key Account Managers I applied for a promotion but it was declined.

Three years ago my father passed away. That morning I didn't want to come to work but he reminded me of my promise that I would stick to this job and not do anything to risk losing it. I had a bad feeling about leaving him so I stayed an extra two hours before I finally said goodbye and I was late for training. Later that morning I got the message. Soon after that I was encouraged to apply again for a position as Key Account Manager and that time I was successful. In 2020, Amrod moved the majority of its clients online and I am currently a Sales Hub Account Manager. My father always believed in me, that I would go far and I know that wherever he is, he can see that I didn't let him down. My mother now lives with me, my wonderful husband and my 12-year year old son in a proper house. I think he would be so proud of what I have achieved because of Amrod. ”

Abigail Tshabalala (35)

I am Amrod

Ayanda finished school with outstanding marks and was all set to study Engineering when her university funding fell through. She remembered her High School principal's words, "Your present situation is not your final destination, the best is yet to come", and with that in mind she started working part-time. Then one day, Ayanda and a friend attended an event promoting accounting and she decided to pursue a career in that field. Seven years later, she qualified as a Chartered Accountant and is now one of the key members of Amrod's Finance Department.

“ Before working at Amrod, I was a Financial Manager at a big listed company, but although I would pass the Managing Director in the hall, we never once spoke to each other. Amrod has a completely different culture. The Directors have an open-door policy and go out of their way to make you feel at home.

It's been fascinating and challenging to understand how this complex company works. I'm particularly drawn to learning more about the operational side of things. 2020 was a difficult year with lots of challenges and COVID-19 has definitely impacted the industry, but we see lots of growth potential and are inspired by our Directors positivity.

I feel privileged to be part of a company
where I have potential to grow.

I am learning so much from Wayne, our Financial Director and my fellow colleagues. As a wife and a mother to two little girls aged four and seven, I know I need to find a better work-life balance, especially dealing with the hectic deadlines that come with my job. But I know that all I need to do is reach out to my colleagues if I need help, and they will do everything they can to assist. That's Amrod. ”

Ayanda Nyakale CA(SA) (32)

I am Amrod





Caroline works as a Production Master Scheduler which is her fourth promotion since starting as a Casual Packer in 2007. Her job allows her to support her family in rural Limpopo as well as to ensure that her daughter has a future as bright as her smile.

“ I come from a difficult background. I grew up in rural Limpopo and I never dreamed I would come this far in my life. My mother doesn't see well and receives a disability grant and my father passed away leaving six children with no income. After school I moved to Daveyton and looked for work for two years with no success.

Then my cousin phoned and said “Come to Linbro Park. There are casual jobs.” I moved to Johannesburg and I used to stand outside the office park hoping they would choose me. After a few days, I was chosen by Mr Aaron to be a Casual Packer. I was so happy and I worked very hard. That's the day my life changed.

The next year they gave me a permanent job. Then I was promoted to Packing Team Leader and later, Ad-hoc Assistant Supervisor. In 2015 I was promoted to Senior Planner. 2018 was a wonderful year because I received my 10-year service award and I was Planning Employee of the Year, as well as Overall Employee of the Year.

My family is so proud of me.

It's because of their blessings that I have been getting these promotions. But I also believe in myself. I know with hard work in this company you can go very far. At the end of 2019 I was very sick for three months. I was too sick to look after my six-year old daughter and I had to send her home. Amrod stood by me. Careways helped me and now I am healthy again. In 2021 I will bring my daughter back and I will send her to private school. Her future is bright because of Amrod. ”

Caroline Tladi (37)

I am Amrod



Cedrick remembers the day he got his job at Amrod in 2008. It was a Wednesday, and he bought the Star Newspaper during his lunch break. He sent off his CV and got the call to come for an interview soon after.

His shift ended that day at 14:00pm and by 15:00pm he was at Amrod where his life would change forever. In 2012, after four years as a Collections Clerk at Amrod, he left to try out as a Supervisor at another company, but after six months, he knew nothing could replace his Amrod family. He asked Nimrod to let him come back and a few years later he was promoted to Fleet and Logistics Supervisor.

“ My last day in 2012, I remember working till 18:00pm. Just because I was leaving the company didn't mean I was going to let them down. Nimrod knew I was a hard worker and when I called him up to say I had made a mistake he said, “sure you can come back”.



I promised not to let him down and when I was awarded Overall Employee of the Year in 2017, he said to me, “you kept your word Cedrick.”

I feel proud when people in my team receive awards. My Manager Jayson says, “It's because you coached them well!”. I give 100% and I lead by example. I'm used to hard work because growing up in Limpopo we had to walk 20km with a wheelbarrow to get water in the mountains. So I'm at work around 07:00am and I leave around 18:00pm and if someone doesn't arrive at work, I do their job. I don't regard myself above my team members.

In 2020 I did a Learnership in Warehouse Management. The company chose me to do the course and I love learning new things. I hope to keep growing and one day become a Manager, as long as it's at Amrod. It's where I belong.”

Cedrick Malesa (42)

I am Amrod

Christopher works as a Master Scheduler / Senior Planner at Amrod but started off as a Packer in 2013. In his first week at the company he applied for the job of Senior Planner which he saw advertised on the job board. Instead of being laughed at or ignored, he was told that with hard work and ambition he could go far, but first, he had much to learn.

“ I was studying Traffic Management at the Metro Police when I faxed my CV to Amrod in 2013. I was hired as a Packer but from my first week here I knew I wanted to be a Planner and I applied for the job straight away. I don't limit myself, I go the extra mile. I could see that working at Amrod was not going to be just a job, it was going to be a career. They told me I must be patient and I must learn more. After three months I became a Stock Controller, then a Team Leader. After one year I was promoted to Assistant Packing Supervisor and then Assistant Planner.

Today I am a Master Scheduler, also known as a Senior Planner. Amrod recognises hard work. I plan what jobs need to be done in the day and which ones in the night-shift, I even worked night-shift for four months to see what it's like so I could understand it better. I also changed my studies to Supply Chain Management at Damelin so that I can continue growing myself and gaining skills - it makes me happy.

I met my wife at Amrod in 2015 and soon after we had a traditional wedding which we celebrated with our family and friends.

At Amrod, we are more than
a team, we are a family.



I won't eat if they can't. If they don't have money for transport, we all help. I love it when people ask me for help or to train them, it means I've got something to give. ”

Christopher Machaba (30)

I am Amrod



Claire is the Head Designer in Amrod's Marketing Department. She has been working with Amrod since its inception in 2000 and has watched the company grow from a handful of employees to what it is today. Claire has worked on all of Amrod's catalogues for the last 20 years.

“ I've always loved being a Designer and when I met Nimrod and Amit, I started doing some freelance work on the side for them. At the time, Amrod was selling cell phone covers. Our first “catalogue” was a double-sided A4 page showing the covers. The photographs were taken with staff members' cell phones and some of them were so bad, you couldn't actually see what we were trying to sell.

For four years, while working for a couple of advertising agencies, I freelanced for Amrod on the side, until eventually Amrod became too big to simply be a freelance client. Nimrod and Craig gave me the confidence to start my own design company in 2004, which I did. I ran the company for 10 years where Amrod was one of my biggest clients. Eventually it became apparent that Amrod needed their own in-house Marketing Department and I came to work for Amrod in 2014.

What a long way Amrod has come. Today we have our own photography studio with people like Kaminee who make everything look amazing, retouchers that can “fix” anything and an entire Marketing Department who excel at making everything look the best that it possibly can. We now produce over 1000 printed pages a year.

I love learning. I enjoy a challenge and am passionate about finding solutions, collaborating with the team and helping solve problems. One of the many things that I love about this company, is that it continuously evolves, finds better ways of doing things and adapts to meet demands. Systems are always being scrutinised and people are always being trained to learn more and help them reach their goals, whether they be personal or professional.

A few years ago, Gabi introduced us to new software that completely revolutionised the way we create our catalogues. It was a few very intense months of learning but I loved every minute of it. Producing the two catalogues each year was always very stressful and required a lot of overtime at the office, but now, with the process being so well refined, it's much more manageable and makes the process a pleasure.

I love what I do and I especially love the team I'm doing it with.

They are an amazing group of people who feel more like family than co-workers. I feel privileged to be part of Amrod's journey and am inspired every day by the Directors who are so passionate about this company. They genuinely care about each and every staff member. They have an open-door policy and will always make time to listen.

Amrod has been a huge part of my life for so long. I am really proud to have been a part of building the Amrod brand and am excited to see what the next 20 years holds! ”

Claire Hutley (47)

I am Amrod





Cleo was doing a BA in Child Psychology when her father suddenly passed away. She urgently needed to get a job to pay for her studies and she found she loved working in reception, which is where she worked in various companies until she joined Amrod in 2019.

“ I love reception because I love people, and I love talking! But Amrod’s reception took things to another level. Some days we were answering over 800 calls! I really enjoyed learning the new board and the new system and I was crazy busy. In reception you have to know a lot and you can’t be stagnant.

**You need to be a magnet for info and learn on the job.
I love being challenged.**

I realised this after my father passed away and I was working all day and studying all night. I realised I actually love the experience of being pushed to do more than you think you can.

We can’t always get everything right but we can always show how much we care. I also love making up birthday gifts. With around 1000 staff members at Amrod, there are always birthdays to be acknowledged. That’s how I keep meeting new people. Everyone gathers around, we sing, there’s cake and I present a gift. I always need to have a smile on my face, no matter my personal issues and I’m good at that.

But last year my four-year-old daughter got burnt at school and had to be in hospital for a few days. My Manager, Michelle told me to go straight home and take all the time I needed before I come back. That meant a lot to me. She’s all better now and I’ve got my smile back! ”

Cleo Mangele (33)

I am Amrod



Edwin was studying Electrical Engineering when his life changed forever. When family circumstances forced him to become the breadwinner, he rose to the occasion with a positive mindset and determination to succeed.

“ I believe in education and I love working hard. All my mentors in life drilled me to work hard and not to be afraid to fail, as long as I’m learning.

If I make a mistake, I’m the first one to report it and I want to learn how to fix it myself so I don’t do it again. Amrod has given me many opportunities to learn, from the first day when I started as a Packer. I’ve worked in many positions, like Tunnel Minder and Machine Operator on about five different machines.

When Amrod bought a new machine, I was the first one in the company to work on that machine and in the beginning I was working late because we didn’t have a night-shift. Today, I train people to work on those machines and we now have three of them.

Amrod has invested a lot of training in me,
and that feels great.

I love working with my hands but I also love training people. I want to help them like my Manager, Lee helped me. I’m not selfish, I want everyone to succeed. ”

Edwin Matshipi (31)

I am Amrod

Ernest has been with Amrod for 22 years - two years before it was established as Amrod Corporate. One of 12 children, he worked as a Security Guard and was living in a shack in Alexandra, but then he was offered the opportunity of a lifetime...

“ I was the Security Guard where Amit used to live and he was always so friendly to me, asking how I was and if I wanted something to eat. Then one day he said, “Ernie, I’m starting a small business, do you want to come work for me?” I said yes because I was confident he would not let me down. We started with selling cell phone accessories. I worked in the storeroom and helped with sales.

Over the years I have worked in many positions in the company, in stores, overflow warehouse and for the last two years in online deliveries, dispatching over 100 orders per day.

There are many opportunities to grow at Amrod which I think is a rare thing in South Africa.

At Amrod, the sky is the limit. Now, I own a car and have a house in Centurion. Amrod lifted me out of poverty. In 2019, at 45, I completed my matric certificate. Amit always encouraged me by asking how my studies were going. I’m so glad I met this man, otherwise, where would I be? ”

Ernest Ndiweni (47)

I am Amrod





Floyd is one of the Production Department Heads at Amrod. Even with around 1000 people working in Production, Floyd believes he knows 98% of them, and he probably does, spending close to ten hours a day with many of them for the last ten years, but he also prides himself on getting to know people and to be the best leader he can.

After school Floyd studied photography and then got into the Promotional Products Industry (a promo house, a clothing company and then a branding company). Then he heard the legend of Amrod - of three young men who had started a business from scratch and flipped the industry on its head. He was incredibly inspired and felt destiny calling him to be a part of their vision.

“ My first job here was ten years ago, taking customers on branding tours of the facilities, then I became Showroom Co-ordinator, then Senior Showroom Co-ordinator and then I applied for my current position. I feel extremely privileged to be working for the best company in the Promotional Products Industry - ultimately, all roads lead to Amrod and I am here making a difference.

It means the world to me as a Manager and as a person, to know that Amrod trusts me to do my job and that I have the opportunity to influence people in a positive way.



Amrod has invested a lot of training in me and this has inspired me to make Amrod my career and live up to their trust and invest in them as much as they have invested in me. I share the same passion as the Directors for this company, to become the world's best Promotional Products Supplier and my values, goals and objectives are all aligned with theirs.

I look for this kind of attitude in my team members, because it's not only about working hard, it's about caring, about doing things in the best way possible for the staff and the company. I'm extremely proud to wear my Amrod t-shirt every day. ”

Floyd Naidoo (33)

I am Amrod

Jamaine always wanted to buy a car. In 2018, after a year at Amrod, his dream came true. Now, he's working on his next dream, marrying his beautiful fiancée.

“ In 2016, I was a Casual Worker hired by a company helping Amrod with their move from Linbro Park. The people at Amrod noticed my work ethic and offered me a job as a Collections Clerk. In 2018, I applied for a job in the Call Centre.

I got the promotion and that's when I decided it was time to buy my first car. It was a huge step for me and something that was a goal since I left high school. I bought a Renault which I love. I attended a course twice a week to become a Life Coach and I also applied for a new position at the company, for which I fasted for a month and prayed that I would get it.

My priorities in life are my two kids. I put them first, because from the moment my daughter was born, my life was not just about me. I think I learnt this from my mother who raised us single-handedly.

As you go through life, many people give up on the dreams they had when they were young. But at this company, I don't have to give up on my dreams.

I know I can go far at Amrod and
achieve anything I set my mind to.

My next goal is to get a passport and see more of the world. ”

Jamaine Jacobs (30)

I am Amrod





Jayson lives and breathes Amrod from the moment he wakes up in the morning. He continues to challenge himself to be the best version of himself. He often works until well after 01:00am (with his routine evening visit to the gym). He also likes to challenge the 1000+ employees in his department to always be the best version of themselves. Operations Manager for Warehouse and Production is the latest hat he has been asked to wear at Amrod by his mentor, friend and Director, Nimrod Barlev.

“ I did a BCom in Accounts and Finance, and I honestly knew nothing about running a warehouse or production facility when Nimrod asked me to try and fix things up. He said to me, “Come on, how hard can it be? Just apply your mind.” That’s easy to say when you have a mind like Nimrod, who is the sharpest guy I have ever met. But coming from the person I probably respect most in the world, I took up the challenge.

I started at Amrod almost 16 years ago as a Sales Representative. I then moved into the sales team as an Account Manager and I was promoted to the only Platinum Account Manager (at that time). About two years later, I was promoted to Assistant Sales Manager and worked side by side with Omer. Even though we had totally different management styles, we complemented each other perfectly. I learned so much from Omer and still practice a number of these lessons to this day. I look up to her and respect her so much. She was my first mentor here at Amrod, and to this day she is like a sister to me.

The company grew rapidly and Nimrod asked me to help solve some production issues we were experiencing. I was afraid to say yes, because if it didn’t work out, I knew there was nowhere to go back to! But Nimrod said his famous line, “How hard can it be? Just apply your mind.” I decided to take this major opportunity, and quickly realised that we were missing deadlines due to the communication gap between Sales and Production. I set up a Planning and Scheduling Department and it made a massive difference to Production, to Sales and most importantly to our clients. Then Nimrod asked me to look at productivity. I introduced a team of Data Capturers (who worked off a template and formula I set up), who then used the manual timesheets to measure what the staff and each department were producing in each shift.

In some departments, productivity trebled. Next on my plate: Nimrod asked me to sort out the Warehouse. This was a huge challenge in our old premises as we operated out of three separate buildings. When we moved into our current Woodmead facility, it was amazing to work with expert consultants who helped us create the perfect warehousing infrastructure and workflows we required in order to work optimally.

We are not perfect by any stretch of the imagination, but we are getting better all the time. In April 2019, I was promoted to Operations Manager, overseeing not only the Warehouse, but Production too. This was a daunting challenge, but one I really embraced and grabbed with both hands. I am forever grateful to Nimrod, Amit and Gabi for having such belief in me. My goal is to make Operations ie: Warehouse and Production the two best Departments at Amrod. I know we still have a long way to go in Production, but we are on the right track.

I was always encouraged to get out of my comfort zone. Nothing grows in your comfort zone but when you stretch yourself and get uncomfortable, you start to grow and then all things around you grow too. I also live by the phrase “if you think you can you are right, and if you think you can’t you are also right”. This is the kind of message I always tell my team. I encourage them to be ambitious, to push themselves, and to put their hand up when opportunities arise. Their hard work does not go unnoticed.

I love Amrod with all my heart
and soul, it runs through my
veins, it’s my home.

“You do not need to be great to start, but in order to be great, you need to start” so take massive and immediate action! ”

Jayson Friedman (43)

I am Amrod





In the 11 years Jeffrey has worked for Amrod, he has built his mother a house in Limpopo, helped his sister with Electrical Engineering course fees and rent and bought his nieces and nephews Christmas clothes every year.



He is a soft-spoken man with a strong commitment to his family and to helping his coworkers rise and shine like he has.

“ I grew up in Limpopo and originally wanted to study to be a Social Worker but I didn't have enough points so I studied for a Mechanical Engineering Diploma.

I found work at Amrod as a Casual Packer and was determined to succeed. I decided not to limit myself and to turn this job into a career. Anything that the other packers said was too difficult I said “give it to me, I will figure it out.” My Supervisors saw my hard work and I became Night-Shift Packing Team Leader.

I was nominated Overall Employee of the Year and Production Employee of the Year in 2011 and 2018. When my Supervisor went on leave, I said “don't worry to find a replacement, I will ensure everything runs smoothly”. I always watched my Supervisors carefully, to learn as much as possible. In 2012 I became Assistant Supervisor and in 2013 Receiving Supervisor. I manage four floors and am in touch with everything that goes on, but I know I'm doing a good job when I see people being promoted. I don't want to see the same person in the same job for a long time, I want to see them grow like I did. ”

Jeffrey Ramogale (33)

I am Amrod

Jenade started at Amrod in April 2017, new to Johannesburg and a single mom to a three-month-old baby girl. Determined to provide the best life for Tyleeq, she has worked hard and reaped the rewards, with four promotions in four years.

“ When Tyleeq was two weeks old, I looked into her eyes and promised her that I would do everything in my power to make sure she never suffers the type of childhood I had. My father was an abusive alcoholic and his drinking destroyed our lives. We slept with shoes on in case we had to run for safety when he came home at night in a terrible rage. He tried to kill us many times.

The first time was when I was seven and he tried to stab me in the back. He died when I was 14 and my mother died when I was in matric. I lived on my own, then with my granny, then my aunt, then my friend, all in one year. Later I moved in with my boyfriend and when I fell pregnant he told me to get an abortion. I couldn't go through with it and when Tyleeq was born I realised I needed to take charge of my life and stop looking back or blaming things on my past. I moved up to Johannesburg and got a job at Amrod, working in Reception.

Two months later I applied for the position of Production Admin Clerk and I got it. Eight months later, I was going to move into Data Capturing in the Sales Department but I chose not to accept the position because I was encouraged to be patient and stay in Production. Then I applied for the job of Assistant Planner and got it. Within the next two years, i was promoted from Supervisor to Production Planning Manager.

In September 2019 I became Planning Supervisor. Within three years at Amrod, I have got my own place close to work, my own car, and a great play school for Tyleeq five minutes away.



For the first time in my life,
**I'm optimistic
about the future.**”

Jenade King (27)

I am Amrod





Joyce started as a Cleaner at Amrod in 2004 and today works as an Admin Clerk - the only woman in a team of 14. When her husband was killed in an accident seven years ago, it was her Amrod family, particularly her Supervisor Aaron Chiwaye, who came to her rescue.

“ My first job was as a Cleaner and then I became a Filing Clerk. In 2011 I moved into Production working on Job Cards. On June 27, 2013, my husband passed away, leaving me with four children. The youngest at the time were my six-year old twin boys. I was in a terrible state and didn't know how I was going to cope. I told my Supervisor Aaron that I needed to resign.

He encouraged me not to and said, “Take your time”. I made a lot of mistakes because I had so much on my mind, but Aaron was kind and patient. After some time, I was promoted to Admin Clerk.

Now, when I make mistakes Aaron speaks to me, but I don't mind because he also helps me learn from them. I want to continue growing at Amrod and I joke with Aaron, “When are you resigning so I can become Supervisor?” I would never want to move to another department because these guys are like family to me. They respect me, they help me and they are good guys.

| When I'm at work, I feel free.

Because Amrod helped me through that hard time, today I can educate my children. My daughter is studying through UNISA and my son moved to Pretoria to study. My 15-year old twins are my “handbags”. I call them my kings, my commanders. With this company I survived. ”

Joyce Kone (50)

I am Amrod

Hellen feared the worst when the company she worked for (Wizard) merged with Amrod in 2019. New systems, new people, new culture; she knew things would never be the same. She was right - they were better than she dreamed possible. She received a red-carpet welcome and a VIP ticket to a company with well-thought-out systems and a warm and welcoming culture. And while initially her job stayed the same, it changed her for the better. Here's why:

“ I came into this huge place, not knowing a soul and I expected to be thrown into the deep end. For months before the move, when our team of 24 were first told we were joining Amrod, I constantly felt anxious. I was worried I wouldn't know what to do, and that I would have to start all over again, at the bottom, even though I have worked in this industry since I was 19. My very first day, I felt all that fear melt away. I have never received so many hugs in my life! Everyone was friendly, everyone asked me what they could do to help and the training was amazing.

I felt excited to learn all the new systems and nothing was too much trouble for my colleagues to explain. In my first year at Amrod, our team became my family and my support system. I am currently the Sales Hub Manager and oversee a team of eight highly skilled and talented Account Managers.

We work closely as a unit and teamwork makes the dream work!



This company cares about its people,
and you see this from the top down.

When I went through a crisis with my 15-year-old daughter, the company supported me through Careways. I got free counselling and all the help I needed. It's a very long drive into work, I drop my children at school around ten past six every morning and drive nearly an hour through horrendous traffic. But honestly, it's worth it. I am a different human being to what I was when I started here and that's thanks to Amrod. ”

Hellen Niemand (39)

I am Amrod





Kaminee started at Amrod in 2007 as a Layout Artist and has also worked as a Production Planner, Embroidery Supervisor and for the last five years Marketing Coordinator. She originally started studying a BSc Software Engineering – pressured by her family, though her dream was to own a beauty salon. Studying part-time while working at Amrod, she completed a Beauty Specialist Diploma, in 2017 she left Amrod to pursue a ‘dream’ job at an International Skincare Brand.

“ I grew up in Tongaat a small town in KwaZulu Natal. My father had only completed Grade 8, he worked as a Bricklayer. My mother left school when she was 12 to take care of her younger siblings. Being a third generation South African Indian, I come from a rather old-fashioned Indian family, my parents had an arranged marriage and mum didn't work but took care of the home and children. I was still in Primary School when my dad became ill and was no longer able to work. My two older siblings moved to Johannesburg to work and earn money to help support our family, we had to live apart, but they paid for all my High School expenses. Nobody in my immediate family went to University so when I finished matric with multiple distinctions, I was pressured into studying something academic.

At 18 I moved to Johannesburg to live with my siblings while studying, when it became too difficult financially, I had to quit. I then worked at a digital printing shop where I gained experience in design programs and that's how I later got into Amrod as a Layout Artist. While working at Amrod I attended Beauty School. In 2017 I got an amazing opportunity to work for an International Skincare Brand, “on paper”, the job was everything I could have wished for, but in reality, the culture was nothing like Amrod - where my team was like family.

On my last day at Amrod, Amit, Craig and Nimrod all told me: “If things don't work out, you always have a place at Amrod”, that meant a lot to me especially coming from someone like Nimrod, who does not just say things. I always felt valued at Amrod.

So after just four months, I nervously called Craig, they hadn't yet filled my position and they were happy to have me back.

Working in photography is probably one of the most exciting positions in the whole company, I'm one of the first people to see our new products, I also get to work closely with some of South Africa's top models, but mostly I enjoy expressing my creativity in the styled product shoots. I love spending every day in a diverse company with people from all walks of life, where different colours and cultures work so harmoniously together.

I really admire our Directors for being so humble even after everything they have achieved. Amit always takes the time to stop and ask how we are and will remember something you told him a year later, he shows a genuine interest.

Amrod is family.
Amrod is home.
There's no place like home. ”

Kaminee Naidoo (37)

I am Amrod

Michelle grew up in the small town of Brits in the North West, she was a strong, independent person trapped in the body of an introvert. Her dreams of being a leader and succeeding in life were held back because she was very shy and didn't have the confidence to step up and step forward.

“ I applied for the position at Amrod on a whim. I moved to Johannesburg with literally my bed, a bar fridge and my clothes.

From the first day that I was here, I knew I was home.

With the support and guidance I received from Omer, along with the learning opportunities I was exposed to, and knowing that I was always backed by the support and care of everyone that I worked with at Amrod, I had the opportunity to grow.

I have always been someone who likes to help people, Customer Care is the absolute perfect position for me as I get the opportunity to problem solve, be creative, meet new people and fix things to make people happy. In my 13 years with Amrod I have fallen in love, bought a house, got married and I have had two amazing children. Through all of this, Amrod has been my anchor. The one constant in an ever-changing world.

Even though things at Amrod are always changing, the foundation of integrity, hard work, growth and gratitude remains constant.

I work with an amazing team of people, in an amazing company that has given me the support, strength and confidence to be better than I would ever have been on my own. There is still a long way to go and a lot to learn, watch this space. ”

Michelle Lawson (38)

I am Amrod





Mohau is a Dispatch Supervisor who has been at Amrod for 11 years. When he quit his Paramedic Course just a few months after finishing matric, his mother was furious. But now that he has replaced her tin walls with face-brick, and her corrugated iron roof with tiles, she realises he made the right career decision.

“ When I arrived at Amrod for my interview, they told me that the position I applied for was no longer available. They said that there was a lower position - as Warehouse Picker. I decided to go for it.

Lucky was my Supervisor and after two weeks he said to me, “No I can’t waste a resource like you.” I then became a Picker Checker and then a Shelf Controller. The next thing I became Assistant Supervisor. I’ve worked in four different departments: Mezz, Rework Night-Shift and Dispatch. I love learning new things and I bring a good attitude to work. I care about doing things right, straight from the word go.

My Manager, Jayson asks me what my secret muthi is, and why people call me Chief and come to me for advice. I believe my secret muthi is how I was raised by my Gogo. She was my coach and my mentor, and we used to sit for hours talking about life. She made me promise to never touch cigarettes or alcohol and to put God first and I will never break my promise. After school, I was studying to be a Paramedic, but I quit. It was too traumatising to deal with accidents and death. My mother was furious. She always used to remind me of how much money she lost. But now that I have helped pay for my brother to study and helped build her a house, she knows I made the right decision.

**I will continue to grow at Amrod and
make my family proud.**

Especially my Gogo, my wife and my three children. ”

Mohau Phaho (38)

I am Amrod

On March 3rd, Nukiwe celebrated 13 years at Amrod. Originally from Zambia, she moved to South Africa at a young age. She is now a Sales Support Manager in charge of Training, Layouts, Investigations and General Administration functions within the Sales Department.

“ My father is a CA and always wanted me to pursue an academic qualification before getting into full time employment. After cancelling my Visa application to Australia, where I was accepted to pursue a Medical Degree, I decided to come to South Africa instead to study Law, which at the time I felt was more suitable to my inclination and personality. About a year into it, I realized that too wasn't for me.

In June 2020, I completed my first BCom Degree in Financial Management. I have been very fortunate to have a career here at Amrod that has carried me in a direction well-suited to my passion and drive. I do hope to get my Masters by age 40. A Doctorate is definitely not off the table and my father is proud of the direction I took, especially when he got to see where I work and what I do. Here in South Africa, I met and married my husband and in November 2018, I became a mother to the most gorgeous little girl in the world! My family find it very reassuring to see that I have such an amazing support structure even though I am so far from Zambia. The work is very pressurised but when challenges arise, there is genuine care and support from those around you.

Over the years, Omer – Head of Sales and Charlotte – Head of HR, certainly stand out through the many personal challenges I have had up to this point. They will certainly get chapters dedicated to them in my book! I have worked in so many sales positions within the company that I can now use that experience to work on streamlining the Sales Department to help make it run effectively and efficiently. I also get to head up an industry first Online Academy, tailor-made for staff and customers.

I LOVE what I do - I love learning,
thinking strategically and finding solutions to challenges.

I find it exciting to contribute to building the perfect sales floor and the bigger picture that is Amrod. ”

Nukiwe Rammala (37)

I am Amrod



After leaving school Omer studied Fashion Design. In 1999 Omer joined Amrod as a Receptionist. She then took over the cell phone repair side of the business and later became a Sales Representative - at first for Amrod's phone accessories and then gifting products. Today, Omer is Amrod's Group Sales Manager responsible for an African-wide team of 155 people.



21 years later, Omer is Amrod's Group Sales Manager

“ I remember how hard it was to get orders, and especially when I started approaching corporates, how hard it was for our tiny little company just to get a foot in the door. Getting an order of R5000 felt like winning the lotto, and I guess I've never lost that sense of appreciation for every single order, because I know the work that's gone into it. A big turning point was when clients wanted everything branded. I would show them the products, get an order, run around to get the branding done, check the quality and take the order back to the client. I was doing exactly what our clients do every day.

So, I have a lot of empathy for them and my passion is for their experience with Amrod to be a pleasure from start to finish. They are trying to run businesses in a difficult economy and it's my job to streamline the Sales Department to make things easier for them.

They shouldn't have to worry about supply, they should be focussed on growing their business. If my life hadn't taken this direction, I would have wanted to become a Psychologist, but as a Manager and as a Life Coach, I get to help people actualise themselves every day. I'm a wife and a mother to three girls and spending long hours at work is a sacrifice - so every day, I am driven to make a difference and make sure that sacrifice is worth it. ”

Omer Aharoni (40)

I am Amrod





Initially Queen worked as a waitress for Wiesenhof and was offered a job by Amrod when they took over the restaurant and renamed it to Munch.

Three months turned into 11 years and anyone visiting Amrod will recognise Queen's smile when they see her at the coffee bar, as the Showroom Hostess.

“ I always liked hospitality, so when I was offered a permanent position by Amrod, I said yes. Since working here, I have been motivated and determined to grow and have completed a course in Data Capturing and Office Administration, while I patiently wait for an opportunity to open.

I love speaking to the customers and try to help them when they need assistance, whether it's by making them a cup of coffee or contacting their Account Manager to assist them.

**This job has given me the chance
to give my son a good life.**

He is currently in High School and I pray that one day I will be able to send him to University. ”

Queen Ngobeni (36)

I am Amrod

Raymond is a Lanyard Machine Operator but he sees his job as part of his calling to serve God and help people face their challenges with faith and strength. He begins his interview with a prayer, dressed impeccably in a suit and tie, with a silver cross around his neck.

“ I left school at the end of Grade 10 to join the church because I felt God was calling me. At first my mother didn't approve, she was upset and told me that I needed an education to get ahead in life but I knew that I had to go. When she saw that I was successful and that I was counselling and helping many people, she was happy.

In those years I spent a lot of time studying the bible and people respected my advice even though I was much younger than them and not married, but I was simply sharing with them the word of God. I lived at the church and became a Pastor and they helped me with food and clothing. But my dream was to get a job and earn my own money so that people wouldn't say one day, "We paid for that car, or house or whatever, with our money."

I heard there were jobs at Wizard and I got a job as a Cleaner. Soon I was promoted to work on the embroidery machine and I continued to work hard and prayed to keep learning and growing in this company. After we merged with Amrod my Supervisor then told me that she had selected me to be the operator on the new lanyard machine. I was so happy! I prayed for success before I opened the machine.

I am learning about life and the challenges that people face and I help them with encouragement and advice. Everyone who sees me, says "Hello Pastor Raymond, come talk to us." Four months ago I met my girlfriend Mbali here at Amrod.



I love this job,
I love this company
and I love the people.

I feel like all my dreams are coming true and I hope to continue growing in this business all the way to the top. I want to leave a legacy in this world, just like Richard Maponya who started at the bottom but never gave up. ”

Raymond Shokoane (26)

I am Amrod





Renitza is a Product Developer in Amrod's clothing division. Though she started her career at Wizard 15 years ago as the Receptionist, she knew from the outset that she would not stay in the position long. Entirely self-taught, she grew within the company to where she finds herself now; passionate about finding and developing new styles and products and taking them all the way from concept to the glossy pages of the latest catalogue.

“ Due to circumstances, I had to leave school in Grade 11 to help my mother with living expenses. I have always loved learning, reading and teaching. A few years into my working career, I decided to get my matric and I encouraged three other employees at Wizard to join me. In my time at the company, I also had my two beautiful and talented sons. I have been fortunate to receive opportunities internally, allowing me to grow from Sales, to Procurement to Development.

It has been very fulfilling to grow the Altitude and Amrod brands by bringing out trendy new ranges exclusively for our market. I always find myself looking at people's clothing and they probably think I'm strange when I stare at them. When I see people in clothing I have developed, it makes me super proud!

The respect and humility at Amrod
are what makes this a great company.

I am grateful to Amrod and Wizard and its supportive management who have, over the years, contributed a great deal in helping me get this far in my life. I look forward to being a proud part of this company for many years to come. ”

Renitza Ferero (35)

I am Amrod



Roxane is the Operations Manager for Amrod's ten branches, spread throughout Africa. Roxane joined Amrod 15 years ago as an Accounts Manager at a time when the company still employed less than forty people. In 2008 she was chosen to set up Amrod's first satellite office in Durban. She is now based at the Cape Town office, where she spends most of the day on a headset strategising with her teams, via Zoom.

“ I opened the Durban Office with a Receptionist and a Storeman. The first year was very challenging as there were so many aspects of the job that I had to learn as I went along, as it represented a new learning curve, not only for me, but also for Amrod. After that, it always meant a lot of hard work (many late nights) as the company built itself into the industry leader that it is today.

Opening the first branch was an incredible opportunity to grow career-wise. Looking back, I loved the challenge and the autonomy I was given. In 2011 I re-located to Cape Town to manage the branch. At the time my son was only one, which meant I now had two new challenges to look forward to. As the company grew its footprint across Africa, so my responsibilities grew, and I've had many opportunities to again learn many things - from the different cultures I was exposed to as well as Amrod's incredibly innovative and expansive approach to business. All the while with the amazing support of the Directors and my direct Manager, Omer, who have always led by example.

We have a truly unique culture at Amrod.

It provides easy-access to all levels of management, allows a great deal of personal freedom and rewards those who are able to take advantage of that with endless opportunities. I am especially proud of the people in my own team – all of whom are dedicated and passionate. Amrod is a second family to me, I look forward to continuing to do work that I am proud of, to keep adding value and to never stop learning.”

Roxane Hattingh (39)

I am Amrod

Sithembiso and Sithabiso are identical twins who have been with Amrod for over 10 years. If you happen to be at Amrod at twenty past six in the morning, you'll find the twins snatching a moment to catch up on each other's lives. Even though they live just one street apart in Hillbrow, Sithe works Day-Shift and Sitha works Night-Shift so this is their only time to see each other in the week. They are both Team Leaders and their careers at Amrod have followed exactly the same trajectory.

“ We came to South Africa from Bulawayo when we were 21 and we didn't come to play. We came to be breadwinners for our family back home. Our mother is old now and it is our responsibility to care for her. We were both retrenched in 2010 and Sitha got an interview at Amrod to be an Embroidery Machine Operator. She said, “Don't you have a job for my sister?” so they said she should come for an interview the next day. We both started our jobs on the same day. A few years later, we both moved into a new department (DTC).

After seven years, we were both promoted to Team Leaders.

We've always done everything together. We are each other's best friend, and the person we trust most in the world. We are so blessed to work at Amrod. When there were the xenophobic attacks in town, we didn't send our children to school and we didn't go out, except for coming to work. At Amrod we felt safe.

Here we are one family and no one has ever discriminated against us because we are foreigners. Our mother has never seen where we work, but we've shown her Amrod's catalogue. We are proud to work here. ”

Sithembiso (Sithe) Masuku (37) and
Sithabiso (Sitha) Masuku (37)

I am Amrod



Maneeksha has been at Amrod since she was 21 and has enjoyed a diverse career within the company. First as a Sales PA (now called a Sales Administrator then in Production Planning and then back into Sales as an Account Manager. Today she is a Tanzanite Account Manager as well as a Team Leader - a role that epitomises Amrod, in that it's an additional opportunity to grow interpersonal skills and to help build the supportive, people-centred culture the company is famous for.

“ I started at Amrod when I was really young and I hope I'll be here long into the future. In 2012 when I was still in Production Planning, our team travelled to Poland for training at a company similar to Amrod. We were there for a week learning how they did things close up. All these years later it's breath-taking to see the scale of our operations and to see how much Amrod has evolved since then.

It's such a wonderful feeling
to be a part of Amrod's growth.

As a Tanzanite Account Manager I handle the orders for four major clients who I have been working with for many years. Being a Team Leader as well, is an opportunity to give support to colleagues without getting anything out of it. I don't come from a wealthy background where I had the opportunity to study further. However at some point this is something I will peruse further. I truly feel that my progress at Amrod is a reflection of my values and what I have been taught growing up, which is to work hard and push yourself to persevere.

Amrod has helped me grow as a person and I am so blessed to have worked with amazing Managers like Omer, Jayson and Vanishree, who have really contributed to my journey and growth at Amrod. Through these years at Amrod I have been able to achieve so many personal goals. As an example, I now drive a car that I love, which I worked really hard to do and I have so much appreciation for, amongst other things.

The best advice I could give anyone in this company is to take ownership and accountability for your actions, own your mistakes and learn from them. ”

Maneeksha Reddy (30)

I am Amrod





Mmatshapo started as a Casual Packer for a company supplying Amrod in 2005. She studied at Boston College to be become a Bookkeeper but in the end obtained a Diploma as an Administrative Assistant. Mmatshapos' life changed forever when Amrod bought the company she worked for in 2007. This move opened the door to a journey of self-development that has boosted her confidence and financial independence. Today, Mmatshapo is the CMT, Embroidery, Laser, Debossing and Lanyards Manager, overseeing more than 100 team members.

“ Since coming to Amrod, I have worked in six different roles, each time, with more people in my team. In this company it is easy to upskill yourself if you work hard and want to grow. You just have to look for the opportunities and most importantly you have to care about others and work together.

We work with numbers and you need to know your staff complement and how many units you can produce per shift and their time has to be used wisely, so I come in early to plan the jobs for the day and make sure that instead of waiting around, people have the chance to learn new skills and be trained in different departments. I want them to grow just like I have.

I've learned that communication builds trust and that it is really important to listen and be supportive when someone needs to talk. My mom is proud of me and my brother - we are both Managers at our companies. She is a domestic worker and raised us alone, but her brother, my uncle, has always been there for us like a father figure. He is the one who told me about the job as a Casual, and he was there for me when my boyfriend and I found out that I was pregnant with twins. He asked if I was ready to raise two babies and my answer was yes. That's why I named them Amogelang and Neo - accepting a blessing. My twin girls are now 12 and are becoming more independent.

Because of Amrod I am able to be a role model to my twins, teaching them about financial stability, responsibility and independence. ”

Mmatshapo Mothapo (36)

I am Amrod

Taliya joined Amrod as a Sales Administrator working on overflow work from the Account Managers. Nearly 12 years later, she's been an Account Manager, Tanzanite Account Manager and is now a Sales Manager who leads a team of 29 people, comprised of an Assistant Manager, Supervisors, Sales Hub Team, Sales Administrators and Administrative Assistants. She is passionate about growing people and loves interacting with such a dynamic team. She is humbled to be leading such amazing individuals.

“ I am blessed to be able to have a career which I am so passionate about. From the day I joined Amrod, I was blown away by the culture, which is almost impossible to find elsewhere. This is the only company I've worked at where no one shouts, no matter how busy it is or how pressurised it can get. This is something that filters from our Directors who lead by example and embody our Amrod core values.

Interacting with such innovative Directors and Managers inspires me to push myself to always ensure I do my best as I represent Amrod.

What I love is the individual growth.

At Amrod, the pace of your growth and your success is determined by you.

There are certain things that add so much value to you as an individual in your career, such as having a quick chat with any of the Directors who always show genuine care towards all of us and treat us as individuals. Every person at Amrod always has a smile on their face and is willing to go the extra mile no matter who you speak to.

No two days are the same at Amrod, each day is unique which makes it so exciting to come into work. I love that Amrod invests in people with training taking place internally or externally. After 12 years I'm still learning and growing each day, which I love. The biggest lesson I have taken from working at Amrod is to appreciate everything and never become complacent, always plan and think ahead.

It means a lot to me to be at the stage of my career where I can be an example to others of how much growth is possible at Amrod. It's humbling. ”

Taliya Soobramoney (34)

I am Amrod



Vanishree only intended to stay at Amrod for six months to gain some broader work experience before moving back into the Insurance Industry. She got bitten by the Amrod bug and has spent the last 12 years devoted to the company.

“ I grew up on a sugarcane farm in rural KwaZulu Natal, in a small close-knit community that hadn't fully prepared me for the real world. I wasn't sure of a career path at the time, and as a result moved to Johannesburg at 20, to find work and establish a career for myself.

Before Amrod, I worked in the Insurance Industry and after about three years at a Liberty franchise, I decided that I needed a broader scope of experience, and once again put myself out in the job market and got my position at Amrod. I initially intended on gaining some experience at Amrod, and then moving on, but after the first few months here, I realised that this was a company of opportunities, and if I applied myself, I could learn and grow both myself and my career.

My journey at Amrod started within the Sales Department as a Sales Administrator, I then worked my way up to an Account Manager position and finally to my current position of Sales Manager.

In addition to the successful career I have established for myself here, the most incredible part of my journey has been the people, and culture of the company.

My Amrod family has always been an unwavering source of support and encouragement.

They have been there for me through some of the most difficult times of my life.

Through Amrod, I have been able to achieve more than I ever imagined for myself, and 12 years later, I'm still looking forward to continued growth at Amrod. ”

Vanishree Nagiah (37)

I am Amrod



“ I wake up early, often in the dark, no matter the weather, to make sure my family is cared for and arrive at work on time.

I love to be challenged and driven. And I constantly ask how I can become better.

I grab every opportunity for promotion and progress with both hands.

I wear a smile everyday even when it's hard to, and I'm the one who puts a smile on the face of everyone around me.

I rise to the occasion and say “I got this, leave it with me.”

I go the extra mile for our customers when no one is looking, and no one asks me to.

I do the right and moral thing even when it's tough.

I stand up proud, knowing I am part of the journey to become the best promo company in the world. ”

I am Amrod



I am Amrod