

# Ackermans receives top nod in new kids category at 2019 Beeld Reader's Choice Awards

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South Africa's leading value retailer Ackermans has been announced as the Platinum winner in the Children's Clothing Store category at the 2019 Beeld Reader's Choice Awards.

Now in its ninth year, the Beeld Reader's Choice Awards gives South Africans a chance to shine a spotlight on local brands they have come to love and cherish. Through an online voting system, readers get to cast their votes in 82 award categories, which include shopping centres, expos, tyres and even national radios stations. The votes are then tallied and the Platinum, Gold, and Silver winner in each of the categories are determined.

This is the first year that the Awards have included the Children's Clothing Store category and it proved to be extremely popular, receiving a high volume of votes.

"As a brand that is ever present in the Childrens wear category, we are honoured to be recognised for our offering by the people who matter most – our customers, says Ephraim Mamabolo, Marketing Director at Ackermans.

"A big thank you to South African consumers for allowing Ackermans into their homes, and we will continue to offer the same affordability, assortment and quality that adds meaningful value to their lives."

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### **ACKERMANS**

Ackermans' success story began in 1916 when Gus Ackerman opened the very first store in Wynberg, Cape Town, setting a benchmark for competitive prices that few could match. Today, with more than 380 outlets in Southern Africa, including Namibia, Lesotho, Swaziland and Botswana, the business continues to go from strength to strength. Ackermans' proud heritage was built by focusing on the things that matter most to our customers; namely affordability, fashion and durability.

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