

# Ackermans receives top nod at AskAfrika Icon Brands awards

Issued by [Ackermans](#)

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South Africa's leading value retailer, Ackermans, has been awarded Icon Brand status at AskAfrika's 2018/2019 Icon Brands insights awards event. In addition, Ackermans was also a winner in the Clothing Retail: Children's category.



From Left to right: Ephraim Mamabolo, Marketing Director: Ackermans; Maria Petousis, Target Group Index Ask Africa Executive; Charl Cronje, Managing Director: Ackermans

Now in its ninth year, the AskAfrika Icon Brands benchmark prides itself in measuring South African brands that consumers use regularly and loyally, across all spectrums.

According to AskAfrika, an Icon Brand is one which unites the nation; brands loyally used by a large number South Africans - sometimes on a daily basis - and brands which provide the most value for money, whilst empowering and uplifting their customers. The survey included thousands of brands across hundreds of product categories, but only 41 brands achieved Icon status.

"We are proud to be recognised as an iconic, truly South African brand. As the country's leading value retailer, we continuously strive to raise the bar in terms of price, service, assortment, fashion and quality, and therefore we are grateful to be acknowledged by South African consumers.

"Thank you to our customers who have contributed to making Ackermans one of South Africa's most trusted brands," says Ephraim Mamabolo, Marketing Director at Ackermans.

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## Ackermans

### 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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