

Platinum for Ackermans in the Rapport Leserskeuse Awards

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The inaugural 'Rapport Leserskeuse Awards 2021' sees [Ackermans](#), South Africa's leading value retailer, being awarded Platinum in the Children's Clothing category.

The winners were selected by a group of over 600 readers of Rapport, South Africa's Afrikaans weekly newspaper from Media24. They were asked to vote for their favourite brands and businesses in different categories to determine the top three winners in each category.

Merlin Norman, chief of marketing at Ackermans, says: "We're extremely excited and honoured to be awarded with Platinum in the Children's Clothing category in the first year that the awards are held. Not only have we set out to offer our shoppers value, but quality garments that they will love wearing regularly – across all our departments. Being acknowledged by the public is testament to the fact that we understand our customers so can prioritise their needs, ensuring they are at the heart of everything we do. Thank you to everyone who voted for us."

To find out more about Ackermans children's offering and its range for women, head to the [website](#) or follow the retailer on [Instagram](#).

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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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