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Tender

## **AHDB Print Services requirement (Lot 1 General Print Services, Lot 2 POS, Lot 3 Labels)**

AHDB

F02: Contract notice

Notice identifier: 2022/S 000-020296

Procurement identifier (OCID): ocids-h6vhtk-0355f0

Published 26 July 2022, 12:25pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

#### **Contact**

Sarah Waters

#### **Email**

[procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

#### **Telephone**

+44 2476478600

#### **Country**

United Kingdom

**NUTS code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

<https://defra.bravosolution.co.uk/>

Buyer's address

<https://defra.bravosolution.co.uk/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://defra.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra.bravosolution.co.uk/>

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://defra.bravosolution.co.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Agriculture and Horticulture

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

AHDB Print Services requirement (Lot 1 General Print Services, Lot 2 POS, Lot 3 Labels)

Reference number

2022-548

#### **II.1.2) Main CPV code**

- 22000000 - Printed matter and related products

#### **II.1.3) Type of contract**

Supplies

#### **II.1.4) Short description**

The print framework must capture the print requirements of AHDB and its divisions in relation to digital and lithographic print production, point of sale material and labels. The framework will cover a wide range of items from business cards, variable data letters, flyers, to high-quality technical publications, promotional literature, large format event display items and chilled meat pack labels.

Please note we are not looking for print management companies as we have an internal Print team.

Lot 1 – General printing services

This Lot comprises AHDB's digital and lithographic print requirements, fulfilment, and personalised mailing.

An example of our requirements is as follows:

- 1pp, 2pp, 4pp, 6pp leaflets

- Multi-page brochures
- Perfect bound brochures
- Print on plastic/PVC (UV print)
- Kit Fulfilment
- Personalised mailing from variable data (Excel)
- Web2Print, ordering system for AHDB business cards
- Technical guides and publications
- NCR pads and forms
- Wire-o bound brochures
- Magazines/periodicals
- Wallet folders
- Export publications – sometimes produced in Arabic, Mandarin, and other languages

#### Lot 2 – Point-of-sale services

This lot comprises large format printing for AHDB's range of banners, posters, and point-of-sale items onto various substrates

An example of our requirements is as follows:

- Pull-up cassette banners
- 'A' frame pavement furniture
- Event flags/sails
- One-off posters/display boards
- Pop-up display graphics

- Large format graphics direct to substrate
- Vinyl window stickers

### Lot 3 – Label services

This lot comprises AHDB's adhesive on pack label requirement for chilled/frozen meat packs printed on to paper or plastic substrate using an appropriate freezer adhesive.

An example of our requirements is as follows:

Single page circular labels 38mm (on reels)

Single page circular labels 44mm (on reels)

Peel and reveal multi page 38mm dia labels (on reels)

Peel and reveal multi page 44mm dia labels (on reels)

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,300,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Suppliers may apply for all lots, AHDB reserve the right to award suppliers just one lot, or multiple depending on the skill set and capabilities against each lot

## **II.2) Description**

### **II.2.1) Title**

## General Printing Services

Lot No

One

### **II.2.2) Additional CPV code(s)**

- 22000000 - Printed matter and related products

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

AHDB Offices (7 in total, 1 being overseas), details of which can be found here: [ahdb.org.uk/about/officeaddresses.aspx](http://ahdb.org.uk/about/officeaddresses.aspx) . Approximately 1–3 deliveries per year are required to our overseas offices.

### **II.2.4) Description of the procurement**

Lot 1 – General printing services

This Lot comprises AHDB's digital and lithographic print requirements, fulfilment, and personalised mailing.

An example of our requirements is as follows:

- 1pp, 2pp, 4pp, 6pp leaflets
- Multi-page brochures
- Perfect bound brochures
- Print on plastic/PVC (UV print)
- Kit Fulfilment
- Personalised mailing from variable data (Excel)

- Web2Print, ordering system for AHDB business cards
- Technical guides and publications
- NCR pads and forms
- Wire-o bound brochures
- Magazines/periodicals
- Wallet folders
- Export publications – sometimes produced in Arabic, Mandarin, and other languages

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £1,000,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

28 February 2023

End date

28 February 2027

This contract is subject to renewal

Yes

Description of renewals

Initial contract period is for 2 years with the option to extend 1+1

#### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Point of Sale (POS)

Lot No

Lot Two

### **II.2.2) Additional CPV code(s)**

- 79810000 - Printing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

AHDB Offices (7 in total, 1 being overseas), details of which can be found here: [ahdb.org.uk/about/officeaddresses.aspx](http://ahdb.org.uk/about/officeaddresses.aspx) . Approximately 1–3 deliveries per year are required to our overseas offices.

### **II.2.4) Description of the procurement**

Lot 2 – Point-of-sale services

This lot comprises large format printing for AHDB's range of banners, posters, and point-of-sale items onto various substrates

An example of our requirements is as follows:



- Pull-up cassette banners
- 'A' frame pavement furniture
- Event flags/sails
- One-off posters/display boards
- Pop-up display graphics
- Large format graphics direct to substrate
- Vinyl window stickers

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £120,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

28 February 2023

End date

28 February 2027

This contract is subject to renewal

Yes

Description of renewals

Initial contract is for 2 years with the options to extend for 1+1

#### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Labels

Lot No

Lot Three

### **II.2.2) Additional CPV code(s)**

- 79800000 - Printing and related services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

AHDB Offices (7 in total, 1 being overseas), details of which can be found here: [ahdb.org.uk/about/officeaddresses.aspx](http://ahdb.org.uk/about/officeaddresses.aspx) . Approximately 1–3 deliveries per year are required to our overseas offices.

### **II.2.4) Description of the procurement**

Lot 3 – Label services

This lot comprises AHDB's adhesive on pack label requirement for chilled/frozen meat packs printed on to paper or plastic substrate using an appropriate freezer adhesive.

An example of our requirements is as follows:

Single page circular labels 38mm (on reels)

Single page circular labels 44mm (on reels)

Peel and reveal multi page 38mm dia labels (on reels)

Peel and reveal multi page 44mm dia labels (on reels)

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £180,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

28 February 2023

End date

28 February 2027

This contract is subject to renewal

Yes

Description of renewals

Initial contract is for 2 years with the option to extend 1+1

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

As per tender specification

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As per tender specification

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 14

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Not Applicable

**IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

**IV.2) Administrative information**

**IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

30 August 2022

Local time

12:00pm

**IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

30 August 2022

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Summer of 2026 new tender requirements

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Email

[procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Defra

17 Noble House

London

SW1P 3JR

Country

United Kingdom