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Contract

AHDB Print Services requirement Lot 1 General Print Services Lot 2 POS Lot 3 Labels

AHDB

F03: Contract award notice

Notice identifier: 2022/S 000-031505

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

Published 8 November 2022, 9:52am

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

Region code

UKG13 - Warwickshire

Internet address(es)

Main address

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

Buyer's address

<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

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.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £0.01 / Highest offer: £1,204,000 taken into consideration

II.2) Description

II.2.1) Title

General Print Services

Lot No

1

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

UK

II.2.4) Description of the procurement

Lot One - General Print Services requirement covering

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

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

Lot Three - Labels.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

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

Lot Two Point of Sale

Lot No

2

II.2.2) Additional CPV code(s)

- 48110000 - Point of sale (POS) software package

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

Point of Sales Lot Two

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

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Price / Weighting: 30

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

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

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-020296](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

2022-548

Lot No

1

Title

General Print Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

BCQ Group Ltd

Buckingham

Country

United Kingdom

NUTS code

- UKJ1 - Berkshire, Buckinghamshire and Oxfordshire

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,084,000

Total value of the contract/lot: £1,084,000

Section V. Award of contract

Contract No

2022-548

Lot No

1

Title

General Print Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

CSP Ltd Collector Set Printers Ltd

Aylesford

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,084,000

Section V. Award of contract

Contract No

2022-548

Lot No

1

Title

General Print Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Harlow Printing Limited

South Shields

Country

United Kingdom

NUTS code

- UKC2 - Northumberland and Tyne and Wear

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,084,000

Total value of the contract/lot: £1,084,000

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2022-548

Lot No

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V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Optichrome

Woking

Country

United Kingdom

NUTS code

- UKJ2 - Surrey, East and West Sussex

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,084,000

Total value of the contract/lot: £1,084,000

Section V. Award of contract

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Lot No

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V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Potts Print UK Ltd

Cramlington

Country

United Kingdom

NUTS code

- UKC21 - Northumberland

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,084,000

Total value of the contract/lot: £1,084,000

Section V. Award of contract

Contract No

2022-548

Lot No

1

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V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

LionFPG Limited

Wolverhampton

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,084,000

Total value of the contract/lot: £1,084,000

Section V. Award of contract

Contract No

2022-548

Lot No

2

Title

Point of Sale POS

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Fine Print Services Ltd

Witney

Country

United Kingdom

NUTS code

- UKJ14 - Oxfordshire

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £120,000

Total value of the contract/lot: £120,000

Section V. Award of contract

Contract No

2022-548

Lot No

2

Title

Point of Sale POS

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Harlow Printing Limited

South Shields

Country

United Kingdom

NUTS code

- UKC2 - Northumberland and Tyne and Wear

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £120,000

Total value of the contract/lot: £120,000

Section V. Award of contract

Contract No

2022-548

Lot No

2

Title

Point of Sales POS

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Potts Print UK Ltd

Cramlington

Country

United Kingdom

NUTS code

- UKC21 - Northumberland

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £120,000

Total value of the contract/lot: £120,000

Section V. Award of contract

Contract No

2022-548

Lot No

2

Title

Point of Sale POS

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 October 2022

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Sterling

Kettering

Country

United Kingdom

NUTS code

- UKF2 - Leicestershire, Rutland and Northamptonshire

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £120,000

Total value of the contract/lot: £120,000

Section VI. Complementary information

VI.3) Additional information

Procurement Managers

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Email

procurement@ahdb.org.uk

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

Defra

17 Noble House

London

SW1P 3JR

Country

United Kingdom