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Contract

DFE - InterTradelreland - Provision of Creative Design, Advertising, Print and Related Services

InterTradelreland

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-060287

Procurement identifier (OCID): ocds-h6vhtk-056299 ([view related notices](#))

Published 26 September 2025, 4:21pm

Scope

Reference

ID 5844721

Description

InterTradelreland wishes to appoint a Supplier to provide a comprehensive suite of services including Brand Strategy, Creative Design, Advertising and Related Services to support the brand positioning and promotion of InterTradelreland across the island of Ireland, north and

south.

Contract 1. DFE - InterTradelreland - Provision of Creative Design, Advertising, Print and Related Services

Supplier

- [krow Group Ltd](#)

Contract value

- £2,880,000 excluding VAT
- £3,456,000 including VAT

Above the relevant threshold

Date signed

24 September 2025

Contract dates

- 3 November 2025 to 2 November 2027
- Possible extension to 2 November 2029
- 4 years

Description of possible extension:

There are options to extend for two further periods of up to 1 year each.

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services
- 79800000 - Printing and related services
- 79810000 - Printing services
- 79820000 - Services related to printing
- 79811000 - Digital printing services
- 79821000 - Print finishing services
- 79821100 - Proofreading services
- 79822400 - Lithographic services
- 79822500 - Graphic design services
- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services
- 92100000 - Motion picture and video services
- 92112000 - Services in connection with motion-picture and video-tape production
- 79121000 - Copyright consultancy services

Contract locations

- UKN - Northern Ireland
- IE0 - Ireland

Justification for not setting key performance indicators

The contract value is not more than £5 million including VAT.

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

krow Group Ltd

- Public Procurement Organisation Number: PJMT-9338-NCHT

The Old Sawmills

Barnstaple

EX32 0RN

United Kingdom

Email: Orla.ross@krowgroup.com

Region: UKK43 - Devon CC

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. DFE - InterTradelreland - Provision of Creative Design, Advertising, Print and Related Services

Contracting authority

InterTradelreland

- Public Procurement Organisation Number: PZBY-5224-MBBM

Kilmorey Street

Newry

BT34 2DE

United Kingdom

Email: SSDAdmin.CPD@finance-ni.gov.uk

Region: UKN08 - Newry, Mourne and Down

Organisation type: Public authority - central government

Devolved regulations that apply: Northern Ireland

Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

CPD - Supplies and Services Division

Summary of their role in this procurement: Construction and Procurement Delivery - Supplies and Services Division, is a Centre of Procurement Expertise and provides a central procurement function for central government in Northern Ireland.

- Public Procurement Organisation Number: PVWG-8426-YWXV

Clare House, 303 Airport Road West

Belfast

BT3 9ED

United Kingdom

Email: SSDAdmin.CPD@finance-ni.gov.uk

Region: UKN06 - Belfast

Contact organisation

Contact [CPD - Supplies and Services Division](#) for any enquiries.