

**Jacket:** 504-397

**Title:** FY'21 SY'21 2HSS REWARD PACKAGE (DSO 725377)

**Agency:** DLA

**Bid Opening:** December 15, 2020 at 2:00 PM

Contractor Name	Bid	Terms		Discounted Total
*Monarch Litho, Inc.	\$161,161.00	2.0%	20 days	\$157,937.78
Advantage Mailing LLC-Aneheim	\$164,275.11	1.0%	20 days	\$162,632.36

\*AWARD

Verified MJS 12-17-2020

Specifications by: MW  
Reviewed by: MS

Dept: DLA DAPS Norfolk  
Reqn: 1-000031G

### SPECIFICATIONS

U.S. Government Publishing Office (GPO) - Philadelphia  
Southampton, Pennsylvania 18966-3820

**BID OPENING:** Bids shall be opened at 2:00 PM, prevailing Philadelphia, PA time, on **December 15, 2020** at the U.S. Government Publishing Office, Philadelphia Regional Office. Due to the COVID-19 pandemic, this will NOT be a public bid opening.

Any questions before or after award concerning these specifications, email Melita Webb at [mwebb@gpo.gov](mailto:mwebb@gpo.gov) or call (215) 364-6465, Ext. 5.

**BIDDERS, PLEASE NOTE:** Due to the COVID-19 pandemic, the physical office will NOT be open. Based on this, bidders MUST submit emails bids to [bidsphiladelphia@gpo.gov](mailto:bidsphiladelphia@gpo.gov) for this solicitation. No other method of bid submission will be accepted at this time.

**ADDITIONAL EMAILED BID SUBMISSION PROVISIONS:** The Government will not be responsible for any failure attributable to the transmission or receipt of the emailed bid including, but not limited to, the following

- Illegibility of bid.
- Emails over 75 MB may not be received by GPO due to size limitations for receiving emails.
- The bidder's email provider may have different size limitations for sending email; however, bidders are advised not to exceed GPO's stated limit.
- When the email bid is received by GPO, it will remain unopened until the specified bid opening time. Government personnel will not validate receipt of the emailed bid prior to bid opening. GPO will use the prevailing time (specified as the local time zone) and the exact time that the email is received by GPO's email server as the official time stamp for bid receipt at the specified location.

**OFFERS:** Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges and will not be a factor for determination of award. Note: The GPO 910 "BID" Form is no longer required; bidders are to fill out, sign/initial, as applicable, and return page 8.

**GPO CONTRACT TERMS:** Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Pub. 310.2, effective 12/1/87, Rev. 01-18) and GPO Contract Terms, Quality Assurance Through Attributes Program (GPO Pub. 310.1, effective May 1979, (Rev. 09/19).

- GPO Contract Terms (GPO Publication 310.2) – <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/contractterms2018.pdf>
- GPO QATAP (GPO Publication 310.1) – <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qatap-rev-09-19.pdf>.

**WARRANTY:** Contract Clause 15, "Warranty", of GPO Contract Terms (Publications 310.2, effective December 1, 1987 (Rev. 01-18) is amended for the solicitation to the effect that the warranty period is EXTENDED from 120 days to one calendar year from the date the check is tendered as final payment.

**PREAWARD SURVEY:** In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site pre-award survey at the contractor's/subcontractor's facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract. As part of the financial determination, the contractor in line for award may be required to provide one or more of the following financial documents.

1. Most recent profit and loss statement
2. Most recent balance sheet
3. Statement of cash flows
4. Current official bank statement
5. Current lines of credit (with amounts available)
6. Letter of commitment from paper supplier(s)
7. Letter of commitment from and subcontractor

The documents will be reviewed to validate that adequate financial resources are available to perform the contract requirements. Documents submitted will be kept confidential and used only for the determination of responsibility by the Government. Failure to provide the requested information in the time specified by the Government may result in the Contracting Officer not having adequate information to reach an affirmative determination of responsibility.

**PAYMENT:** Submitting invoices for payment via the GPO fax gateway (if no samples are required) utilizing the GPO barcode coversheet program application is the most efficient method of invoicing. Instruction for using this method can be found at the following web address:

<http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>.

Invoices may also be mailed to: U.S. Government Publishing Office, Office of Financial Management, Attn: Comptroller, Stop: FMCE, Washington, DC 20401.

For more information about the billing process refer to the General Information of the Office of Finance web page located at <https://www.gpo.gov/how-to-work-with-us/vendors/how-to-get-paid>.

Vendors are expected to submit invoices within 30 days of job shipping/delivery.

**GOVERNMENT TO FURNISH:** Printing/publishing files to be uploaded directly to a contractor's furnished SFTP site.

**PREFLIGHT:** Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure correct output of the required reproduction image. Any errors, media damage, or data corruption that might interfere with proper file image processing must be reported to [mwebb@gpo.gov](mailto:mwebb@gpo.gov).

Any discrepancies of the Government Furnished Materials (GFM) and these specifications, or instances of missing files, fonts, instructions, etc. are to immediately be brought to the attention of the GPO Philadelphia regional office.

**CONTRACTOR TO FURNISH:** All materials and operations, other than those listed under "Government to Furnish", necessary to produce the product(s) in accordance with these specifications.

**PRODUCT:** A direct mail package consisting of an outer carrier envelope with one pockets, 2 BRC reply cards and letter, printing 4- color process, Pantone 296C (blue), Pantone 187C (red) plus gloss aqueous and spot varnish; collated and sealed for the letter shop.

**QUANTITY:** 1,150,000 total package sets FIRM

**PLUS:** 50 Quality Assurance Samples  
1 Department Sample

**TITLE:** FY'21 SY'21 2HSS REWARD PACKAGE (DSO 725377)

**CONTROL NUMBER:** 1200683

\*\*\*Must be printed on a press capable of printing six colors (six printing units) plus aqueous coating in a single pass.

\*\*\*All PMS color must be shown in proofs as close as possible to the actual color.

\*\*\*This is a reprint and all components MUST match to the previously printed pieces.

\*\*\*Delivery Date is non-negotiable. Second round proofs may be required and should be considered and included in cost estimate when bidding on projects/schedule.

\*\*\*SECONDROUND PROOFS are changes to existing proofs. Corrections (color and/or copy) to be made by the printer and the output of proofs need to be included your price.

\*\*\*FINAL FILES: Upon completion of the printing, printer need to provide two (2) labeled final digital to: Jackie McGowan, 2 Maple Street; Hartsdale, NY 10530.

### **PROOFS**

**PROOFS FOR SELF-MAILER:** 2 high resolution proof sets (as described below), \*\*2 constructed digital content proofs, and 2 set of stock samples. Ink drawdowns for each pantone for each color version.

Contractor should retain 2nd set of proofs for reference.

2 set(s) of digital one-piece composite laminated halftone proofs on the actual production stock (Kodak Approval, Polaroid PolaProof, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 x 2400 dpi.

At contractors option, (2) set(s) of inkjet proofs that are G7 profiled and use pigment-based inks may be submitted in lieu of digital one-piece composite laminated halftone proofs. A proofing RIP that provides an option for high quality color matching such as Device Links Technology and/or ICC Profiles Technology, and meets or exceeds industry tolerance to ISO 12647-7 standard for Graphic Technology (as of 2016 and future amendments) must be utilized. Proofs must be ripped and sent at plate resolution (minimum of 2400 x 2400 dpi). If using a 1 bit tiff, the tiff must be made at a minimum of 2400 dpi. Output must be a minimum of 2400 x 1200 dpi on a GRACoL or SWOP certified proofing media. Proofs must contain both of the following to be evaluated for accuracy: 3-tier color control strip: IDEAlliance ISO 12647-7 2013(i1), and the GPO Resolution target found at: [www.gpo.gov/gporetarget.pdf](http://www.gpo.gov/gporetarget.pdf). NOTE: If a contractor chooses this proof option, prior evaluation and approval of this proofing method must be provided by GPO, Quality Control for Published Products, to ensure that the final product will be produced in accordance with contract specifications. See instructions at: <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-endors/qlsamples6f200c30b44a64308413ff00001d133d.pdf>. Failure to obtain this evaluation and approval may be cause for the job to be rejected should the final product not match the proofs for color.

Proofs must contain color control bars (such as Brunner, GATF, GRETAG, or RIT) for each color of ink on the sheet. Control bars must be placed parallel to the press ink rollers and must show areas consisting of minimum 1/8 x 1/8 solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet.

The make and model number of the proofing system utilized shall be furnished with the proofs. These proofs must contain all elements, be in press configuration, and indicate margins. Proofs will be used for color match on press. Direct to plate must be used to produce the final product with a minimum of 2400 x 2400 dpi.

Pantone colors may be substituted with a similar color (with the exception of process yellow) but may not be built out of the four process colors. If producing Inkjet proofs, Pantone colors must be simulated on proofs and must be proofed separately on a digital color content, overlay, or inkjet proof.

Digital color content proof shall be used to represent spot varnish.

2 set(s) of digital color content proofs. Direct to plate must be used to produce the final product with a minimum resolution of 2400 x 2400 dpi.

Proofs must be created using the same Raster Image Processor (RIP) that will be used to produce the product.

Proofs shall be collated with all elements in proper position (not pasted up), imaged face and back, trimmed and folded to the finished size of the product, as applicable.

One set of proofs to be sent to the addresses provided and one set to be held by contractor for reference, corrections and/approvals.

Stock samples: At the same time as submission of the proofs, submit a minimum of 2 set, 8-1/2 x 11 blank sheets to proof addressee of the actual paper to be used in the production of the contract requirements. Samples must be of the kind and quality required by the specifications. The Government will rely on the samples only as a reference to the general appearance of the stock that will be provided by the contractor in conformance to the specifications. The Government assumes no contractual obligation to perform any inspection and test for the benefit of the contractor. The Government's failure to inspect and accept or reject the paper samples shall not relieve the contractor from responsibility, nor impose liability on the Government, for nonconforming paper.

STOCK APPROVAL NOTE: Stock sample must be sent to the address provided below for customer review PRIOR to any contractor stock procurement or use. The customer will not be held financially responsible for any stock procurement for this job that was not previously provided to the customer for review and in conformance to the paper specifications.

\*\*\*Contractor to submit ink draw downs on actual production stock of Pantone color(s) used to produce the product. Half of drawdown must show varnish. Send to all specified proof addressees for approval PRIOR to any contractor procurement or use.

Proofs are due on/or before **December 22, 2020** and will be held 3 working days.

1. One set of proofs (High Resolution proof set, Digital Content proof set, ink drawdowns for each pantone for each color version and stock sample), should be sent directly to: Jackie McGowan, 2 Maple Street Hartsdale, NY 10530, 646-207-2575; M/F: Direct Mail, Jacket: 504-397, Requisition: 1-000031G

Plus submit one "Press Quality" PDF "soft" proof (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proof will be evaluated for text flow, image position, and color breaks. Proof will not be used for color match. Proofs must have all elements in proper position. Email to: [jackie.mcgowan@wundermanthompson.com](mailto:jackie.mcgowan@wundermanthompson.com) and [Jennifer.2.Brown@dla.mil](mailto:Jennifer.2.Brown@dla.mil).

**PROOFING REQUIREMENTS:** All of the requirements specified above must be met by the contractor.

Failure to comply could cause the Government to return the proofs immediately for remedy. No additional time beyond the original production schedule established in these specifications will be allowed for fulfillment of proofing requirements.

**NOTE:** ALL PROOFS AND PAPER SAMPLE MUST BE SIGNED BY A REPRESENTATIVE OF YOUR COMPANY AND IDENTIFIED WITH THE COMPANY NAME.

### **Description of each item in each package**

#### **Item 1: Outer Carrier Envelope 1 Version**

##### **Code: SSREG21**

Quantity: 1,150,000 total FIRM

Size: 14 x 8-1/2 flat; converts to 5 x 8-1/2" Closed faced booklet style.

Ink: 4 color process, Pantone 296C (blue) and Pantone 187C (red)

Aqueous Coating: 100% Overall Gloss Aqueous coating.

Stock: White No. 1 Coated Cover, Gloss finish, 80 lbs. per 500 sheets, 20 x 26", equal to JCP L11.

Format: The carrier prints face and back in 4 color process plus Pantone 296 and 187 plus 100 %Gloss

Instructions: The carrier must be printed on flat sheets (sheet fed) and then converted into carrier. 14 x 8-1/2

Flat; converts to 5 x 8-1/2" Closed faced Booklet style. Panel sizes are 4", 5", and 5". Inside 4" panel glues

3/8" on each side to create a pocket for Items 2 and 3. All images are "High Resolution" files. Follow files for color breaks and template. NOTE: The printer must knock out the background in the bleed areas that are to be glued.

#### **Item 2: 1 Business Rely Cards**

##### **Universal Gender - BASE (SSREGB21) PASS (SSREP21) - 1,150,000 of Each**

Quantity: 2,300,000 total FIRM

Size: 6" x 4 1/4"

Ink: 4 color process, Pantone 296C (blue) and Pantone 187C (red)

Aqueous Coating: Spot gloss aqueous coating on 4 color process, Pantone 296C (Blue) and Pantone 187C (Red).

Stock: White No. 1 Coated Cover, Gloss finish, 80 lbs. per 500 sheets, 20 x 26", equal to JCP L11.

Instructions: BRCs print face and back, head to head. Face (message side) in 4 color process, Pantone 296C (blue), Pantone 187C (red). Back (address side) print type and rule in black ink.

Margins: Per file-form bleeds 3 sides, face and back.

#### **Item 3: Insert Letter**

##### **Code: SSRELG21**

Quantity: 1,150,000 total FIRM

Size: 7-1/4 x 9" flat; folds to 7-1/4 x 4-1/2"

Ink: 4 color process, Pantone 296C (blue) and Pantone 187C (red).

Varnish: Spot gloss varnish on all color areas and both Pantone 296C (blue), Pantone 187C (red).

Stock: White No. 1 Coated Text, Gloss-finish, 80 lbs. per 500 sheets, 25 x 38", equal to JCP Code A181.

Instructions: All images are "High Resolution" files. Follow files for color breaks.

Margins: Per files bleed 3 sides, face side only.

Binding: Trim 4 sides and fold and score horizontally to 7-1/4 x 4-1/2. Follow files laser print and samples for correct fold.

#### **ASSEMBLY:**

In carrier pocket insert the folded letter in front, with color bands on top and facing forward; behind the letter insert the Base BRC; behind the Base BRC insert the Pass Along BRC, all facing forward when pulled out of the pocket. Seal carrier with THREE 3/8 fugitive glue dots along the bottom for mailing.

PANEL	OUTSIDE CODE	LETTER	BASE REPLY CODE	PASS REPLY CODE
UNIVERSAL GENDER	SSREG21	SSRELG21	SSREGB21	SSREGP21

**COLLATION and STUFFING:** When the outer carrier/envelope is opened by the end user, the Letter should appear first, followed Base along BRC (Postal side), then the Pass Reply BRC (Postal side). Follow file and samples for proper collation positions. NOTE: After the Letter and BRC's are collated and inserted inside the Outer Envelope, the carrier must be seal with three 3/8 fugitive glue dots in accordance with Postal Service for mailing, creating a self-mailer.

**PACKING:** All packages are to be packed in cartons by outside code. Pack in new corrugated solid fiberboard containers with minimum bursting strength of 275 psi. DO NOT SHRINK WRAP ITEMS. Supplied GPO 905 carton labels must be followed. Bulk packaging must be stabilized to avoid bursting or shifting on truck(s) during the delivery process, of which, may cause damage and/or hamper the letterhouse process.

**NOTE:** Pallets are required for all destinations receiving 10 or more shipping containers. Failure to properly palletize may be cause for re-palletizing at contractor's expense. See GPO Contract Terms.

**SCHEDULE:** Adherence to this schedule must be maintained. See "Notice of Compliance with Schedules", in GPO Pub. 310.2 Rev. 1-18. Purchase Order and furnished material will be electronically available to provide to the contractor by **December 17, 2020**.

Unscheduled material such as shipping documents, receipts or instructions, delivery list, labels, etc., will be furnished with the order shortly thereafter. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

**RECEIPT FOR DELIVERY:** As applicable, the contractor must furnish their own receipts for deliveries. These receipts must include the GPO jacket number; total quantity delivered number of cartons, and quantity per carton; date delivery made; and signature of the Government agent accepting delivery. The original copies of these receipts must accompany the contractor's invoice for payment.

Any Order Delivery/Tracking Report is required for all deliveries. Contractor to update report with each shipment and each confirmed delivery and email to: [Jennifer.2.Brown@dla.mil](mailto:Jennifer.2.Brown@dla.mil) and [jackie.mcgowan@wundermanthompson.com](mailto:jackie.mcgowan@wundermanthompson.com).

**DISTRIBUTION:** Deliver f.o.b. destination. Ship all destinations by traceable means. All expenses incidental to picking up and returning materials and samples must be borne by the contractor.

Deliver 10 samples and two final digital downloads to: Ms. Jackie McGowan, 2 Maple Street, Hartsdale, NY 10530 on/before **January 15, 2021**.

Deliver complete on/or before **January 13, 2021**:

DATA MAIL  
240 Hartford Avenue  
Newington, CT 06111  
Attn: Colleen Costin (860) 666-0399

Immediately upon completion of this order send 1 printed package/set to: DLA, 1641 Morris Street, BLDG K-BB, Norfolk, VA 23511

**Please note:** Contractor to hold until notified by Jackie McGowan, 50 samples sealed and 50 samples package/sets not sealed.

Ms. Jackie McGowan  
Wunderman Thompson  
466 Lexington Ave.  
New York, NY 10017  
(212) 210-7806

**QUALITY ASSURANCE LEVELS AND STANDARDS:** The following levels and standards shall apply to these specifications:

Product Quality Levels:

- (a) Printing Attributes – Level 1
- (b) Finishing Attributes – Level 1
- (c) Exceptions: None

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests - General Inspection Level 1
- (b) Destructive Tests - Special Inspection Level S-2.

Specified Standards: The specified standards for the attributes requiring them shall be:

Attribute	Specified Standard
P-7. Type Quality and Uniformity	Approved Proofs
P-8. Halftone Match (Single and Double Impression)	Approved Proofs
P-9. Solid and Screen Tint Color Match	Ink Draw Down/Pantone Matching System
P-10. Process Color Match	Approved Proofs

**QUALITY ASSURANCE RANDOM COPIES:** 50 package/sets. The contractor is required to submit quality assurance random copies to test for compliance against specifications. The contractor must divide the entire order into **50 equal sublots for each Item** and select a copy from a different general area of each subplot. The contractor will be required to execute a statement furnished by GPO certifying that copies were selected as directed. A copy of the purchase order/specifications must be included.

Business Reply Mail labels will be furnished for mailing the quality assurance random copies (**\*\*\*NOTE: to be mailed to WASHINGTON, DC**). The copies are to be mailed at the same time as the first scheduled shipment. A U.S. Postal Service approved Certificate of Mailing, identified by Jacket and Purchase Order number must be furnished with billing.



**BID OFFER**

SHIPMENT(S): Shipments will be made from: City \_\_\_\_\_, State \_\_\_\_\_

JACKET NO: 504-397

Bid Price \$ \_\_\_\_\_ Additional \_\_\_\_\_ Rate \_\_\_\_\_

DISCOUNTS: Discount is offered for payment as follows: \_\_\_\_\_ Percent, \_\_\_\_\_ calendar days. See Article 12 "Discounts" of Solicitation Provisions in GPO Contract Terms (Publication 310.2).

BID ACCEPTANCE PERIOD: In compliance with the above, the undersigned agrees, if this bid is accepted within \_\_\_\_\_ calendar days (60 calendar days unless a different period is inserted by the bidder) from the date for receipt of bids, to furnish the specified items at the price set opposite each item, delivered at the designated points(s), in exact accordance with specifications.

NOTE: Failure to provide a 60-day bid acceptance period may result in expiration of the bid prior to award.

AMENDMENT(S): Bidder hereby acknowledges amendment(s) number(ed) \_\_\_\_\_

BIDDER'S NAME AND SIGNATURE: Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms – Publication 310.2. When responding by email, fill out and return one completed copy of all applicable pages that include the Jacket Number, Bid Price, Additional Rate, Discounts, Amendments, Bid Acceptance Period, and Bidder's Name and Signature, including signing where indicated. Valid electronic signatures will be accepted in accordance with the Uniform Electronic Transactions Act, § 2. Electronic signatures must be verifiable of the person authorized by the company to sign bids.

Failure to sign the signature block below may result in the bid being declared non-responsive.

(Company Name)	(GPO Contractor's Code)
(Street Address, City, State and Zip Code)	
(Printed Name and Title)	(Telephone number)
(Signature)	(Date)
(E-Mail)	(Facsimile Number)

\*\*\*\*\*

**THIS SECTION FOR GPO USE ONLY**

Certified by: \_\_\_\_\_ Date: \_\_\_\_\_ Contracting Officer: \_\_\_\_\_ Date: \_\_\_\_\_  
(Initials) (Initials)