



Procurement

300 Turner Street NW
North End Center, Ste 2100
Blacksburg, Virginia 24061
P: (540) 231-6221 F: (540) 231-9628
www.procurement.vt.edu

August 8, 2024

Strategic Factory
Kimberly Barefield
11195 Dolfeld Blvd
Owings Mills, MD 21117-3250

Dear Kimberly,

Subject: Contract Renewal Letter

Virginia Tech Contract #: VTG-1683-2022
Commodity/Service: General Printing Services
Renewal Period: 8/25/24 - 8/24/26
Renewal #: (2) two-year renewal

In accordance with the renewal provision of the original contract, the university would like to renew the contract for an additional term. Please advise concerning your intention by signing in the appropriate space below. A signed copy of this letter should be received in Procurement by ASAP.

If allowed by the contract, price adjustments must be requested at the time of renewal in accordance with the contract documents. Price adjustments are not automatic or retroactive and are only implemented upon request by the vendor at the time of renewal.

In addition, review the attached form which shows your company information as listed in the university's vendor database. If any of this information has changed, make corrections directly on the form, and return with this letter. It is essential this information be accurate for payments to be processed in a timely manner.

Virginia Tech recommends that our vendors utilize the Wells One AP Control Payment System for payment of all invoices and strongly encourages all vendors under contract with the university to participate in this program. If your firm is not enrolled in the program, refer to our website: <http://www.procurement.vt.edu/Vendor/WellsOne.html> or contact me directly for more information.

Sincerely,


Chad Dalton
Systems and Contracts Lead
(540) 231-9129

Strategic Factory **agrees** to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:  Date: 8/8/2024
Name: Kimberly Barefield Title: Account Specialist
(please print)

We currently participate in the Wells One Program: _____

We would like to participate in the Wells One Program: _____

Approved: 
Director of Procurement

Date: 8/8/2024

**Procurement**

300 Turner Street NW
 North End Center, Ste 2100
 Blacksburg, Virginia 24061
 P: (540) 231-6221 F: (540) 231-9628
www.procurement.vt.edu

June 16, 2022

Kimberly Barefield
 Strategic Factory
 11195 Dolfield Blvd
 Owings Mills, MD 21117-3250

Dear Ms. Barefield:

Subject: Contract Renewal Letter

Virginia Tech Contract #: VTG-1683-2022
 Commodity/Service: General Printing Services
 Renewal Period: August 25, 2022 – August 24, 2024
 Renewal #: (1) two-year renewal

In accordance with the renewal provision of the original contract, the university would like to renew the contract for an additional term. Please advise concerning your intention by signing in the appropriate space below. A signed copy of this letter should be received in Procurement by as soon as possible.

If allowed by the contract, price adjustments must be requested at the time of renewal in accordance with the contract documents. Price adjustments are not automatic or retroactive and are only implemented upon request by the vendor at the time of renewal.

In addition, review the attached form which shows your company information as listed in the university's vendor database. If any of this information has changed, make corrections directly on the form, and return with this letter. It is essential this information be accurate for payments to be processed in a timely manner.

Virginia Tech recommends that our vendors utilize the Wells One AP Control Payment System for payment of all invoices and strongly encourages all vendors under contract with the university to participate in this program. If your firm is not enrolled in the program, refer to our website: <http://www.procurement.vt.edu/Vendor/WellsOne.html> or contact me directly for more information.

Sincerely,
 Mary Seyler
 Buyer Senior/Contracts Office

Telephone: (540) 231-3813

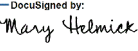
Strategic Factory **agrees** to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:  Date: 6/16/2022
 Name: Kimberly Barefield Title: Account Specialist
 (please print)

We currently participate in the Wells One Program. _____

We would like to participate in the Wells One Program _____

PQ/

Approved: 
 Mary W. Helmick
 Director of Procurement
 Date: 6/16/2022

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTG-1683-2022

This contract entered into this 25th day of August 2021, by KM Printing LLC dba Strategic Factory, hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech."

WITNESSETH that the Contractor and Virginia Tech, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF CONTRACT: The Contractor shall provide the On Demand Design and Off-Set Printing Services to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From 8/25/2021 through 8/24/2022 with the option of four (4) two (2) year renewals.

COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the Contract Documents.

CONTRACT DOCUMENTS: The Contract Documents shall consist of this signed contract, Request for Proposal (RFP) number 042021-02JS dated April 23, 2021, together with Addendum Number 1 To RFP dated May 7, 2021, and the bid submitted by the Contractor dated May 27, 2021, and the Contractor's response dated May 27, 2021 to Addendum Number 1 To RFP, and the Summary of Negotiations, all of which Contract Documents are incorporated herein.

ELECTRONIC TRANSACTIONS: If this paragraph is initialed by both parties, to the fullest extent permitted by Code of Virginia, Title 59.1, Chapter 42.1, the parties do hereby expressly authorize and consent to the use of electronic signatures as an additional method of signing and/or initialing this contract and agree electronic signatures (for example, the delivery of a PDF copy of the signature of either party via facsimile or electronic mail or signing electronically by utilizing an electronic signature service) are the same as manual executed handwritten signatures for the purposes of validity, enforceability and

admissibility.
SS MS
(Initials)

In WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Contractor By: DocuSigned by:
Scott Stein
(Signature)
Scott Stein VP
Name and Title

Virginia Tech By: DocuSigned by:
Mary Helmick
Mary W. Helmick
Director of Procurement



Request for Proposal # 042021-02JS

For

On-Demand Design and Off-Set Printing Services

April 23, 2021

Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

RFP 042021-02JS
GENERAL INFORMATION FORM

QUESTIONS: All inquiries for information regarding this solicitation should be directed to: Jordan Stump, Phone: (540) 231-5248, e-mail: jstump4@vt.edu

DUE DATE: Proposals will be received until May 27th at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

PROPOSAL SUBMISSION:

Proposals may NOT be hand delivered to the Procurement Office.

Due to the COVID-19 Emergency Declaration, Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to procurement@vt.edu with the **RFP number, due date, and time in the subject line of the email.**

Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time. Delivery Confirmation receipts from the offeror's own email system are recommended.

Attachments must be smaller than 25MB in order to be received by the University.

PRE-PROPOSAL CONFERENCE: A pre-proposal conference will be held on May 3rd at 2:00 PM. See section X., Pre-proposal Conference for additional information.

TYPE OF BUSINESS: (Please check all applicable classifications). If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number: _____. For assistance with SWaM certification, visit the SBSD website at <http://sbsd.virginia.gov/>.

_____ **Large**

_____ **Small business** – An independently owned and operated business which, together with affiliates, has 250 or fewer employees or average annual gross receipts of \$10 million or less averaged over the previous three years. Commonwealth of Virginia Department of Small Business and Supplier Diversity (SBSD) certified women-owned and minority-owned business shall also be considered small business when they have received SBSD small business certification.

_____ **Women-owned business** – A business concern that is at least 51% owned by one or more women who are U. S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law, and both the management and daily business operations are controlled by one or more women who are U. S. citizens or legal resident aliens.

_____ **Minority-owned business** – A business concern that is at least 51% owned by one or more minority individuals (see Section 2.2-1401, Code of Virginia) or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

COMPANY INFORMATION/SIGNATURE: In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number)		FEDERAL TAXPAYER NUMBER (ID#)	
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name)		BILLING NAME (Company name as it appears on your invoice)	
PURCHASE ORDER ADDRESS		PAYMENT ADDRESS	
CONTACT NAME/TITLE (PRINT)			E-MAIL ADDRESS
TELEPHONE NUMBER	TOLL FREE TELEPHONE NUMBER	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS	

I acknowledge that I have received the following addendums posted for this solicitation.

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ (Please check all that apply)

Is any member of the firm an employee of the Commonwealth of Virginia who has a personal interest in this contract pursuant to the Code of Virginia, 2.2 – 3102 - 3112

YES _____ NO _____

SIGNATURE _____ Date: _____

12/01/2020

I. PURPOSE:

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a contract through competitive negotiations for Secure Printing Services by Virginia Polytechnic Institute and State University (Virginia Tech), an agency of the Commonwealth of Virginia.

II. SMALL, WOMAN-OWNED AND MINORITY (SWAM) BUSINESS PARTICIPATION:

The mission of the Virginia Tech supplier opportunity program is to foster inclusion in the university supply chain and accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, and local suppliers. Virginia Tech encourages prime suppliers, contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

III. CONTRACT PERIOD:

The term of this contract shall be for one (1) year, or as negotiated. There will be an option for four (4) two (2) year renewals, or as negotiated.

IV. BACKGROUND:

Virginia Polytechnic Institute and State University (Virginia Tech) is located in Blacksburg, Virginia, approximately 40 miles southwest of Roanoke, Virginia, the major commercial hub of the area. In addition to the university's main campus in Blacksburg, major off campus locations include twelve agriculture experiment research stations, the Marion duPont Scott Equine Medical Center and graduate centers in Roanoke and Fairfax, Virginia. Regularly scheduled air service is provided at the Roanoke Regional Airport.

Dedicated to its motto, Ut Prosim (That I May Serve), Virginia Tech takes a hands-on, engaging approach to education, preparing scholars to be leaders in their fields and communities. As the Commonwealth's most comprehensive university and its leading research institution, Virginia Tech offers 240 undergraduate degree programs to more than 31,000 students and manages a research portfolio of nearly \$513 million. The university fulfills its land-grant mission of transforming knowledge to practice through technological leadership and by fueling economic growth and job creation locally, regionally, and across Virginia.

Virginia Tech's Printing Services has served its community for 100 years. Effective May 31, 2021, the University will no longer offer printing through Virginia Tech Printing Services. To meet the needs across campus for these services, Virginia Tech is seeking multiple firms who can fulfill the variety of needs and will adhere to the brand standards of the University.

V. EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM:

The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. *We are, therefore, requesting that your firm register as a vendor within the eVA system.*

There are transaction fees involved with the use of eVA. These fees must be considered in the provision of quotes, bids and price proposals offered to Virginia Tech. Failure to register within the

eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <http://www.eva.virginia.gov/pages/eva-registration-buyer-vendor.htm> and **register both with eVA and Ariba**. *This process needs to be completed before Virginia Tech can issue your firm a Purchase Order or contract.* If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at: <http://www.eva.virginia.gov>, or call 866-289-7367 or 804-371-2525.

VI. CONTRACT PARTICIPATION:



It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or Virginia Tech's affiliated corporations and/or partnerships may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with contract terms. The Contractor shall notify Virginia Tech in writing of any such entities accessing the contract, if requested. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract, as requested. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Virginia Tech. Virginia Tech shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Virginia Tech is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

Please refer to Attachment B, Zone Map, if the offeror wishes to submit separate pricing structure based on approved zones for cooperative institutions. Refer to Attachment B for the approved Zone Map. If no other prices are offered, pricing provided will apply to all zones in the Commonwealth. If you wish to provide pricing for a zone other than which this solicitation originated, please indicate you are doing so in the response. If you anticipate pricing differentials for different zones, a separate pricing sheet must be submitted for each zone that includes appropriate pricing for that zone.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

VII. STATEMENT OF NEEDS:

Submitted proposals should be as thorough and detailed as possible so Virginia Tech may properly evaluate the offeror's capabilities to provide the required goods or services. Offerors must submit their information as a complete proposal.

Virginia Tech understands that offerors may have the ability to respond to specific options listed below based on their area of expertise:

Option 1: Standard Product Printing – The following are examples but are not limited to digital prints, offset prints, letterhead, postcards, business cards, flyers, brochures, greeting cards, mailing and more.

Option 2: Specialty High End Work – The following are examples but are not limited to digital prints, mailing, web press, die Cut folders, die cut custom folding pieces, embossing, spot UV finishes, soft-touch, matte lamination, perfect binding, wire binding, magazines, paper banners and more.

To better evaluate your proposal, clearly identify the sections below regarding the specific options your firm can provide.

(If your firm can respond to multiple options, have the responses set apart for each option selected. Example: Option 1: 1. Response to complete section, 2.a. response, 2.b. response, etc.; Option 3: 1. Response to complete section, 2.a. response.)

1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below.
 - a. Provide the highest possible quality of cost-efficient printing and customer service.
 - b. Provide Post-Consumer Waste (PCW) recycled paper of the quality equivalent to paper currently being used or the paper requested by the university.
 - c. Provide all printing and related services (stripping, filming, binding, etc.) color separations, duotones, and all appropriate proofs.
 - d. Print the university's publications within the required turnaround time of as little as ten (10) business days.
 - e. Provide pickup and delivery, or appropriate transmittal, including overnight delivery when necessary, of all artwork, proofs, and finished products, to and from the university or its designated designer's offices and in the case of the finished product, a designated mailing house.
 - f. Provide the university with the highest possible level of customer service. This will include, but is not limited to, meeting with the university's representative and designer for each publication at no cost to the university and at the university's request in order to:
 - i. Review job specifications and printing
 - ii. Review final inspections, pickup artwork, disks and materials or provide company's FTP site information to transfer project files.

- iii. Deliver two contract color proofs (one retained by the university, one returned to the printer) and two blueline proofs when necessary to show folding, Pantone ink, etc.
 - g. ENSURE THAT ALL ITEMS PRINTED SHALL MEET THE VIRGINIA TECH BRAND GUIDELINES OUTLINED ON THE WEBPAGE AT: <https://brand.vt.edu/>
 - h. BUSINESS AGREES TO BECOME LICENSED WITH THE UNIVERSITY'S LICENSING AGENT, THE COLLEGIATE LICENSING COMPANY, IF CONTRACT IS AWARDED.
 - i. Meet production schedules in all cases unless the university agrees in writing to an alternate production schedule. Production schedules may vary, but should not exceed a total of three (3) weeks from the time of receipt of university order to final printing and shipping unless agreed upon in writing by the university.
2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:
- a. Describe the complete process of completing printing projects for Virginia Tech to include receiving copy from VT, returning proofs to VT, press checks, and printing and delivery of the publication. Specify timelines that will be followed throughout the process and all deadlines that will be observed.
 - b. Describe process and flexibility in scheduling. Should delivery of files to contractor be delayed, describe how the prepress and printing schedule is affected, and how VT's priority in the printing/binding queue is affected. Explain your firm's process for after-hours and weekend availability to ensure days are not lost in the approval process.
 - c. Describe in-house production capabilities and process. Specify any work that may be subcontracted.
 - d. Provide details on the criteria used when determining overtime and correction charges including the different ways the Author Alterations (AA's) versus Printer Errors are handled. Specify the numbers of hours that Author Alterations will be provided free of charge per printing project.
 - e. Provide a brief history of your firm and describe your experience in providing printing services to include desktop publishing, design, and layout of various institutional publications. Include describing desktop publishing/layout expertise and offerings, specify the number of hours that desktop publishing/layout services will be provided free of charge per printing project.
 - f. Describe any new media technologies that your firm is able to offer such as variable data. Provide any information that the university should consider in evaluating your firm's proposal.
 - g. Describe your firm's ability to access and receive electronic mail and files via FTP or online file sharing services, such as, hightail, drop box, google drive. Explain the communication process from receiving electronic files to delivery of material.
 - h. Describe the plan for providing proofs to Virginia Tech. Specify proofing options to include digital and hardcopy proofs. Explain the handling of hard proof delivery for both a short time frame and over weekends.

- i. Describe how your firm plans to review work and correct initial problems prior to the proofs arriving at the university.
- j. Describe your firm's ability to perform press work from a variety of software programs. State the software programs that your firm has experience with.
- k. Specify if your firm is FSC certified. Provide documentation to support this.
- l. Describe best practices for ink manufacture, reclamation, reuse and recycling.
- m. Describe your firm's ability to print both CMYK and Pantone colors on a variety of materials. Specify your firm's stance on color margin of error.
- n. Describe the ability of VT to attend onsite press checks. Specify what accommodations will be made to ensure that VT is onsite at press checks if desired.
- o. Describe your firm's ability to provide mailing and distribution services for completing printing projects.
- p. Describe your firm's process for correcting printing errors *after* delivery of the final printed project. Specify the timeline for providing VT with the reprinted material.
- q. Provide up to 3 (three) samples of print work to demonstrate the range of any additional printing capabilities that your firm possesses.

3. Price:

- a. Provide samples of work produced comparable to the printing scenarios described in Attachment D: SAMPLE PRINTING SERVICES SPECIFICATIONS. Clearly label the sample of work to show the sample printing specifications they represent. Offerors should provide pricing for these samples along with all operations and materials needed to complete the work.

4. Qualifications and Experience:

- a. Describe the qualifications and experience of your firm in providing similar projects or in multiple projects involving similar component challenges.
- b. Provide four (4) recent references, either educational or governmental, for whom you have provided the services described. Include the date(s) the services were finished, the client name, address and the name and phone number of the individual Virginia Tech has your permission to contact.
- c. Discussion of the qualifications/experience and availability of the staff who will contribute to the projects. Include Resume of all staff members who will work on the design and who are available to support the projects.

5. Participation of Small, Women-owned and Minority-owned Business (SWaM):

- a. Describe your plan for utilizing Virginia certified SWaM subcontractors if awarded contract if your business cannot be classified as a Virginia certified SWaM firm.
- b. Describe your ability to provide reporting on SWaM subcontracting spend on a quarterly basis if applicable.

- c. Describe how your firm will initiate, by the time of the award, the certification process if your firm or any business you plan to subcontract

VIII. PROPOSAL PREPARATION AND SUBMISSION:

A. General Requirements

1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;
 - a. **One (1) electronic document** in WORD format or searchable PDF (*flash drive*) of the entire proposal as one document, INCLUDING ALL ATTACHMENTS emailed to procurement@vt.edu. Size not to exceed 25Mb.

Reference the Due Date and Hour, and RFP Number in the subject line of the email. No confirmation receipt will be provided by Virginia Tech.

Any proprietary information should be clearly marked in accordance with 2.d. below.

- b. Should the proposal contain **proprietary information**, provide **one (1) redacted electronic copy** of the proposal and attachments **with proprietary portions removed or blacked out**. This copy should be clearly marked "*Redacted Copy*" within the name of the document. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

No other distribution of the proposals shall be made by the Offeror.

2. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in Virginia Tech requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Virginia Tech at its discretion. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
- b. Proposals should be prepared simply and economically providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals

that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

- d. Ownership of all data, material and documentation originated and prepared for Virginia Tech pursuant to the RFP shall belong exclusively to Virginia Tech and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in rejection of the proposal.
3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Virginia Tech. This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Virginia Tech will schedule the time and location of these presentations. Oral presentations are an option of Virginia Tech and may not be conducted. Therefore, proposals should be complete.

IX. SELECTION CRITERIA AND AWARD:

A. Selection Criteria

Proposals will be evaluated by Virginia Tech using the following:

<u>Criteria</u>	<u>Maximum Point Value</u>
1. Quality of products/services offered and suitability for the intended purposes	20
2. Qualifications and experiences of Offeror in providing the goods/services	20
3. Specific plans or methodology to be used to provide the Services	30
4. Price	20
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10
Total	100

B. Award To Multiple Offerors:

Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request

for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the agency shall select the offerors which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia Tech reserves the right to make multiple awards as a result of this solicitation. Virginia Tech may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous. Should the Commonwealth determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the contractor's proposal as negotiated. See Attachment C for sample contract form.

X. OPTIONAL PRE-PROPOSAL CONFERENCE:

An optional virtual pre-proposal conference will be held on May 3rd at 2:00 PM. The purpose of this conference is to allow potential Offerors an opportunity to present questions and obtain clarification relative to any facet of this solicitation.

While attendance at this conference will not be a prerequisite to submitting a proposal, offerors who intend to submit a proposal are encouraged to attend.

Any changes resulting from this conference will be issued in a written addendum to this solicitation.

Email the procurement officer listed on this solicitation for the Zoom information.

XI. INQUIRIES:

All inquiries concerning this solicitation should be submitted in writing via email, citing the particular RFP section and paragraph number. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by **12:00 PM** on **May 4th**. Inquiries must be submitted to the procurement officer identified in this solicitation.

XII. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted by email to vtinvoices@vt.edu or by mail to:

Virginia Polytechnic Institute and State University (Virginia Tech)
Accounts Payable
North End Center, Suite 3300
300 Turner Street NW
Blacksburg, Virginia 24061

XIII. METHOD OF PAYMENT:

Virginia Tech will authorize payment to the contractor as negotiated in any resulting contract from the aforementioned Request for Proposal.

Payment can be expedited through the use of the Wells One AP Control Payment System. Virginia Tech strongly encourages participation in this program. For more information on this program please refer to Virginia Tech's Procurement website:

<http://www.procurement.vt.edu/vendor/wellsone.html> or contact the procurement officer identified in the RFP.

XIV. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <http://www.apps.vpfin.vt.edu/html.docs/bids.php>. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.

XV. COMMUNICATIONS:

Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement Department rejects all proposals. Formal communications will be directed to the procurement officer listed on this solicitation. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement Department representative may result in the offending Offeror's proposal being rejected.

XVI. CONTROLLING VERSION OF SOLICITATION:

The posted version of the solicitation and any addenda issued by Virginia Tech Procurement Services is the mandatory controlling version of the document. Any modification of/or additions to the solicitation by the Offeror shall not modify the official version of the solicitation issued by Virginia Tech Procurement Services. Such modifications or additions to the solicitation by the Offeror may be cause for rejection of the proposal; however, Virginia Tech reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

XVII. TERMS AND CONDITIONS:

This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions, see Attachment A.

XVIII. CONTRACT ADMINISTRATION:

- A. Jordan Stump, Assistant Director of Procurement at Virginia Tech or their designee, shall be identified as the Contract Administrator and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrator, or their designee, shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. The Contract Administrator, or their designee, shall not have authority to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Virginia Tech Procurement Department through a written amendment to the contract.

XIX. ATTACHMENTS:

Attachment A - Terms and Conditions
Attachment B - Zone Map for Cooperative Contracts
Attachment C - Sample of Standard Contract Form
Attachment D - SAMPLE PRINTING SERVICES SPECIFICATIONS

ATTACHMENT A

TERMS AND CONDITIONS

RFP GENERAL TERMS AND CONDITIONS

See:

http://procurement.vt.edu/content/dam/procurement_vt_edu/docs/terms/GTC_RFP_08012020.pdf

ADDITIONAL TERMS AND CONDITIONS

- A. ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the Agreement.
- B. AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Virginia Tech, its authorized agents, and/or the State auditors shall have full access and the right to examine any of said materials during said period.
- C. AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Virginia Tech shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
- D. CANCELLATION OF CONTRACT:** Virginia Tech reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
- E. CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all modifications thereof, the proposal submitted by the Contractor, the written results of negotiations, the Commonwealth Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
- F. IDENTIFICATION OF PROPOSAL EMAIL:** Due to the COVID-19 emergency declaration, Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to procurement@vt.edu with the **RFP number, due date, and time in the subject line of the email**. No confirmation receipt will be provided. It is the responsibility of the offeror to make sure their proposal is delivered on time. Delivery Confirmation receipts from the offeror's own email system are highly recommended. **Attachments must be smaller than 25MB in order to be received by the University.**

The offeror takes the risk that if the email is not marked as described above, it may be inadvertently opened and the information compromised, which may cause the proposal to be disqualified. Proposals may **NOT** be hand delivered to the Procurement Office.

- G. NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing via email.

H. SEVERAL LIABILITY: Virginia Tech will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

I. CLOUD OR WEB HOSTED SOFTWARE SOLUTIONS: For agreements involving Cloud-based Web-hosted software/applications refer to link for additional terms and conditions: http://www.ita.vt.edu/purchasing/VT_Cloud_Data_Protection_Addendum_final03102017.pdf

SPECIAL TERMS AND CONDITIONS

- 1. ADVERTISING:** In the event a contract is awarded for supplies, equipment, or services resulting from this solicitation, no indication of such sales or services to Virginia Tech will be used in product literature or advertising. The contractor shall not state in any of the advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its products or services.
- 2. DELIVERY POINT:** Except when otherwise specified herein, all items shall be F.O.B. delivered any point within the Commonwealth of Virginia as directed by ordering department, institution or agency of the Commonwealth or Public bodies of the Commonwealth as defined in Section 2.2-4301 of the Virginia Public Procurement Act.
- 3. LICENSE TO USE VIRGINIA TECH LICENSED INDICIA:** By signing and submitting this Proposal/Bid, the offeror/bidder agrees that if it is awarded a purchase order/contract as a result of this solicitation, it will follow the procedures outlined by Virginia Tech's Licensing and Trademarks Administration to become a licensed vendor authorized to use Virginia Tech licensed trademarks indicia identified in the solicitation and to follow all procedures for submitting artwork for product for approval prior to producing any product with Virginia Tech indicia. As a licensed vendor, the offeror/bidder will be required to pay the university's standard royalty rate for similarly licensed vendors. More information on the licensing process and application can be found at: <http://clc.com/Licensing-Info.aspx>.
- 4. ORDERS:** Applicable departments, institutions, agencies and Public Bodies of the Commonwealth of Virginia may order by issuing a purchase order against any contract resulting from this solicitation.
- 5. CLASS 1 - CRITICAL QUALITY PRINTING:** This class shall be used for four-color process printing where critical color matches are necessary or where engraved and/or embossed invitations are required. Typical examples: matching artists' original paintings or sculptures, or product colors so that they represent true colors or materials used in creating the original are accurately represented, and reproduction of medical slides where true color may be critical. This is a step above "pleasing colors." Finishing and bindery operations shall be of this same critical quality.
- 6. CLASS 1 - EXCELLENT QUALITY PRINTING:** This class shall be used when good clean, crisp reproduction is required. One color or multiple color jobs may be classified as "Class 1". Four-color process subjects shall have pleasing color matches with good skin tones; some color correction may be necessary. PMS color matches may be required. Very fine lines and drawings may be required. Normally half-tones or screen tints will require 133, 150, or 200 line screens. There is to be large reverse areas, and/or large solid areas where good even ink coverage is necessary. Because of the overall design, very accurate registration is required. Camera-ready copy is generally furnished. Metallic inks may be used. Finishing and bindery operations shall be of the same excellent quality.

- 7. CLASS 2 - GOOD QUALITY PRINTING:** This class shall be used for the majority of black and white or one color jobs where no critical registration is required or when no colors overprint. Multiple color jobs may be classified as "Class 2." Original copy is uniform and may have medium lines and drawings, medium-sized halftones and screens, medium-sized reverses and solid areas. Normally halftones and screen tints would be produced with 120 or 133 line screens. Metallic inks and process work are not generally included in the class. Normally metal plates and negatives are required. No cut lines or spots are acceptable. Finishing and bindery operations shall be of the same good quality.
- 8. CLASS 3 - MEDIUM QUALITY PRINTING:** This class denotes the least expensive kind of printing and shall be used for short-run, reproduction duplicator-type work where electrostatic or other direct plate methods are acceptable. Original copy is usually type written and may have coarse lines, drawings, and small reverses or solid areas. Evenness of ink coverage is not required. Coarse screen halftones or coarse screens may be used. No colors overprint each other and no metallic inks are used. Finishing and bindery operations would normally be simple stapling or punching.
- 9. OWNERSHIP OF PRINTING MATERIALS:** All artwork, camera-ready copy, negative, dies, photos, and similar materials used to produce a printing job shall become the property of Virginia Tech. Any furnished materials shall remain the property of Virginia Tech. All such items and materials shall be delivered to Virginia Tech in usable condition after completion of the work, and prior to submission of the invoice for payment.
- 10. PRINTING PICKUPS/DELIVERIES:** Contractor shall be responsible for all pickups and deliveries of all materials.
- 11. PRINTING RAST:** Proposal/Bids for printing will be rejected when the additional per thousand cost, run at the same time (R.A.S.T.) equals or exceeds the base lot per thousand price quoted and/or incremental unit cost. On Proposal/Bids for multiple part forms and envelopes, the additional per thousand price (R.A.S.T.) shall not exceed the base lot per thousand price quoted and/or incremental unit cost.
- 12. QUALITY COLOR PRINTING:** Contractor shall analyze each four-color subject and make separations individually. Contractor shall allow for color correction, dot etching, etc., in order to achieve top-quality production from each separation made.
- 13. PRODUCT INFORMATION:** The offeror/bidder shall clearly and specifically identify the product being offered and enclose complete and detailed descriptive literature, catalog cuts and specifications with the Proposal/Bid to enable Virginia Tech to determine if the product offered meets the requirements of the solicitation. Failure to do so may cause the Proposal/Bid to be considered nonresponsive.
- 14. QUANTITIES:** Quantities set forth in this solicitation are estimates only, and the contractor shall supply at Proposal/Bid prices actual quantities as ordered, regardless of whether such total quantities are more or less than those shown.
- 15. RENEWAL OF CONTRACT:** This contract may be renewed by Virginia Tech upon written agreement of both parties for four (4), two (2) year periods, under the terms of the current contract, and at a reasonable time (approximately 90 days) prior to the expiration.
- 16. SAMPLES:** After Proposal/Bids are received, and at its option, Virginia Tech may require contractor to provide a sample for each designated item so offered. Samples shall be an exact and true representative sample of the actual material offered and may be considered by Virginia Tech in making a contract award decision. Each sample shall be properly tagged or labeled with the name of the contractor and manufacturer. Bid samples shall be provided at no cost to Virginia Tech.

Samples will be handled and disposed of in accordance with Section 2, paragraph X10 of the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and Their Vendors. Furthermore, Virginia Tech reserves the right to secure additional check samples from the actual material supplied. In the event the check samples fail to conform to the contract requirements, the contractor shall immediately replace the portion of the delivered commodity with acceptable material conforming to the contract requirements at no additional costs to Virginia Tech. Submit samples to:

Virginia Polytechnic Institute and State University (Virginia Tech)
Procurement Department (MC 0333)
North End Center, Suite 2100
300 Turner Street, NW
Blacksburg, VA 24061
Solicitation # 042021-02JS
Opening Date & Hour

- 17. SPECIAL OR PROMOTIONAL DISCOUNTS:** The Contractor shall extend any special promotional sale prices or discounts immediately to Virginia Tech during the term of the contract. Such notice shall also advise the duration of the specific sale or discount price.
- 18. SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of Virginia Tech. In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish Virginia Tech the names, qualifications and experience of their proposed subcontractors. The contractor shall, however, remain fully liable and responsible for the work to be done by his subcontractor(s) and shall assure compliance with all requirements of the contract.

ATTACHMENT B**Zone Map****Virginia Association of State College & University Purchasing Professionals (VASCUPP)****List of member institutions by zones****Zone 1**

**George Mason University
(Fairfax)**

Zone 2

**James Madison University
(Harrisonburg)**

Zone 3

**University of Virginia
(Charlottesville)**

Zone 4

**University of Mary Washington
(Fredericksburg)**

Zone 5

**College of William and Mary
(Williamsburg)
Old Dominion University (Norfolk)**

Zone 6

**Virginia Commonwealth
University (Richmond)**

Zone 7

**Longwood University
(Farmville)**

Zone 8

**Virginia Military Institute
(Lexington)
Virginia Tech (Blacksburg)
Radford University (Radford)**

Zone 9

**University of Virginia - Wise
(Wise)**

The zone map is provided for the offeror to determine appropriate pricing structures based on approved zones for cooperative institutions. If no other prices are offered, pricing provided will apply to all zones in the Commonwealth. If you wish to provide pricing for a zone other than which this solicitation originated, please indicate you are doing so in the response. If you anticipate pricing differentials for different zones, a separate pricing sheet must be submitted for each zone that includes appropriate pricing for that zone

ATTACHMENT C

SAMPLE CONTRACT FORM

**Standard Contract form for reference only
Offerors do not need to fill in this form**

COMMONWEALTH OF VIRGINIA
STANDARD CONTRACT

Contract Number: _____

This contract entered into this ____ day of _____, 20____, by _____, hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech".

WITNESSETH that the Contractor and Virginia Tech, in consideration of the mutual covenants, promises and agreements herein contained, agrees as follows:

SCOPE OF CONTRACT: The Contractor shall provide the _____ to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From _____ through _____.

COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the contract documents.

CONTRACT DOCUMENT: The Contract Documents shall consist of this signed contract, Request For Proposal Number _____ dated _____, together with all written modifications thereof and the proposal submitted by the Contractor dated _____ and the Contractor's letter dated _____, all of which Contract Documents are incorporated herein.

In WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Contractor:

Virginia Tech

By: _____

By: _____

Title: _____

Title: _____

Attachment D

SAMPLE PRINTING SERVICES SPECIFICATIONS

The printing sample specifications below are samples. VT does not guarantee that these particular items will be printed as these are only samples of past printing pieces and are to be used for evaluation purposes only. Offerors should provide pricing for these samples in Section VII. Statement of Needs, 3. Pricing, of the RFP. Pricing should include all operations and materials to complete the work.

1. **Visitor Guide Folded Map Brochure, quantity 2,000**
 22.25" x 17" flat, folds to 5.625" x 8.5"
 4/4 with bleeds
 100# Burgo Chorus Art white silk text (FSC mix imprint)
 Fold & trim
2. **Preview Days Brochure, quantity 5,000**
 20.5" x 11" flat, folds to 6.875" x 11"
 4/4 with bleeds
 80# Sappi Flo dull cover (FSC mix imprint)
 Score, fold, & trim
 VT provides design file
3. **Academic Open House Postcard, quantity 55,000**
 6" x 4.25"
 4/4 with bleeds
 80# Sappi Flo dull cover
 Trim
 VT provides design file
4. **Lapsed Giving Invitation, quantity 23,000**
 8.75" x 11.5", folds to 8.75" x 5.75"
 4/4 with bleeds
 80# Sappi Flo gloss cover
 Score, fold & trim
 VT provides design file
5. **Thank You Cards, quantity 7,500**
 7" x 10", folds to 7" x 5"
 80# Sappi Flo dull cover
 4/4 with bleeds
 Score, fold & trim
6. **Student Success Center Brochure, quantity 15,000**
 18" x 7" flat, folds to 9" x 7" (16-page self-cover)
 4/4 with bleeds
 100# Via Cool White vellum text (FSC mix imprint)
 Score, fold, collate
 VT provides design file
7. **Football Game Programs, quantity 5,500**
 80 pages + cover
 8.5" x 11" folded size, 11" x 17" flat size
 4/4 throughout + flood high gloss varnish on outside cover

Cover: 100# Anthem matte text
Inside: 80# Anthem gloss text
Collate, side stitched and perfect bind
VT provides design file

8. Basketball Game Programs, quantity 27,000

8.5" x 11" folded size, 25.5" x 11" flat size
4/4 throughout bleeds on all edges both sides
Paper: 80# Endurance white gloss cover
Tri-Fold
VT provides design file

9. Basketball Schedule Cards, quantity 3,000

4-1/2" x 3-1/2" remains flat
4/4 with bleeds on all edges both sides
Paper: 100# Endurance white gloss cover
Score center, do NOT fold, pad 50 sheets per pad
VT provides design file

10. Basketball Schedule Cards, quantity 3,000

Formal single panel invitation, quantity 1,000 with addl. 100's
5.125" x 7.75"
2/0
80# Neenah Oxford Innocent cover (or comparable)
VT provides design file

ADDENDUM # 1 TO RFP # 042021-02JS

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)
Procurement Department (MC 0333)
North End Center, Suite 2100
300 Turner Street NW
Blacksburg, Virginia 24061

DATE	DUE DATE AND HOUR
May 7, 2021	May 27, 2021 3PM

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Jordan Stump, Assistant Director
E-MAIL ADDRESS: jstump4@vt.edu TELEPHONE NUMBER (540) 231-5248
FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221

On Demand Design and Off-Set Printing Services

1. **Due to the COVID-19 Emergency Declaration, Virginia Tech will be accepting electronic submission of proposals. All submissions should be submitted to procurement@vt.edu with the RFP number, due date, and time in the subject line of the email.**

Virginia Tech will not confirm receipt of proposals. It is the responsibility of the proposers to make sure their proposal is delivered on time. Delivery Confirmation functionality is recommended from the proposer's email system. Official timestamp of received proposal will be based on the Virginia Tech web server date and time received.

Attachments must not exceed 25MB to avoid delivery issues thru email servers.

2. Please see the attached responses to inquiries received about this RFP.
3. All other terms, conditions and descriptions remain the same.
4. The due date and hour has NOT changed from May 27, 2021 3pm.

I acknowledge that I have read and understand this addendum in its entirety.

Signature

Date

REQUEST FOR PROPOSAL: ON DEMAND DESIGN AND OFF-SET PRINTING SERVICES

1. Confirmation regarding the request for samples.

RESPONSE: Please send 3 samples of each item identified in Attachment D to the address below with attention to:

Attn: Michael Goodson
Virginia Tech
1425 South Main Street
Blacksburg, VA 24061

Samples can arrive anytime while the RFP is open but all samples must be received by the due date and hour stated on the RFP.

2. Clarification on Special Terms and Conditions Item 2; Shipping costs need to be FOB anywhere in the state but shouldn't we include it to be FOB Blacksburg, VA?

RESPONSE: Please respond with shipping costs that are associated with Attachment B, Zone Map. Virginia Tech has locations across the Commonwealth of Virginia and the Zone Map will provide a good understanding of pricing for the related areas.

3. All of our cost (sample projects on Attachment D) need to include bulk delivery to campus, correct?

RESPONSE: Yes, please include all shipping cost in your proposal. Please state if cost are already included or you can have the shipping cost separated out but referenced as a line item.

4. Please indicate what paper or papers you may use currently for your business cards?

RESPONSE: Virginia Tech offers 130lb uncoated cover as the standard paper and a uncoated 160lb cover. There is also the option of 16pt soft touch and synthetic paper.

5. Can we submit optional pricing on each line item in addition to the specs provided? For instance, on item three (Academic Open House postcard), could we offer pricing as specified, and then with a more economically priced paper option (of a like grade)?

RESPONSE: Yes, this is acceptable. Please ensure it is identified on the proposal.



Timothy D. Sands, President (0131)
Burruss Hall, Suite 210
800 Drillfield Drive
Blacksburg, Virginia 24061
540-231-6231
President@vt.edu

DECLARATION OF AN EMERGENCY AT VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

By virtue of my authority as President of Virginia Polytechnic Institute and State University, I verbally declared an emergency on the Virginia Tech campus on Tuesday March 3, 2020, as a result of COVID-19 outbreak that is impacting students and employees traveling abroad and has the potential to impact the University's programs in Virginia.

The health and welfare of the students and personnel and the peril to property on the campus necessitated the proclamation of the existence of an emergency.

I am also hereby declaring that Dr. Guru Ghosh, shall serve as the Vice President in charge and that Michael Mulhare shall serve as the Emergency Response Coordinator.

By:

Handwritten signature of Timothy D. Sands in black ink.

President

Dated:

March 3rd 2020

RFP 042021-02JS
GENERAL INFORMATION FORM

QUESTIONS: All inquiries for information regarding this solicitation should be directed to: Jordan Stump, Phone: (540) 231-5248, e-mail: jstump4@vt.edu

DUE DATE: Proposals will be received until May 27th at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

PROPOSAL SUBMISSION:

Proposals may NOT be hand delivered to the Procurement Office.

Due to the COVID-19 Emergency Declaration, Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to procurement@vt.edu with the **RFP number, due date, and time in the subject line of the email.**

Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time. Delivery Confirmation receipts from the offeror's own email system are recommended.

Attachments must be smaller than 25MB in order to be received by the University.

PRE-PROPOSAL CONFERENCE: A pre-proposal conference will be held on May 3rd at 2:00 PM. See section X., Pre-proposal Conference for additional information.

TYPE OF BUSINESS: (Please check all applicable classifications). If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number: _____. For assistance with SWaM certification, visit the SBSD website at <http://sbsd.virginia.gov/>.


_____ **Large**

☒ **Small business** – An independently owned and operated business which, together with affiliates, has 250 or fewer employees or average annual gross receipts of \$10 million or less averaged over the previous three years. Commonwealth of Virginia Department of Small Business and Supplier Diversity (SBSD) certified women-owned and minority-owned business shall also be considered small business when they have received SBSD small business certification.

_____ **Women-owned business** – A business concern that is at least 51% owned by one or more women who are U. S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law, and both the management and daily business operations are controlled by one or more women who are U. S. citizens or legal resident aliens.

_____ **Minority-owned business** – A business concern that is at least 51% owned by one or more minority individuals (see Section 2.2-1401, Code of Virginia) or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

COMPANY INFORMATION/SIGNATURE: In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number) KM Printing LLC		FEDERAL TAXPAYER NUMBER (ID#) 	
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name) Strategic Factory		BILLING NAME (Company name as it appears on your invoice) Strategic Factory	
PURCHASE ORDER ADDRESS 11195 Dolfield Blvd, Owings Mills, Maryland 21117		PAYMENT ADDRESS 11195 Dolfield Blvd, Owings Mills, Maryland 21117	
CONTACT NAME/TITLE (PRINT) Kimberly Barefield, Account Specialist			E-MAIL ADDRESS kimb@strategicfactory.com
TELEPHONE NUMBER 443-589-3144	TOLL FREE TELEPHONE NUMBER 443-589-3144	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS	443-738-9800

I acknowledge that I have received the following addendums posted for this solicitation.

1 ☒ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ (Please check all that apply)

Is any member of the firm an employee of the Commonwealth of Virginia who has a personal interest in this contract pursuant to the Code of Virginia, 2.2 – 3102 - 3112

YES ☐ NO ☒

SIGNATURE  Date: 5/27/2011

12/01/2020

ADDENDUM # 1 TO RFP # 042021-02JS

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)
Procurement Department (MC 0333)
North End Center, Suite 2100
300 Turner Street NW
Blacksburg, Virginia 24061

DATE	DUE DATE AND HOUR
May 7, 2021	May 27, 2021 3PM

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Jordan Stump, Assistant Director
E-MAIL ADDRESS: jstump4@vt.edu TELEPHONE NUMBER (540) 231-5248
FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221

On Demand Design and Off-Set Printing Services


1. Due to the COVID-19 Emergency Declaration, Virginia Tech will be accepting electronic submission of proposals. All submissions should be submitted to procurement@vt.edu with the RFP number, due date, and time in the subject line of the email.

Virginia Tech will not confirm receipt of proposals. It is the responsibility of the proposers to make sure their proposal is delivered on time. Delivery Confirmation functionality is recommended from the proposer's email system. Official timestamp of received proposal will be based on the Virginia Tech web server date and time received.

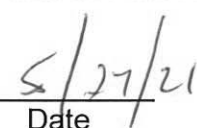
Attachments must not exceed 25MB to avoid delivery issues thru email servers.

2. Please see the attached responses to inquiries received about this RFP.
3. All other terms, conditions and descriptions remain the same.
4. The due date and hour has NOT changed from May 27, 2021 3pm.

I acknowledge that I have read and understand this addendum in its entirety.



Signature



Date



Virginia Tech Request for Proposal #042021-02JS On-Demand Design and Off-Set Printing Services



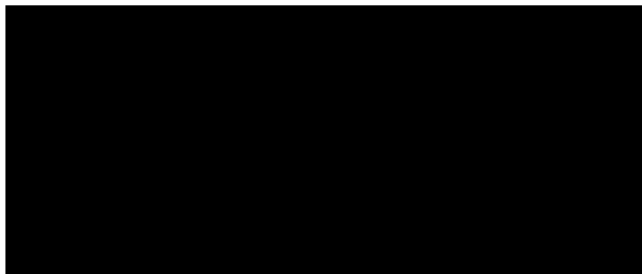


Response to Option 1: Standard Product Printing

1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

a. Provide the highest possible quality of cost-efficient printing and customer service.

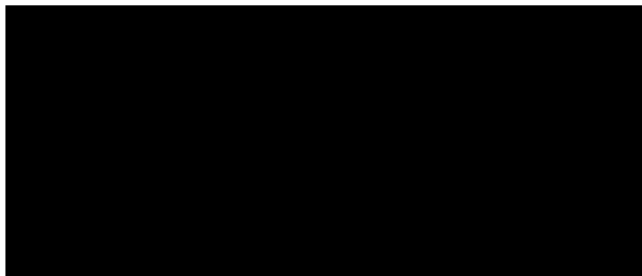
Strategic Factory owes its success to its employees and their endless dedication to providing high quality service and products every single day. Every job Strategic Factory does has several sets of eyes on it to ensure it's done per the client's specifications. We grew from an 800 square foot store that was on first name basis with most of the community to an over 40,000 square foot production facility that is still on the first name basis with most of the community. We value customer satisfaction above all else. As we grew, we acquired new equipment, processes, and talent which helped decrease our turnaround time and prices. Our staff is trained to ask the right questions like budget, who the end user is, and what the product is for so we can give alternative options that the client may not know about and could be a better fit. In one building we have several client-focused departments such as marketing, graphic design, project estimating, signage, mailing, fulfillment, and production. Each of these departments are used by the client's main point of contact, their relationship manager, and assist in getting the best outcome for their client. Since all these departments are under one roof, communication is seamless, and our clients are able to have meetings with a representative of each team for large projects. Over the last two decades we absorbed multiple companies which allowed us to gain more specialized knowledge in different fields. We have absorbed several types of signage, branding, marketing and print companies and each gave us new people, ideas, and improved our ability to meet our clients' needs.



1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

b. Provide Post-Consumer Waste (PCW) recycled paper of the quality equivalent to paper currently being used or the paper requested by the university.

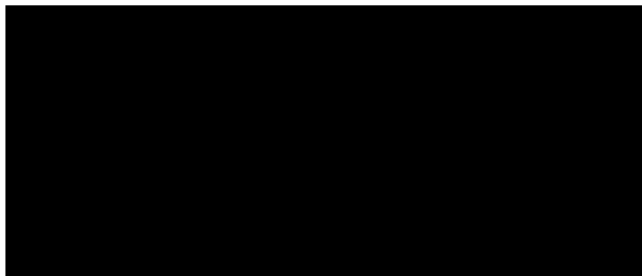
Strategic Factory is dedicated to being environmentally friendly and built our headquarters with that in mind. Our facility has a 100-kilowatt solar panels on the roof that generates more than 130MWh per year. We use nontoxic soy-based inks, our DI presses image digitally on recyclable plates, and we offer paper options from certified managed forests. On top of this, we have a partnership with Trees for the Future in which we donate thousands of trees to help offset our production and have reduced waste by almost 33% by recycling. We receive paper shipments every day so we can order exactly what is needed like PCW recycled paper and limit the amount of waste and clutter in our facility.



1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

c. Provide all printing and related services (stripping, filming, binding, etc.) color separations, duotones, and all appropriate proofs.

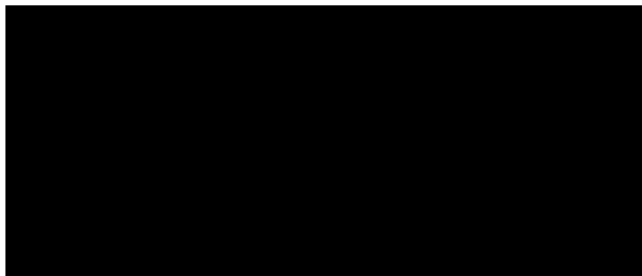
We have a production facility attached to our headquarters in Owings Mills. This facility has dozens of machines that can fulfill a verity of print orders. For high volume or quick turnaround orders, we have machines that specialize in one task so it is able to do it more efficiently. We have machines like Morgana Digifold 5000P, Perfect Binder-460A, Challenge 3 Hole Drill, and Polar Cutter N 115 Plus. All these machines do exactly what they sound like, fold, bind, drill holes, and cut items to size. We are constantly getting additional equipment so we can reduce our production time and increase our printing capabilities. Our production team has been cross trained on machines so should anyone be offsite, there will always be someone who can get a job completed.



1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

d. Print the university's publications within the required turnaround time of as little as ten (10) business days.

Multiple factors go into getting an order out of our doors and into our client's hands. Things like proof approval, production time, shipping, and other factors come in to play. Most proofs for standard items such as business cards, flyers, and letterhead can be sent to the client within 48 hours. Items that need to be fully designed with fresh information, all need graphics, and are done from scratch vary based on the project complexity but we try to keep turnaround under 5 business days and will communicate the expected proof date to the client as soon as possible. We have an automated proofing system that allows our clients to view a PDF proof from their email and approve it with just a few clicks. This then gets sent back to our designer to either make adjustments or send it onto the next department. Due to the quantity and variety of our machines, our production team can be flexible and shift jobs or employees to different machines as needed to ensure everything gets out in a timely manner. We adjust our shipping methods based on the needs of our clients. We have a fleet of vehicles that are easy to recognize with their bright blue Strategic Factory wrap. We typically use these vehicles to make local deliveries Monday through Friday. We use UPS, USPS and other 3rd party companies based on cost, client requests, and turnaround time.



1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

e. Provide pickup and delivery, or appropriate transmittal, including overnight delivery when necessary, of all artwork, proofs, and finished products, to and from the university or its designated designer's offices and in the case of the finished product, a designated mailing house.

Our preferred shipping partner is UPS, but we have scheduled FedEx, USPS, and other 3rd party pickups and drop offs daily. We also provide digital delivery as appropriate.

1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

f. Provide the university with the highest possible level of customer service. This will include, but is not limited to, meeting with the university's representative and designer for each publication at no cost to the university and at the university's request in order to:

i. Review job specifications and printing

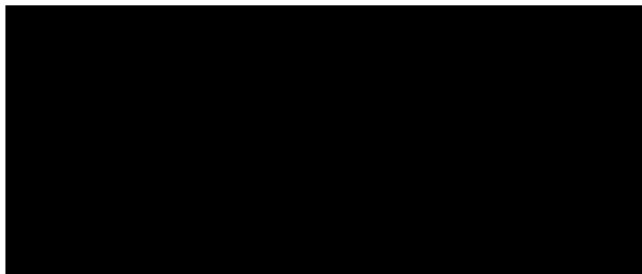
Virginia Tech's primary contacts, Kimberly Barefield and Scott Stein, each have over a decade of print experience and have been with Strategic Factory for many years. They know the ins and outs of our processes and can discuss at length everything from how a paper stock was chosen to the best way to get an eye-catching product finishing.

ii. Review final inspections, pickup artwork, disks and materials or provide company's FTP site information to transfer project files.

We have several online platforms such as email, our website, Google Drive, and other sites in which artwork can be shared digitally. If artwork must be picked up, we will issue a UPS call tag or send a courier to retrieve the files as needed.

iii. Deliver two contract color proofs (one retained by the university, one returned to the printer) and two blueline proofs when necessary to show folding, Pantone ink, etc.

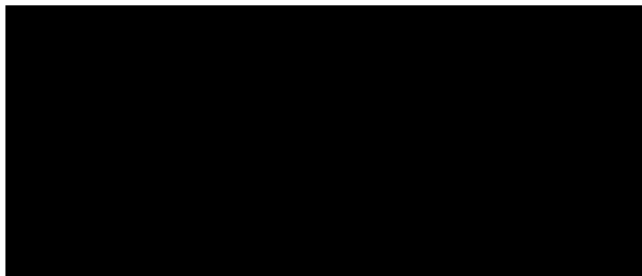
We are able to mail proofs overnight if required for rush jobs or send UPS ground to the campus.



1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

g. ENSURE THAT ALL ITEMS PRINTED SHALL MEET THE VIRGINIA TECH BRAND GUIDELINES OUTLINED ON THE WEBPAGE AT: <https://brand.vt.edu/>

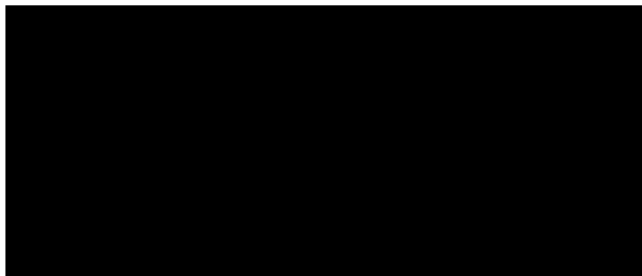
We are more than a printing company, we're a branding and marketing company too so we strive to maintain the highest quality brand for our clients. We have worked with multiple school districts, governments, universities, and national brands with strict brand guidelines so our team works with the given parameters to make every job something our clients will want to order again and again. We offer two free proof corrections with each order so our clients have a chance to adjust their vision before it's a reality.



1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

h. BUSINESS AGREES TO BECOME LICENSED WITH THE UNIVERSITY'S LICENSING AGENT, THE COLLEGIATE LICENSING COMPANY, IF CONTRACT IS AWARDED.

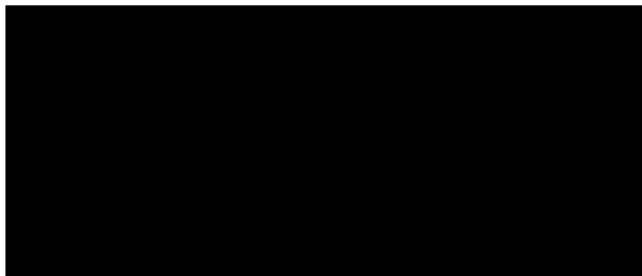
We've been around for over 20 years and have become licensed with several companies. We've worked with the University of Maryland, Towson University, and several other universities over the years in which we had to apply, become certified, and abide by their strict brand guidelines.



1. Describe in detail how your firm is able to provide one or more options listed with specific consideration to the constraints and desired outcomes below

i. Meet production schedules in all cases unless the university agrees in writing to an alternate production schedule. Production schedules may vary, but should not exceed a total of three (3) weeks from the time of receipt of university order to final printing and shipping unless agreed upon in writing by the university.

We schedule each job and the machines they run on when they are estimated. Our turnaround time for standard print items is 5-7 business days after proof approval. Proofs are usually sent out within 1-2 business days.



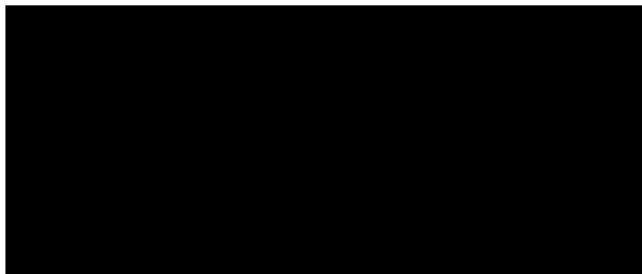
2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

a. Describe the complete process of completing printing projects for Virginia Tech to include receiving copy from VT, returning proofs to VT, press checks, and printing and delivery of the publication. Specify timelines that will be followed throughout the process and all deadlines that will be observed.

Virginia Tech can upload files to their relationship manager by email, Google Drive, Dropbox, or your preferred method. The relationship manager will confirm details of the project, have it estimated by our team, get price approval from Virginia Tech, then send it off to our in-house graphic design team to get a proof sent out to the client. The proof is sent out by email or mail for hard copy proofs. Once approved it will be sent to our production team to begin printing.

During each step of this process, the staff has been taught to critically look at the job to determine if everything aligns. Our staff is encouraged to print samples of jobs and create a prototype as the project estimator's notes describe it to ensure that those working in our production facility are receiving the most accurate and clear information possible. The best part of the entire process is that this is all done in one building. If anyone from any team ever has a question, they are able to walk to another department to gain clarity in just a few minutes.

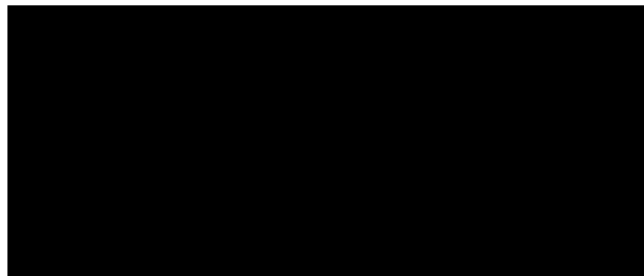
If a client realizes they've made a mistake and sent the wrong art files or asked for the wrong size, we will create a change order which is written down, highlighted, and placed in the job folder. The job folder physically follows the job around to make sure everyone is updated along the way and is copied into our digital system, so the relationship manager knows exactly where the job is in the process at all times.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

b. Describe process and flexibility in scheduling. Should delivery of files to contractor be delayed, describe how the prepress and printing schedule is affected, and how VT's priority in the printing/binding queue is affected. Explain your firm's process for after-hours and weekend availability to ensure days are not lost in the approval process.

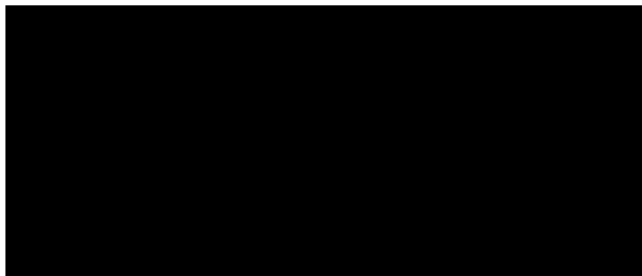
With every job there is a timeframe we request files to be returned to us by in order to meet the client's deadline. Even if files are received late, we will try to push it through the production queue as quickly as possible. We are open Monday through Friday from 8:30am to 5pm. We do not count weekends or holidays in the turnaround time and typically do not send out proofs, pricing, or other parts of the approval process outside of normal business hours. If a job needs to be rushed, there will be fees associated with that job based on the timing and complexity. Emailing is the best way to reach us and there is often someone available to answer basic questions on the weekends or after hours.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

c. Describe in-house production capabilities and process. Specify any work that may be subcontracted.

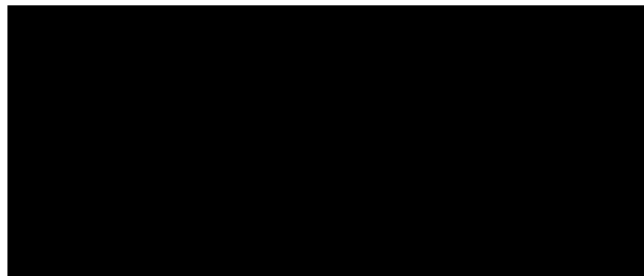
We do our best to keep as many jobs as possible in house. For the sake of turnaround timing, we may subcontract portions of orders with extremely high quantities. Should something need to be subcontracted, we use one of our thoroughly vetted vendors who we have an excellent relationship with. Strategic Factory is a one-stop shop for many of our clients' printing, promotional, and signage needs. We can print, pack, and mail out clients' jobs under one roof. This reduces cost, turnaround time, and confusion. We have an in-house graphic design team that is happy to proofread files as requested, create new artwork from scratch, or recreate a client's existing artwork. We have a warehouse located near our headquarters that allows for us to fulfill large orders. If a client wants to send out something like a gift box, we can print the items or have them supplied by the client then send it over to our fulfillment team to pack it and ship it out.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

d. Provide details on the criteria used when determining overtime and correction charges including the different ways the Author Alterations (AA's) versus Printer Errors are handled. Specify the numbers of hours that Author Alterations will be provided free of charge per printing project.

If a proof is requested by the client, we will make two minor adjustments to the proof at no charge to the customer. We base graphic design estimates on the scope of work rather than a set number of hours, and will adjust as need upon receipt of Author Alterations. In the event that additional billable time is required, no work shall be performed until the customer has been notified and agrees to the new scope of work and rationale for additional funding. Printer Errors will be corrected to the full satisfaction of the customer, and at no additional charge.

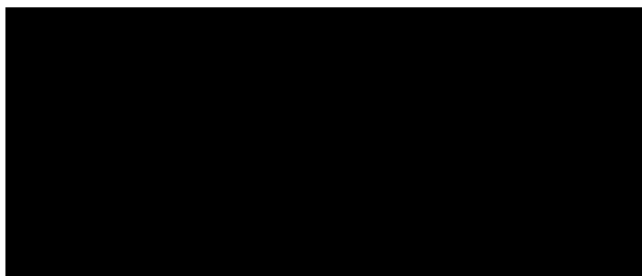


2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

e. Provide a brief history of your firm and describe your experience in providing printing services to include desktop publishing, design, and layout of various institutional publications. Include describing desktop publishing/layout expertise and offerings, specify the number of hours that desktop publishing/layout services will be provided free of charge per printing project.

Strategic Factory started in 1999 when Keith Miller purchased an 800-square-foot, two-person, quick-print franchise in Pikesville, Maryland. Ambition and determination led to the building of a sprawling, 40,000-square-foot production facility in Owings Mills, MD. Innovation and perseverance have made Strategic Factory into a prominent single-point provider, continuing to expand services and product offerings, while growing to more than 130 employees.

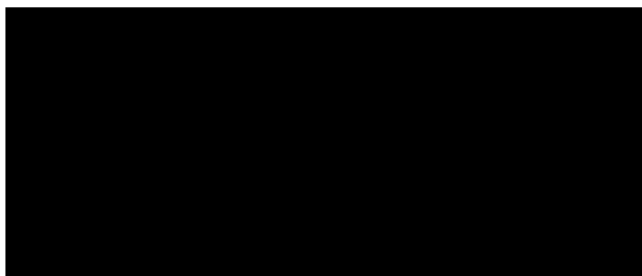
We absorbed a variety of companies along with their equipment, employees, and knowledge. We have decades of experiences in designing all different types of projects and are able to seamless communicate with clients. We determine design time based on the specifics of each job, not based on a set number of hours. Each job has different requirements, and we will communicate with the client what can be edited free of charge based on the artwork we are given. We are happy to provide 2 minor edits, such as a client's typo or name change free of charge.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

f. Describe any new media technologies that your firm is able to offer such as variable data. Provide any information that the university should consider in evaluating your firm's proposal.

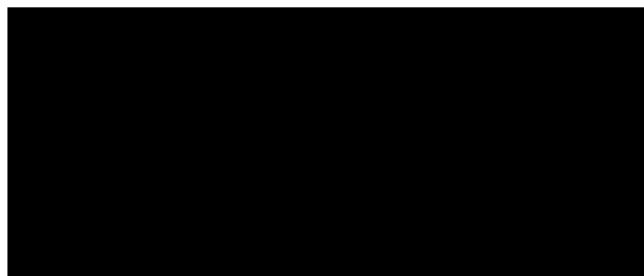
We are able to offer a variety of services beyond what is requested in the RFP. We want every order that leaves our doors to wow the client and the end user. We offer variable data to do everything from coupon codes to QR codes to adding a personal touch with the recipient's name. For direct mail campaigns we offer a Direct Mail Booster which can keep tabs on your mailings with built-in online mail tracking software. You'll know exactly when to ramp up for more traffic, saving you money and frustration. Our Direct Mail Booster campaign includes a Google campaign that displays follow-up ads to your prospects all across the Internet, keeping leads warm until they are ready to proceed. Direct Mail Booster operates on a six-step process, where regular direct mail only operates on one. It is not a suite of services, but a seamlessly integrated system that maximizes your marketing impact. Instead of just sending out mailers, Direct Mail Booster consists of: mail tracking, informed delivered, call tracking, online follow up, Facebook follow up, social match, and leadmatch. Our talented in house mail team is happy to work with clients to get the best results possible and discuss different cost saving options. We offer video brochures that are even more fascinating than they sound! This is an item that we would vendor out but they would make a great addition to any university's waiting area so browsing students and families can be entertained until they're waiting to be moved onto their next area. We also offer content writing, email marketing, social media marketing, and website design.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

g. Describe your firm's ability to access and receive electronic mail and files via FTP or online file sharing services, such as, hightail, drop box, google drive. Explain the communication process from receiving electronic files to delivery of material.

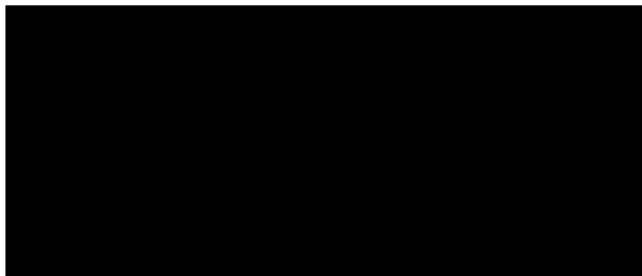
Many files we receive from clients are emailed to their Relationship manager, sent to the general email box Info@StrategicFactory.com or uploaded to our website. If there is a file the client already has on Google Drive, Dropbox, or another site we are happy to retrieve it.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

h. Describe the plan for providing proofs to Virginia Tech. Specify proofing options to include digital and hardcopy proofs. Explain the handling of hard proof delivery for both a short time frame and over weekends.

We use an automated proofing system which allows our designers to send a proof by email to the client. The client can accept, reject, or comment on the proof. If the client would like a hard copy proof, they are welcome to request it at the beginning of the process with their relationship manager or in the middle of the process from the graphic designer. We can create proofs in a variety of ways depending on what the client would like to check. We can create a hard copy proof to check everything like color matching, scores, folds, and sizing. We also like to give more cost and time effective options like sending paper samples so our clients can feel stock difference and we can print a smaller mockup

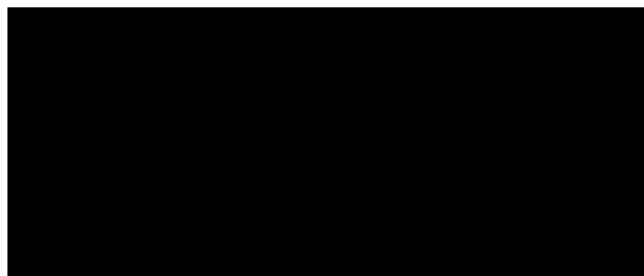


2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

i. Describe how your firm plans to review work and correct initial problems prior to the proofs arriving at the university.

An assigned relationship manager works closely with the client to gather all the details of their project. Everything from the stock, to the design, to the delivery of the product is detailed out in a standardized format to ensure seamless communication and execution among our various specialized teams. Our project estimating team creates the job and writes out each process such as bindery, packaging, and proofing in order to create the expected standard turnaround timing for the relationship manager to relay to the client. The relationship manager reviews the project estimator's notes to ensure all the processes are accurate and after the client approves the project, it is sent to our graphic designers. Our graphic design team communicates any questions regarding art such as missing bleeds in artwork or creating new artwork from scratch and help the client find what works for them. For hard copy proofs, once the product has been printed, a member of our quality control team looks it over and makes sure it meets all the require criteria outlined in the beginning of the process.

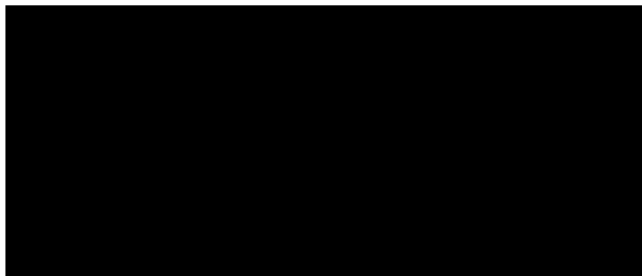
During each step of this process, the staff has been taught to critically look at the job to determine if everything aligns. The best part of the entire process is that this is all done in one building. If anyone from any team ever has a question, they are able to walk to another department to gain clarity in just a few minutes.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

j. Describe your firm's ability to perform press work from a variety of software programs. State the software programs that your firm has experience with.

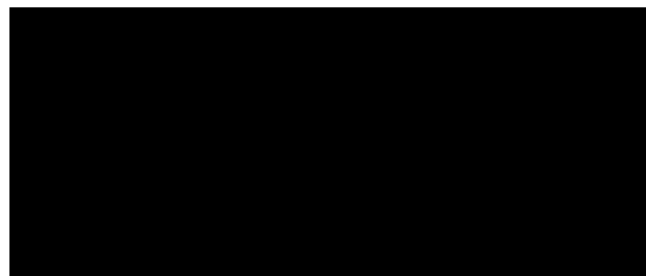
We use Firey Rip software for all of our Konica digital presses and Momentum Rip for all of our direct to press machines as well as our direct to plate machines. We are able to be flexible and learn new software programs as needed and as new technology becomes available.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

k. Specify if your firm is FSC certified. Provide documentation to support this.

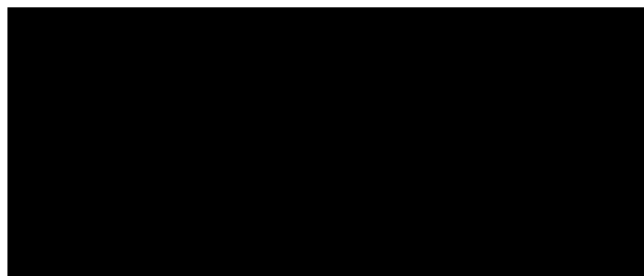
We are not FSC certified but we do work to ensure our products are sustainably sourced. We offer paper options from certified managed forests and post consumer materials.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

I. Describe best practices for ink manufacture, reclamation, reuse and recycling.

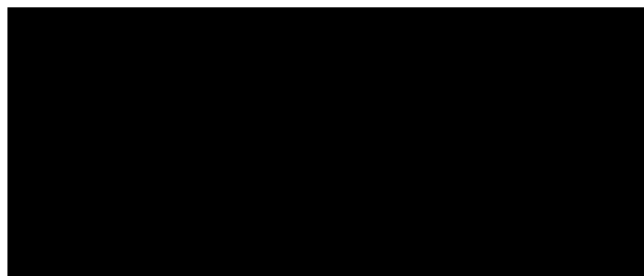
As an industry leader, we take our commitment to sustainability seriously. We strive to do our part by reducing our global footprint and improving our environmental performance. While we offer eco-friendly product options for our customers, operate environmentally-sound equipment, and use green printing materials, we're always looking for more ways to enhance our environmental initiatives. We work with Trees for the Future in which we donate thousands of trees to help offset our environmental impact. We have a 100-kilowatt solar panel on the roof that generates more than 130MWh per year. Our DI presses image digitally on recyclable plates. We advocate for recycling and have reduced waste by almost 33%.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

m. Describe your firm's ability to print both CMYK and Pantone colors on a variety of materials. Specify your firm's stance on color margin of error.

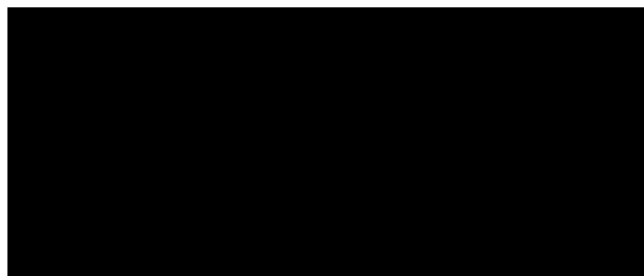
We have the ability to print in both CMYK and Pantone colors as requested. We have equally high-quality presses for Pantone colors and CMYK output. As part of our regular preventative maintenance, these machines are calibrated to produce the most accurate color reading combinations. Our quality control guidelines have a very low tolerance for any margin of error when using Pantone colors. While CMYK has a greater variance, we make every attempt to meet the client's expectations.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

n. Describe the ability of VT to attend onsite press checks. Specify what accommodations will be made to ensure that VT is onsite at press checks if desired.

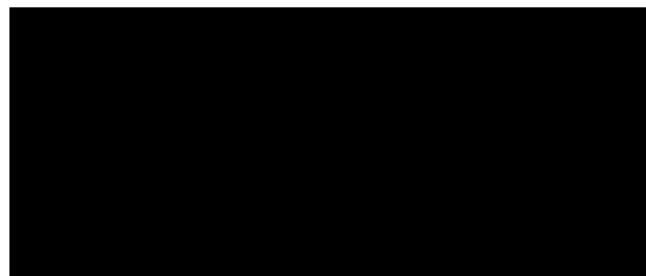
Representatives from Virginia Tech are more than welcome to visit our top-notch production facility! Pre-COVID we regularly held tours and had an annual Strategic Fest in which our clients were able to view our facility and meet the staff. Currently, clients must make an appointment and adhere to all health guidelines. Clients may reach out to their relationship manager to schedule an appointment.



2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

o. Describe your firm's ability to provide mailing and distribution services for completing printing projects.

Our mailing department offers a variety of services and add-ons to meet our clients' needs. We are able to create a customized mail campaign that can include things call tracking, lead match, social match, mail tracking, and informed delivery. We have a great relationship with our local post office in Owings Mills and have daily pick up and drop off times to serve our clients' mass mailings.

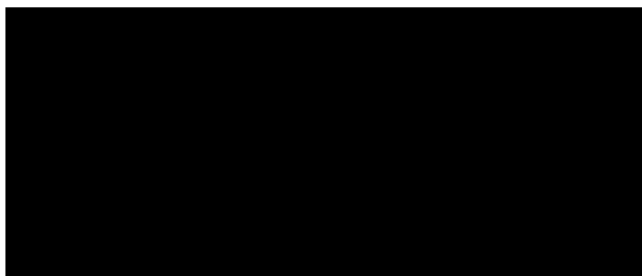


2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

p. Describe your firm's process for correcting printing errors after delivery of the final printed project. Specify the timeline for providing VT with the reprinted material.

Should Virginia Tech receive work that is not completed as requested, Strategic Factory will make every effort to reprint the requested materials on a rush request track. Most of our standard print products such as business cards, letterhead, and flyers, are completed within 7 to 10 business days on our standard track. On the rush track, we can typically get standard items to our clients in 2-5 business days depending on the product finishing, ink drying time, and quantity.

Anytime an order needs to be redone, the relationship manager and their manager will work to find a solution. We follow a motto of, "See it, own it, fix it." If we make a mistake along the way, we are happy to redo the job and get it to the client by the required due date if possible. Each issue is taken care of on a case-by-case basis where we will try to be environmentally, financially, and time conscious of the job's circumstances. Each job that is redone is marked in our system and we file a Process Improvement Form, so we see what went wrong along the way and we discuss these issues in our weekly meetings to ensure it doesn't happen again.

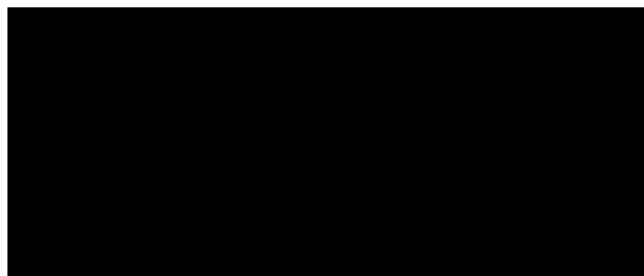


2. Specific plan or methodology to be used to provide the services including quality of product/services offered and suitability for the intended purpose:

q. Provide up to 3 (three) samples of print work to demonstrate the range of any additional printing capabilities that your firm possesses.

Strategic Factory - Foldable Calendar

Strategic Factory - Soft Touch Company Overview Book



3. Price

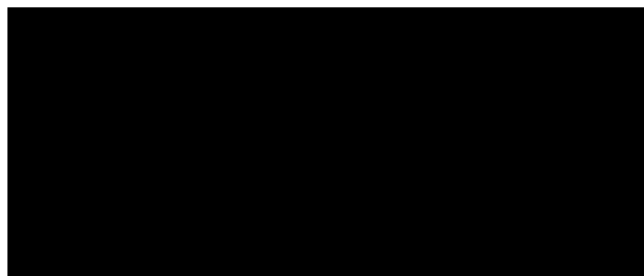
a. Provide samples of work produced comparable to the printing scenarios described in Attachment D: SAMPLE PRINTING SERVICES SPECIFICATIONS. Clearly label the sample of work to show the sample printing specifications they represent. Offerors should provide pricing for these samples along with all operations and materials needed to complete the work.

Please note that some of these projects have multiple components and have been grouped together.

i.e., Thank you, cards have been grouped with their matching envelope.

Each sample is labelled with a job number and/or has a distinct title that can be matched to the chart below.

Pricing for all items varies based on quantity, color specifications, required artwork, and several other factors.



3. Price

a. Provide samples of work produced comparable to the printing scenarios described in Attachment D: SAMPLE PRINTING SERVICES SPECIFICATIONS. Clearly label the sample of work to show the sample printing specifications they represent. Offerors should provide pricing for these samples along with all operations and materials needed to complete the work. Continued.

Company Name	Job Number	Item from Bid	Sample Title
Arthritis Foundation	116494	Basketball Game Program	Invitation Package - DE Gala
The Time Group (WPM)	112764	Basketball Game Program	Zoo Event Invitations
What's Your Grief	131067	Basketball Game Program	As Time Passes
Camp Sunrise Gala Planning	129618	Basketball Schedule Cards - #10	Invitation & Response Card
Maryland Jockey Club	106228	Basketball Schedule Cards - #10	Alibi Breakfast Invitation
Rapid Capital	122165	Basketball Schedule Cards - #10	Holiday Party
Bedecked & Beadazzled	112908	Basketball Schedule Cards - #9	Prayer Cards
Eliana Daniel	111097	Basketball Schedule Cards - #9	Prayer Cards
Strategic Factory		Basketball Schedule Cards - #9	Business cards - Karen Mamah
Strategic Factory		Football Game Programs	Printer of the Year
Roam Right		Football Game Programs	2021 Playbook
RoamRight	131170	Football Game Programs	2020 Playbook
KCI Technologies	114805	Giving Invitation	Asset Management
Merchant Link	107661	Giving Invitation	"Token Retriever Quick Start Guide" Brochures
Port Discovery	105582	Giving Invitation	"Play It Forward" Invitation Package
American Pool	112382	Postcard	"APEI/CPI Thank You" Postcard Mailing
Retina Care Center	104831	Postcard	"Dear Doctor" Postcards
Strategic Factory		Postcard	Virtual meetings best practices
Association of Academic Physiatrists	103381	Preview Days Brochure	Association of Academic Physiatrists (AAP) Brochure
Howard County Rec and Park	108421	Preview Days Brochure	Park Map Brochures
Jewish Community Center (JCC)	144419	Preview Days Brochure	Enjoy the J Way
Daoud Woo Salam	140270	Student Success Brochure	MFFire Brochure
Jewish Community Center (JCC)	111244	Student Success Brochure	J Kids Brochure
Strategic Factory		Student Success Brochure	Equipment List Book
Advoc8	121658	Thank you card	Invitations - 2019 Annual Nova Foundation Dinner
Susan G. Komen	129701	Thank you card	Thanks to You
Susan G. Komen	128173	Thank you card	More Than Pink Walk
Zuckerman Group	134025	Visitor Guide	ZH About Us
Howard County Rec and Park	108422	Visitor Guide	"Centennial Park"
Howard County Recreation and Parks	129476	Visitor Guide	Columbia Baseball and Softball League

3. Price

a. Provide samples of work produced comparable to the printing scenarios described in Attachment D: SAMPLE PRINTING SERVICES SPECIFICATIONS. Clearly label the sample of work to show the sample printing specifications they represent. Offerors should provide pricing for these samples along with all operations and materials needed to complete the work.

1. Visitor Guide Folded Map

Brochure, quantity 2,000
22.25" x 17" flat, folds to 5.625" x 8.5"
4/4 with bleeds
100# Burgo Chorus Art white silk text (FSC mix imprint)
Fold & trim
Pricing: \$1,085

2. Preview Days Brochure,

quantity 5,000
20.5" x 11" flat, folds to 6.875" x 11"
4/4 with bleeds
80# Sappi Flo dull cover (FSC mix imprint)
Score, fold, & trim
VT provides design file
Pricing: \$1,695

3. Academic Open House

Postcard, quantity 55,000
6" x 4.25"
4/4 with bleeds
80# Sappi Flo dull cover
Trim
VT provides design file
Pricing: \$2,445

4. Lapsed Giving Invitation,

quantity 23,000
8.75" x 11.5", folds to 8.75" x 5.75"
4/4 with bleeds
80# Sappi Flo gloss cover
Score, fold & trim
VT provides design file
Pricing: \$2,190

5. Thank You Cards, quantity

7,500
7" x 10", folds to 7" x 5"
80# Sappi Flo dull cover
4/4 with bleeds
Score, fold & trim
Pricing: \$719

6. Student Success Center

Brochure, quantity 15,000
18" x 7" flat, folds to 9" x 7" (16-page self-cover)
4/4 with bleeds
100# Via Cool White vellum text (FSC mix imprint)
Score, fold, collate
VT provides design file
Pricing: \$13,864

7. Football Game Programs,

quantity 5,500
80 pages + cover
8.5" x 11" folded size, 11" x 17" flat size
4/4 throughout + flood high gloss varnish on outside cover
Cover: 100# Anthem matte text
Inside: 80# Anthem gloss text
Collate, side stitched and perfect bind
VT provides design file
Pricing: \$14,369

8. Basketball Game Programs,

quantity 27,000
8.5" x 11" folded size, 25.5" x 11" flat size
4/4 throughout bleeds on all edges both sides
Paper: 80# Endurance white gloss cover
Tri-Fold
VT provides design file
Pricing: \$5,260

9. Basketball Schedule Cards,

quantity 3,000
4-1/2" x 3-1/2" remains flat
4/4 with bleeds on all edges both sides
Paper: 100# Endurance white gloss cover
Score center, do NOT fold, pad 50 sheets per pad
VT provides design file
Pricing: \$298

10. Basketball Schedule Cards,

quantity 3,000
Formal single panel invitation, quantity 1,000 with addl. 100's 5.125" x 7.75"
2/0
80# Neenah Oxford Innocent cover (or comparable)
VT provides design file
Pricing: \$398

4. Qualifications and Experience

a. Describe the qualifications and experience of your firm in providing similar projects or in multiple projects involving similar component challenges.

We have worked with dozens of universities over the years and have become very knowledgeable about the industry. Thanks to our extensive background we are able to make suggestions based on what we've seen, and we have a firm grasp on what does and doesn't work to excite current students and staff or attract future students and families. We have worked with local schools and governments such as Carroll County Public Schools and Baltimore County Public Schools in which we provided school calendars, postcard mailings, posters, brochures, promotional items and much more. We have an extensive history with the University of Maryland where we produce their envelopes, business cards, letterhead, and more. We set up some of our clients with an online storefront which allows them to order items online and see a proof immediately. This reduces turnaround timing and increases efficiency as these clients no longer have to wait to get a confirmation email, get a proof from a designer, or find the "perfect time" to give us a call to place an order.

4. Qualifications and Experience

b. Provide four (4) recent references, either educational or governmental, for whom you have provided the services described. Include the date(s) the services were finished, the client name, address and the name and phone number of the individual Virginia Tech has your permission to contact.

Baltimore County Government

University of Maryland

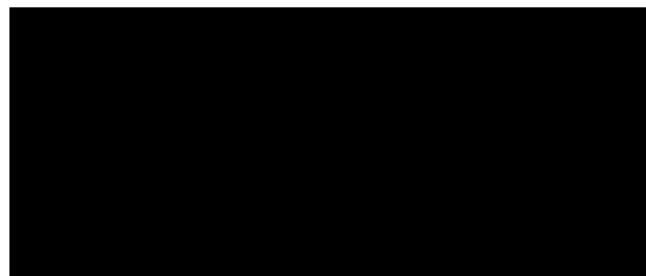
Carroll County Public Schools

State of Delaware

4. Qualifications and Experience

c. Discussion of the qualifications/experience and availability of the staff who will contribute to the projects. Include Resume of all staff members who will work on the design and who are available to support the projects.

Vice President of Sales: Scott Stein

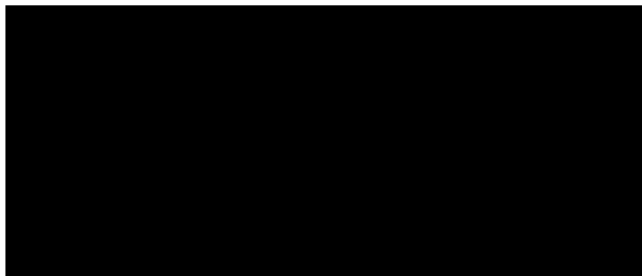


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Continued.

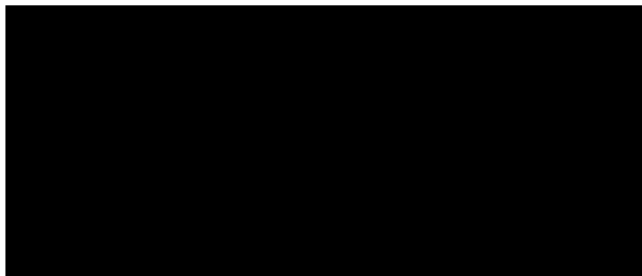
Account Specialist/Bid Coordinator: Kim Barefield



5. Participation of Small, Women-owned and Minority-owned Business (SWaM)

a. Describe your plan for utilizing Virginia certified SWaM subcontractors if awarded contract if your business cannot be classified as a Virginia certified SWaM firm.

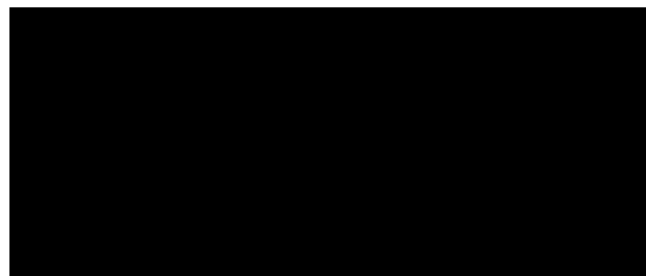
We have an extensive network of subcontractors and vendors. While we are headquartered in the Baltimore area, we will work with SWaM vendors that have already been approved through Virginia's certification process.



5. Participation of Small, Women-owned and Minority-owned Business (SWaM)

b. Describe your ability to provide reporting on SWaM subcontracting spend on a quarterly basis if applicable.

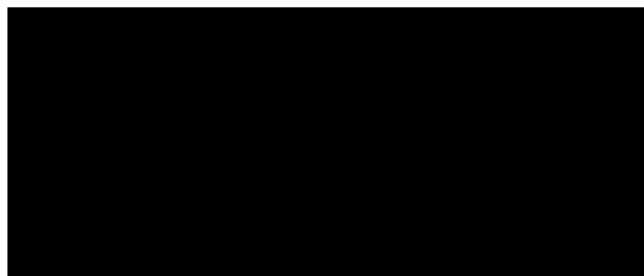
We believe in full financial accountability and transparency. We are happy to provide information regarding the SWaM subcontractors we use on quarterly basis.



5. Participation of Small, Women-owned and Minority-owned Business (SWaM)

c. Describe how your firm will initiate, by the time of the award, the certification process of your firm or any business you plan to subcontract

We will use existing SWaM subcontractors. We have several local vendor partners who consistently go above and beyond to meet our client's expectations.





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Summary of Negotiations

1. **Virginia Tech Question:** As part of Virginia Tech standard procedures, all awarded contracts will be publicly posted on an online contracts' portal. Is there any information included that would identify or harm a person's identity, finances or personal information? If so, please provide a redacted copy of your proposal.

KM Printing LLC, dba Strategic Factory Response: No.

2. **Virginia Tech Question:** Are there any additional forms or documents you will require to be incorporated into the contract documents? If so, please submit.

KM Printing LLC, dba Strategic Factory Response: No additional documents.

3. **Virginia Tech Question:** Does your firm agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree.

4. **Virginia Tech Question:** Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Virginia Tech or any other Commonwealth Entity?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree.

5. **Virginia Tech Question:** Do you further agree that Virginia Tech will withhold no income taxes from its payments to contractors nor will it provide any employment benefits to the contractor or contractor's employees?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree.

6. **Virginia Tech Question:** Do you agree that the initial contract period shall be one year?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree.

7. **Virginia Tech Question:** Upon completion of the initial contract period, does your firm agree that the contract may be renewed by Virginia Tech upon written agreement of both parties for four (4) two (2) year periods, under the terms of the current contract?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree.

8. **Virginia Tech Question:** If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, All Items category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree.

9. **Virginia Tech Question:** If awarded a contract, are you willing to hold prices firm for the initial contract period and the first renewal year?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree.

10. **Virginia Tech Question:** Will your firm agree to participate in the Wells One AP Control Payment System? <https://www.procurement.vt.edu/vendor/wellsone.html>

KM Printing LLC, dba Strategic Factory Response: Yes, we agree

11. **Virginia Tech Question:** Please identify the highest-level executive in your organization aware of this solicitation. Describe that person's commitment to assuring the highest quality service to Virginia Tech if your organization is awarded a contract.

KM Printing LLC, dba Strategic Factory Response: Our CEO is aware of this solicitation. He is highly involved with all higher education projects that we currently are working on and that we have contracts with. We have partnered with several local universities, and he is involved with every project to ensure the quality in our products whether small or large.

12. **Virginia Tech Question:** Are you willing to deliver to different locations within departments across the Commonwealth of Virginia and possibly nationwide?

KM Printing LLC, dba Strategic Factory Response: Yes, we are

13. **Virginia Tech Question:** Will you confirm that all cost proposals and quotes presented to university departments be turnkey including freight or handling charges (if applicable) should delivery be handled utilizing a third-party delivery/freight service?

KM Printing LLC, dba Strategic Factory Response: Yes, we confirm.

14. **Virginia Tech Question:** Is your firm able to handle increased volumes of business? If so, are there any requirements that may change from your original proposal if volumes are heavier than originally expected?

KM Printing LLC, dba Strategic Factory Response: Yes we are able to handle increased volumes of business and there are no requirement changes are necessary.

15. **Virginia Tech Question:** If awarded a contract, please confirm that your firm, prior to starting printing services, will prioritize and confirm with the individual ordering departments their expectations for the successful project completion including pick up/delivery method, times and dates and other service requirements which may include approval of proofs, adherence to brand or what specific materials will be used to complete the project?

KM Printing LLC, dba Strategic Factory Response: If awarded this contract like all other contracts, we have a departmental manager meeting with every step of

what is expected and agreed upon. The department heads will then have meeting with their teams explaining what is expected of them on these projects.

16. **Virginia Tech Question:** How soon after contract award can you begin providing services?

KM Printing LLC, dba Strategic Factory Response: Immediately, we would like to get the online storefront set up and approved by you team.

17. **Virginia Tech Question:** As a registered eVA vendor, are the prices for all goods/services in your proposal inclusive of all applicable eVA system transaction fees?

KM Printing LLC, dba Strategic Factory Response: Prices are all inclusive.

18. **Virginia Tech Question:** Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company?

KM Printing LLC, dba Strategic Factory Response: Yes, we acknowledge.

19. **Virginia Tech Question:** Do you acknowledge, agree, and understand that the terms and conditions of the RFP # 042021-02JS shall govern the contract if a contract is awarded to your company?

KM Printing LLC, dba Strategic Factory Response: Yes we do.

20. **Virginia Tech Question:** If qualified, do you agree to become a certified SWaM vendor with the Virginia Department of Small Business and Supplier Diversity (<https://www.sbsd.virginia.gov/>) and maintain that certification throughout the term of this contract?

KM Printing LLC, dba Strategic Factory Response: Yes, we agree

21. **Virginia Tech Question:** To interact with the university's e-procurement system called "HokieMart", please identify the person (name, phone number, email address, etc.) in your company that will serve as liaison for a) e-commerce, b) accounts receivable, c) emergency orders.

KM Printing LLC, dba Strategic Factory Response: Scott Stein, Vice President will be the direct contact for these; [REDACTED]; scotts@strategicfactory.com

22. **Virginia Tech Question:** Please provide your best schedule of prices for all services offered.

KM Printing LLC, dba Strategic Factory Response: We stand by our submission

23. **Virginia Tech Question:** Does your firm offer an electronic storefront website of all products and services provided that can be easily navigated through by end users?

Explain how you ensure only VT users receive VT products and how it is reviewed and approved by VT Licensing.

KM Printing LLC, dba Strategic Factory Response: We do offer an electronic storefront. The University will have a specific url that only will be given to you. We have an easy user set up that they will create their own passwords. The site is very easy to navigate and will have thumbnail images of the items being purchased. We would work with your team and licensing to ensure the site is approved prior to going live. We have several that we could show you via a video chat.

Follow Up Negotiations:

- a. If the university decides to move forward with an online portal, can you confirm that no project will be completed before a HokieMart purchase order is received?
We can confirm that no project will be completed until a purchase order has been received. When placing orders on the portal we are able to set up approvers. This could be someone in your purchasing department that can approve the order and give a PO#.
- b. Just to confirm, there is no additional costs to Virginia Tech for the storefront, correct?
This is correct.
- c. How does the user obtain a username and password, are they specific for each user or department?
The passwords would be per individual user. We would supply the site information and the end user will enter their email and create their own password.
- d. Can you explain how and when the CLC approval will work with the online 'portal'? We would normally assign an approver on all orders – we can separate per department which we have several universities do so. The order would be placed and held in a pending folder. It would be the responsibility of the approver to go in and make sure the order is correct along with supplying the PO# and approve the order.

24. **Virginia Tech Question:** The resulting contract may be used by each or all eleven (11) VASCUPP higher-ed institutions as a valid cooperative contract. See Contract Participation clause, Section VI. in the original solicitation. We acknowledge.

The university is interested in a rebate/discount based on dollar volume sales from all spend with your company on this contract. Rebate to be in the form of a check at the end of the fiscal year, to each accessing Agency based on their contributing percentage of spend. Provide your best offer for a rebate offered by your firm for all VASCUPP schools who may utilize this contract.

KM Printing LLC, dba Strategic Factory Response: We would offer a 1% rebate.

25. **Virginia Tech Question:** Does your company do bulk mailing as part of services rendered? If so, please provide your procedures and your willingness to work with Virginia Tech Mail Services to follow their procedures in order to utilize the University's USPS Bulk Mail Permit for these services?

KM Printing LLC, dba Strategic Factory Response: We do offer mailing services. We have an inhouse team that strictly handles all our mail projects. These are specifically train personnel that are up to pare on all new mail processes. We would follow the procedures required by the University. The team lead would have an initial call on all mail projects to make sure the project runs smoothly for all parties.

26. **Virginia Tech Question:** In the course of business, your company may be provided data considered confidential and/or sensitive. Will your company affirm it will not distribute, share or retain university data only as authorized by the university and only as needed to provide the services to the university?

KM Printing LLC, dba Strategic Factory Response: We affirm.

27. **Virginia Tech Question:** Will your company affirm you will store, under secure conditions, all confidential data provided to you as a contractor for the university and ensure the confidential and timely destruction when no longer needed to complete the services to the university?

KM Printing LLC, dba Strategic Factory Response: We affirm.

28. **Virginia Tech Question:** Describe how potential confidential and/or sensitive information shared with your company will be disposed of both in hard copy form or from data stored electronically on machinery utilized to fulfill a printing project for the university.

KM Printing LLC, dba Strategic Factory Response: Hard copy proofs are shredded after job is completed and received by client. We have trucks here every other day to pick up our recycling. All electronic files are kept on a secure server, and we have a full IT team with all up to dare security measures in place.

29. **Virginia Tech Question:** Will your company affirm it will respect the confidentiality and privacy of individuals whose data you are provided during services you perform for the university? Can you affirm that your firm will not discuss verbally or distribute in electronic or printed formats any confidential data except as authorized and as needed to complete the services you are providing to the university?

KM Printing LLC, dba Strategic Factory Response: We affirm and respect the confidentiality and privacy

30. **Virginia Tech Question:** If you plan to subcontract any services provided under this contract and in the event that confidential data is shared with that subcontractor to complete the services to VT, does your company affirm it must flow down the same terms and conditions as represented above also to the subcontractor recipient?

KM Printing LLC, dba Strategic Factory Response: We do not have intentions of using any subcontractors on this project.

31. **Virginia Tech Question:** Due to the potential sensitivity of the information being shared, the university requires your company to review, sign and return the Data Security Addendum. This addendum is provided in the email and must be returned when submitting responses to these questions.

KM Printing LLC, dba Strategic Factory Response: We have signed and attached.

32. **Virginia Tech Question:** In the sample sent for the Love Joy postcard, it appears to have been done as sleeking. Does your firm do sleeking? If so, are there any limitations on sizes or areas for sleeking on projects?

KM Printing LLC, dba Strategic Factory Response: We do offer in house sleeking. Only limitation we have would be size. Largest is 12 x 18

33. **Virginia Tech Question:** Should there be concerns or problems with the final product or if the university's ordering department is not pleased with the end result of the work performed by your firm, please overview the process they should follow to report the problems and work through any disputes after the product is delivered?

KM Printing LLC, dba Strategic Factory Response: We are a family run business. We take pride in all projects that go out the door. For any reason there is an issue with any project you would reach out to one of two team leads. Scott Stein or Kim Barefield they would be assigned to all University projects, and they will work with the end user for the best resolution.

34. **Virginia Tech Question:** Are there other in-house services that your firm might provide that are not considered directly as "on demand printing or off-set printing services" understanding that all services provided have to adhere to the university's brand requirements. Please outline those additional services as well as any standard rates associated with those services.

KM Printing LLC, dba Strategic Factory Response:
Other services offered. Personalized engraving, Screen printing and embroidery of apparel, Promotional products, PPE items, Signage from yard signs to commercial signage. Since these are specialty items, we do not have any rates to offer at this time.

35. **Virginia Tech Question:** Does your company agree to the below statement and will provide a Certificate of Insurance according to the coverage?

By signing and submitting a Proposal/Bid under this solicitation, the offeror/bidder certifies that if awarded the contract, it will have the following insurance coverages at the time the work commences. Additionally, it will maintain these during the entire term of the contract and that all insurance coverages will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

During the period of the contract, Virginia Tech reserves the right to require the contractor to furnish certificates of insurance for the coverage required.

INSURANCE COVERAGES AND LIMITS REQUIRED:

- A. Worker's Compensation - Statutory requirements and benefits.
- B. Employers Liability - \$100,000.00
- C. General Liability - \$2,000,000.00 combined single limit. Virginia Tech and the Commonwealth of Virginia shall be named as an additional insured with respect to goods/services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability.
- D. Automobile Liability - \$500,000.00
- E. Builders Risk – For all renovation and new construction projects under \$100,000 Virginia Tech will provide All Risk – Builders Risk Insurance. For all renovation contracts, and new construction from \$100,000 up to \$500,000 the contractor will be required to provide All Risk – Builders Risk Insurance in the amount of the contract and name Virginia Tech as additional insured. All insurance verifications of insurance will be through a valid insurance certificate.
- F. The contractor agrees to be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from the payment of all sums of money by reason of any claim against them arising out of any and all occurrences resulting in bodily or mental injury or property damage that may happen to occur in connection with and during the performance of the contract, including but not limited to claims under the Worker's Compensation Act. The contractor agrees that it will, at all times, after the completion of the work, be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from all liabilities resulting from bodily or mental injury or property damage directly or indirectly arising out of the performance or nonperformance of the contract.

KM Printing LLC, dba Strategic Factory Response: We agree to the above minus item E. Since this is a print contract not a renovation or construction bid.