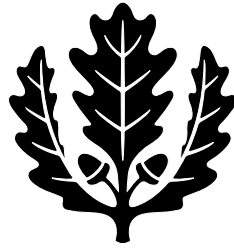


HUSKY

BUYER



University of
Connecticut

Purchasing Department

Spring 2000

Soliciting Quotes for Design Services

The University has established a contract for design and typesetting services. Services are divided into three categories, ranging from basic design to high-end, complex publications. A categorized list of contract vendors is available from the Purchasing Department. The following guidelines have been established to assist requisitioners when soliciting quotations for outside design services from these vendors.

First, identify the appropriate category of design services required for the project. A minimum of three vendors in the respective category should be sent a request for quotation. Reference the terms and conditions of University Contract UC-98-B022498-3 when soliciting the quotes.

Generally, four phases will be sufficient for most projects and the bidders can bid on each phase of the project as separate line items:

- A. Concept development - initial meetings to establish concept/theme;
- B. Concept refinement - two - three rough ideas presented; selection of layout/design;
- C. Final design & comps presented;
- D. Delivery of disk/artwork and detailed written specifications for printing.

All bidders must receive the same set of written specifications. Following is an outline

of information that should be included in your request for quotation:

- A. Begin with a description of the scope of the work and your targeted audience and/or objective.
- B. Provide a production schedule with the

If you intend to use samples of the designers' work as a criteria in your award process, this must be clearly stated in your request.

project start date and the final date by which the design/disk/print specs must be completed and delivered.

- C. Clarify what they will be given to work with - for example:

Who writes copy?

Who does photography? Are you providing photos, slides, etc.?

- D. Provide details of the designer's responsibilities - for example:

How many rough design concepts will be required?

Detail how many sets of proofs you will require and when they will be due.

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Special Print
and
Design Issue!

Getting Your Printing - On Time

During the past six months, departments who have had little previous experience working with outside printing vendors have asked to have procedures outlined to enable them to plan for their publication needs. The most critical element to ensuring that your requirements are met is the time factor. Sufficient time must be allotted for design, soliciting quotes and production.

Where Do I Start?

Devising timetables for printed materials can be coordinated with your designer(s) and the Purchasing Department. Based on histories of similar jobs, reasonable production schedules can be projected. Remember that not every request will be handled as a RUSH (for a detailed explanation of this type of purchase, see the September 1995 issue of the Husky Buyer). All questions regarding the procurement process for printing should be directed to Penny Guerin at 486-2621 or Joyce Meehan at 486-1054.

once production is begun on a publication, additional services are frequently necessary, incurring expenses which bring



should be submitted to Purchasing three weeks prior to the expected bid opening date. Adequate time is essential to allow ambiguities in the specifications to be clarified. Again, experience has proven that production tends to proceed unimpeded if the composition delivered to the vendor matches the original specifications.

Even when design, soliciting quotes and issuing a purchase order are done on a rush basis, the vendors cannot always meet the delivery deadlines. Vendors have been unwilling to bid on some jobs because they judged the time allotted for production as insufficient. Depending on how complex the publication is and whether it is camera-ready or will require extensive pre-press work by the vendor, production times can range from several days to several weeks. It is unwise to cut corners and try to rush production on a piece that has taken months to design and prepare.

Does Printing Require a Purchase Order?

All printing requires a purchase order and like other commodities and services, printing falls into two general categories: items which must be competitively bid and those whose cost falls below the bid threshold. When publications do not require competitive bidding, a quote from the vendor is necessary; if the cost will exceed \$500.00, a written, signed quote must be provided.

In many cases when a printing job is quoted at a cost of \$6,000.00 - \$10,000.00, competitive bidding may be required. Experience has taught us that

the cost over the bid threshold of \$10,000.00. Whether or not such jobs will be bid is at the discretion of the Purchasing Department; the decision is based on questions about the nature of the job and its specifications. Likewise, a publication which will be reprinted or have multiple issues printed during a fiscal year with the same vendor and whose combined costs will exceed \$10,000.00 during the fiscal year is viewed as a single purchase and therefore is subject to State policy for competitive bidding.

How Long Will it Take?

If competitive bidding is required, a requisition and detailed specifications

Want to Know More?

Plans are underway to make the printing specifications form and a glossary of printing terms available on the Purchasing Department's home page. This should facilitate departments' ability to provide the required information and serve as a learning tool as well. Some interest has been also been expressed in a workshop designed to provide more detailed information relating to procuring printing services. If you or someone in your department would like to attend such a workshop, call Penny or e-mail PURADM24@UCONNVM.UCONN.EDU with suggested topics and/or issues for which you would like more information.

Printing Vendors Pre-Qualified

In December, 1997 the Purchasing Department completed its first review of applications from printing vendors who were seeking to pre-qualify for bidding purposes. The process was undertaken to establish procedures for procuring printing services for identified publications. Since the initial review, the process has been reopened twice. Applications are reviewed by a committee whose representation includes departments with histories of high volume print use.

Vendors apply for approval in up to three categories,

depending upon their capabilities. The categories are differentiated by degree of complexity and sophisticated production of printed materials. The evaluation criteria include an analysis of the vendors' equipment and services, printed samples and performance history. The successful applicants are listed for a 24 month period on the University's register of pre-qualified printing vendors.

The initiative, designed to improve service to the University and meet the increased demand for printing services, has operated successfully since its inception. For more information please call Penny Guerin at 486-2621.

University Establishes ABL for Copy Paper

The University currently buys white copy paper restricted to brands which are performance tested and, if approved, placed on our Approved Brands List (ABL). The ABL for copy paper was established as a result of problems the University experienced when buying paper from the State contract several years ago.

The problems, which included jamming, poorly cut lots and inconsistent quality, resulted in monetary and time losses that outweighed the benefit of purchasing low cost paper. The increased use of high-speed copiers and laser printers meant that these difficulties were likely to occur with increased frequency.

Central Stores and the Purchasing Department, working with end-users and representatives from the paper industry, developed specifications designed to rectify these issues. It was determined that establishing an ABL would provide a long-term solution. The list would ensure uniformity in a commodity that, due to the volatility of the market, is re-bid every six months.

When administrative approval for the ABL was granted, merchants were extended an open invitation to submit paper which meets our specifications to be tested for inclusion on the list. Testing is an on-going process and the list is updated as new brands qualify.

Soliciting Design Services

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Indicate approximately how many meetings will be required. (Meetings are chargeable.)

All bidders must respond with prices on a form provided by you. A sample form is available from Purchasing.

- A. Ask for a price for each phase of the work. If the bidders respond with a range of costs, they must define what is covered from the low to the high end of their price.
- B. Ask for details of any anticipated additional work and the respective costs.
- C. Meetings are chargeable; if you require frequent meetings, be prepared to be charged accordingly.

Please state clearly that the printing vendors will be selected by the University.

If you intend to use samples of the designers' work as a criteria in your award process, this must be clearly stated, i.e., Bidders must provide two - three samples of their work similar in scope to the work described herein. Samples will be a consideration in award.

If you do not state that samples will be a consideration in the award process, we are obligated to accept the lowest compliant bid. We will only be able to consider the quotes if the bidders respond to one set of specs and are offering the same services for the same scope of work.

Please call Penny at 486-2621 if you have any questions or need additional assistance.

news & notes

Printing and Graphics Updates

A recent change to our print buying process enables the University to purchase paper stock directly for selected publications. Buying the paper directly has several advantages: it ensures that unauthorized stock substitution will not occur and it eliminates costs associated with paper markups by printing vendors. Through this initiative we also realize substantial discounts on frequently specified papers.

As a result of proposals solicited this spring, contracts have been established with three paper distributors, representing all major mills. We have access to virtually every paper manufactured. This modification to our procedure tracks with a growing trend among institutions and organizations who produce a high volume of publications, and now buy their own paper for printing. Buying our own paper has introduced a flexibility that enhances our ability to maintain our competitive edge and retain the control necessary for consistent and cohesive quality in our publications.

Printing Specification Form On-Line

Printing specifications can now be sent directly to the Purchasing Department by using the form accessible from our home page. To access the form, go to the home page of the Purchasing Department:

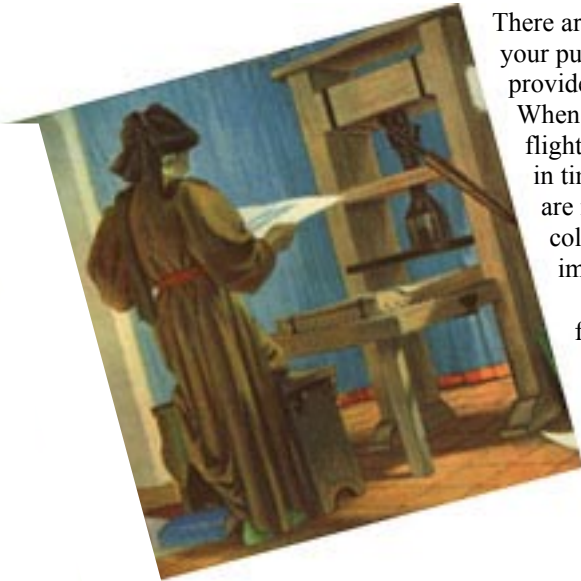
<http://vm.uconn.edu/~wwwpurch/>

Click on Staff, then go to Team 3, or click on Commodity Assignments, then on Team 3. Instructions appear below the information on Team 3.

By using the on-line form, separate copies of specifications will no longer have to be sent with your requisitions for printing. If you would like to begin utilizing the form and have questions about using it or need clarification regarding the fields of data entry, please call Penny Guerin at 486-2621 or Joyce Meehan at 486-1054.



Preparing Publications on Disk



There are numerous benefits to furnishing your publications to a print vendor on disk, provided your files are properly prepared. When errors on the disk show up in pre-flight, correcting them can be costly, either in time, money or both. Common errors are missing files and/or fonts, incorrect color breaks or colors designated improperly.

Following are some guidelines for file preparation.

- ◆ Use a page-layout program for your document. Line breaks and color breaks formatted in word processing programs can change when output from different systems.
- ◆ Include screen fonts as well as printer fonts on your disk.

- ◆ Include all artwork and scanned (live) photo files.
- ◆ Provide laser proofs at 100%, marked for color and indicate whether the color is spot and/or process.
- ◆ Print the disk directory and include with the disk.
- ◆ Identify what software you have used and whether it's Mac or PC.
- ◆ Unless you tell us otherwise, our printing specifications instruct the vendor to assign trap values.

Remember that the vendor's pre-press staff can be an invaluable resource as you finalize your disk. These professionals have been generous sharing their knowledge with both novice and seasoned designers.

How to Order Stationery

The contract for printing stationery has been in place for over a year and continues to run smoothly. Although an earlier mailing to the University community offered general instructions for placing orders, additional information is provided below that will answer some of the most frequently asked questions and expedite order placement.

- On your requisition, please provide the name and fax number of the individual who will be responsible for signing the proof from the vendor. Proofs should be checked carefully. Errors not noted on your proof will be corrected at your expense. If you require a second proof, you must note it in writing when you return the first proof.
- Use black ink to fill out the order form and use a separate form for each item being ordered. It is important that the information be legible to reduce the risk of errors by the typesetter.
- The order form must be filled out in upper and lower case letters. This includes department, school and individual names.
- 'University of Connecticut' will automatically appear on all stationery. It is not necessary to fill this out on the order form.
- Many colleges and schools within the University have determined a guideline for copy to appear in fields A and/or B. Consult with your dean's office for the appropriate information for these fields. For other divisions and offices, your vice-chancellor may have established these guidelines. If no guidelines have been established, the second line can also be left blank.
- The U-box number on all stationery items is either 2-digits or 3-digits. The 4-digit U-number is for interoffice mail only.
- Neenah, a recycled, bright white paper is the name of the official stationery stock and is used for letterhead, business cards, envelopes and miscellaneous items. Generally, all stationery is imprinted in two colors (2/0). Only in special circumstances is three color (3/0) printing allowed.
- Monarch refers to a smaller size letterhead, measuring approximately 7" x 10" and its occasional use may be required for communications of a special nature. Ordinarily, the standard letterhead size measuring 8-1/2" x 11" is to be ordered.
- For high volume mailings, letterhead on regular white bond and white wove envelopes can be ordered.
- If your order is an exact reprint, please note this on the requisition and send an original sample (not a photocopy) of the item being reprinted. Proofs are not sent to departments for orders submitted as 'exact reprint.'
- An order form also must accompany requests for exact reprints. This is sent to the typesetter with the sample and reduces the likelihood of typesetting errors.