

Print Graphic Design RFP - Communications

Memo

To: Dr. Jeff Turner
From: Sid Grant
CC: Ralph Seeley, Tamerah Ringo, Bria Michael
Date: 10/19/2005
Re: **Print Graphic Design RFP – Communications Department**

Request for Proposal (RFP) packets were mailed to six prospective graphic design/printing vendors for the CISD 2005-06 print graphic design contract. The RFP's primary specification was for the "turnkey" graphic design, layout, and printing of the eight-page fall and the twelve-page summer production of the 23,000 Express publications. Secondary items in the proposal include "as-needed" print jobs such as envelopes, stationery, teacher recruitment materials, crisis management flip charts, elementary report cards, and school calendars.

Four proposals were submitted, received, and evaluated by Tamerah Ringo, Bria Michael, and myself including Johnson Printing Service (JPS), Reinelt Designs, Thompson's Quick Print, and Specialty Printing and Graphics (SP&G). Thompson Quick Print's proposal did not contain a bid on the design and printing of the Express publication, thereby eliminating this vendor from consideration. JPS and SP&G initially appeared to underbid Reinelt Designs by approximately \$7,200 or 25 percent for the annual Express publications. However, upon interviewing these two vendors, Mrs. Ringo learned that neither company included the graphics design and layout of the Express in their respective proposals as clearly specified and required in the RFP.

Given the complexity of the four-color graphics design and layout of the multi-page Express publication, we would be required to supply these two vendors with "print-ready" material. Out-sourcing the graphic design and layout of this publication with a third-party graphics vendor could easily exceed the \$7,200 in potential annual savings as proposed by SP&G and JPS.

The total estimated annual cost for the graphic design, layout, labeling, and printing (excluding postage) of the Express publication is \$28,612. The additional "as-needed" annual printing through this contract is estimated to be \$18,000.

Reinelt Designs has provided quality and timely graphics design and printing at the best monetary value for the past several years. Therefore, Mrs. Ringo, Ms. Michael, and I recommend we award Reinelt Designs the 2005-06 graphic design and printing contract. Additionally, the RFP allows for up to three (3) one-year renewals under the same terms and conditions of the original contract upon agreement by both parties.

RECOMMENDATION: **That the Coppell ISD Board of Trustees award the print graphic design contract to Reinelt Designs for the 2005 – 2006 school year at the October 24, 2005 board meeting.**