

Helsinki, 20/1/2012

## **CLARIFICATIONS 4**

### **Open call for tender ECHA/2011/183 Design, pre-press and printing services**

#### **Question 4.1:**

Regarding Section 3.2.4.2, are Tenderers allowed to provide more than one design proposal for an Agenda and a Report? Also using the Global document template (3.2.1) as a starting point are we allowed to significantly intervene in the template in order to create a new approach for Meeting and Agenda documents by using other elements from within the VID?

#### **Answer:**

Section 3.2.4.2 reads at paragraph 2: "...to create the templates for the Agenda and the Report of an event." (our underline). Nevertheless, the tenderers can submit as many templates as they consider relevant for their offer, however please note Award Criterion 4 - "readability, coherence and clarity of the offer submitted - according to section 3.2.4.4. As regards the second question, we draw the attention of the company on the Award Criterion 2, especially the sentence reading "...creativity in using the visual identity...", As explained in several places in the Technical Specifications, the tenderers are expected to understand the current visual identity and to be able to develop further applications according to its guidelines, in line with ECHA further needs.

#### **Question 4.2:**

Could ECHA clarify that it wishes to have templates in word and PDF formats? Professional layouts are always done using specialised software such as InDesign (which provide files which can be converted to PDF formats) rather than Word. It will not be possible to produce identical layouts using 2 very different types of software.

#### **Answer:**

Section 3.2.4.2 reads: "...The two documents shall be submitted in word and .pdf formats on a CD-ROM as well as printed in 4 colours, 1 copy each."

ECHA is aware of difference between a template created in word and one created in InDesign. As stated in 1.3.1, "Many of ECHA external publications are created and written in Microsoft Word; therefore most of the templates and layouts would be required in this application. However, the Tenderer(s) should be able to deliver the templates and layout in any other required format (indd, pdf)." Taking into consideration this paragraph of the Technical Specifications, ECHA intends to verify the capacity of the tenderers to comply with its future requirements.

#### **Question 4.3:**

Could ECHA provide a high resolution version of its logo?

#### **Answer:**

Yes, please find it [\*\*here\*\*](#)

**Question 4.4:**

Could ECHA provide access to the fonts contained in its corporate identity (Apex Sans and Chronicle)?

**Answer:**

For the purpose of the submission of the offers, the tenderers can use the alternative fonts in the visual identity manual (verdana, georgia). However, please note section 1.2.2: "...At the moment of entering into force of the present Framework Contract, the Tenderer should have available the special fonts recommended in ECHA Visual Identity Manual (Apex sans, Chronicle text).

**Question 4.5:**

Could ECHA confirm that the layout for the report should be the one for the 'corporate report'?

**Answer:**

Section 3.2.4.2 reads: "...to create template for the Agenda and the Report of an event". As explained in several parts of the technical specifications as well as in Award Criterion 2, the tenderers are expected to observe the guidelines of the visual identity manual and at the same time to prove creativity in using the existing elements and templates. ECHA needs in terms of design and printing may go beyond the existing applications in the Visual identity manual, therefore the future contractor should be able to use the existing elements in a creative way. It is each tender's choice how they will use the elements made available to answer the technical specifications.

**Question 4.6:**

On page 21 of the specifications, paragraph 3.2.4.3. 'timetables and customer service', tenderers are asked to include in their technical proposals, the average estimated times for delivering the main tasks as described in section 1. As the average time depends a lot on factors such as the length of the documents and the number of languages, could ECHA provide a more precise list of products for which we should provide average times, to enable a fair comparison between tenderers?

**Answer:**

The technical specifications, including the annexes, describe ECHA publications and the languages ECHA publishes into, so that the tenderer can understand the scope of the services they will be requested to provide. However, ECHA cannot provide a fix list of products for the purpose of evaluating estimated time as such a list won't be able to cover all possible present and future needs in terms of printing and design services. The tenderers are expected to explain their usual practices and delays for delivering the services described.