

BID OPENING: September 17, 2008.

BIDS SHALL BE PUBLICLY OPENED AT 11:00 A.M., PREVAILING WASHINGTON, D.C. TIME.

ANY QUESTIONS BEFORE AWARD CONCERNING THESE SPECIFICATIONS CALL MARTY JANNEY (202-512-1164). AFTER AWARD, REFER ALL QUESTIONS TO YOUR CONTRACT ADMINISTRATOR WHOSE NAME APPEARS IN THE UPPER PORTION OF THE PURCHASE ORDER. NO COLLECT CALLS.

FACSIMILE BID SPECIFICATIONS

U.S. Government Printing Office (GPO)
Washington, D.C.

GPO CONTRACT TERMS: Any contract which results from this Invitation for Bid will be subject to GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 6-01)) and Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (Rev. 8-02)).

PRODUCT: Kit consisting of Item (A) – one 2-pocket kit folder containing the following: Item (B) - one CD button retainer for CD-ROM, Item (C) – one duplicated CD-ROM, Item (D) – one copy of “MyPyramid” poster (FNS 380), Item (E) – one copy of “How Much Do You Eat?” poster (FNS 390), Item (F) – one copy of “Enjoy Moving” poster (FNS 420), Item (G) – one copy of “Read It Before You Eat It!” poster (FNS 398), Item (H) – twenty-five copies of “MyPyramid: Steps to a Healthier You” mini-poster (FNS 391), and Item (I) - twenty-five copies of “Enjoy Moving Activity Pyramid” mini-poster (FNS 403). Item (A), containing Items (B) through (I), is then inserted into Item (J), a shipping envelope which is then sealed. ALSO, there are additional copies of Items (D) through (I).

All the requirements of these specifications apply equally to all items unless otherwise indicated.

TITLE: “Nibbles for Health” kit folder.

QUANTITY: 50,000 kits plus additional copies of the following items: Item (D) – 25,000 copies, Item (E) – 25,000 copies, Item (F) 25,000 copies, Item (G) – 25,000 copies, Item (H) – 200,000 copies, and Item (I) – 200,000 copies.

TRIM SIZE: Item (A) - approximately 31 x 13-1/2” flat (including 3/4” glue tabs head and foot), Item (C) – standard size 4-3/4”, Item (D) – 25-1/2 x 33”, folded to 8-1/2 x 11”, Item (E) – 22 x 34”, folded to 11 x 8-1/2”, Item (F) – 33 x 25-1/2”, folded to 8-1/4 x 8-5/8”, Item (G) – 25-1/2 x 33”, folded to 8-1/2 x 11”, Item (H) – 11 x 8-1/2”, Item (I) – 11 x 8-1/2”, and Item (J) – 10 x 13”, or suitable to accommodate a kit.

GOVERNMENT TO FURNISH: One (1) 700mb CD-Rom with the Macintosh platform with the OSX operating system, using the following software programs: Photoshop CS2 and CS3, Illustrator CS2 and CS3, InDesign CS2.

One (1) CD master for reproduction.

NOTE:

Item (A) - A separate file for the spine has been provided. Contractor will have to adjust spine to fit.

All Adobe printer and screen fonts are furnished.

Construction dummy for Item (A) and folding dummies for Items (D) through (I).

One color composite laser visual of the back panel and spine of Item (A), one color composite laser visual of label for Item (C), one color composite laser visual of Item (D), one color composite laser visual of Item (H), one color

composite laser visual of Item (D), and one color composite laser visual of Item (J).

One reproduction proof Form 905 with labeling and marking specifications.

Identification markings such as register marks, ring folios, rubber stamped jacket numbers, commercial identification marks of any kind, etc., except GPO imprint, form number, and revision date, carried on copy or film, must not print on finished product.

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

Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure correct output of the required reproduction image. Any errors, media damage, or data corruption that might interfere with proper file image processing must be reported to contract administrator. Contractor must notify GPO as soon as necessary in order to comply with the shipping schedule.

The contractor shall create or alter any necessary trapping, set proper screen angles and screen frequency, and define file output selection for the imaging device being utilized. Furnished files must be imaged as necessary to meet the assigned quality level.

PROOFS:

Three sets of Digital color content proofs for each of items (A), label of Item (C), Item (D), Item (E), Item (F), Item (G), Item (H), Item (I), and Item (J). At contractor's option, a film-based composite blueline may be submitted, provided direct to plate is used to produce the final product.) Proofs must be created using the same Raster Image Processor (RIP) that will be used to produce the product. Proofs shall be collated with all elements in proper position (not pasted up), imaged face and back, trimmed and folded to the finished size of the product.

Three sets of digital one-piece composite laminated color proofs on the actual production stock (Kodak Approval, Screen TrueRite, Dupont Thermal Waterproof, Polaroid PolaProof, CreoSpectrum, or Fuji Final Proof) with a minimum resolution of 2400 dpi for each of items (A), label of Item (C), Item (D), Item (E), Item (F), Item (G), Item (H), Item (I), and Item (J). At contractor's option, a film-based composite laminated color proof on the actual production stock may be submitted provided direct to plate is used to produce the final product. The make and model number of the proofing system utilized shall be furnished with the proofs.

These proofs must have all elements in press configuration and must indicate margins. Proofs will be used for color match on press and must show dot structure. Inkjet, photographic, and overlay proofs are not acceptable. The proofs must contain color control bars for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers. The control bars (such as Brunner, GATF, GRETAG, or RIT) must show areas consisting of minimum 3/16" x 3/16" solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet.

CHECK DISC: Contractor must produce three (3) Compact Disc Recordable (CD-R) Check Discs which shall have the same structure and content as the final CD-ROM for Government inspection prior to duplication/replication of the ordered quantity. Although the Check Discs will not be required to be printed, they must have written identification thereon and must be placed in slimline jewel cases.

Contractor to also furnish five (5) samples of Item (J) envelopes, along with the proofs.

Deliver proofs, samples, and check disks together with the furnished media (copy, electronic files) directly to: Kathleen Rubus, USDA OC Printing Services, Rm. 501A, 1400 Independence Ave., SW, Washington, DC 20250. (202-720-8194)

Contractor must call GPO Contract Compliance Section at (202) 512-0520 immediately upon sending/delivering proofs and immediately upon notification that the proofs are available for pickup at the department.

The contractor must not print prior to receipt of an "OK to print."

STOCK: The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 11" dated February 1999.

Item (A) – JCP Code* L70, White, Coated One Side (C1S) Cover, Point Size 24 pt.

Items (D), (E), (F), (G), (H), and (I) - JCP Code* A181, No. 1 Coated White Text, Gloss-Finish, Basis Size 25 X 38", 80 lb.

Item (J) - JCP Code* N10, No. 2 White Bleached Kraft, Basis Size 17 X 22", 40 lb.

PRINTING: Print items (A), (C), (D), (E), (F), (G), (H), (I), and (J) in 4-color process to match OK Press Sheets.

Format:

Item (A) - Print entire face (except glue tabs) with multiple 4-color process illustrations, type, and tints/solids of the process colors with reversing and trapping. Laminate the entire surface, after printing, of face and back with clear polyesters (such as polyethylene terephthalate), polypropylene, vinyl or cellulose acetate, having a thickness in the range of .0005" to .0010". The laminated product must have no distortion of the printed matter and must remain clear and legible.

Item (C) - Print entire face of CD with solid in PMS 142 Orange and overprint type in PMS 520 Purple. All printing on the discs shall comply with the requirements set forth in International Standards ISO/IEC 16448; inks used must not damage the lacquer layer.

Items (D), (E), (F), and (G) - Print face with multiple 4-color process illustrations, type, line matter, and tints/solids of the process colors with reversing and trapping. After printing, coat entire surface of face of each item with non-yellowing gloss varnish.

Items (H) and (I) - Print face and back (head to head) with 4-color process illustrations, type, line matter, and tints/solids of the process colors with reversing and trapping. After printing, coat entire surface of face and back of each item with non-yellowing gloss varnish.

Items (J) - Print face only with 4-color process illustrations, type, line matter, and tints/solids of the process colors with reversing and trapping. Left prints toward flap score.

Item (C) - CD DUPLICATION: Contractor must furnish all materials and services as required to create CD-ROM disks from a furnished recordable type CD-R. Contractor must read the data from the CD-R and premaster it into the ISO 9660 format.

Note: Delivered CD-ROMS must conform to the International Organization for Standardization (ISO)/International Electrotechnical Commission (IEC) International Standard 10149, "Information Technology - Data Interchange on Read-Only 120 mm Optical Data Disks (CD-ROM)," and ISO International Standard 9660, "Information Processing - Volume and File Structure of CD-ROM for Information Interchange."

NOTICE:

CD-ROM or DVD DUPLICATION/REPLICATION. Several firms claim patent rights, which may be applicable to CD-ROM or DVD replication. For example, see <http://www.licensing.philips.com>. U.S. Philips Corporation and Sony

Corporation claim to hold patents for certain technologies essential to the manufacture and replication of CD-ROMs and DVDs and assert it is impossible to manufacture or replicate a CD-ROM or DVD without infringing these patents. The patent claims cover, among other things, both the physical structure of and manner in which data is encoded on a CD-ROM or DVD. Other firms, including Discovision Associates, Irvine, CA, also claim similar patent rights.

Each bidder's attention is invited to the patent indemnification provisions of GPO Contract Terms (Pub. 310.2 (Rev. 6-01)) since the successful bidder will be responsible for compliance with all applicable patents, including any for CD-ROMs or DVDs.

By submission of a bid, bidders certify that they hold a license under all patents applicable to their duplication/replication of CD-ROMs or DVDs.

PRESS SHEET INSPECTION: Final makeready press sheets will be inspected and approved at the contractor's plant for the purpose of establishing specified standards for use during the actual press run. Upon approval of the sheets, contractor is charged with maintaining those standards throughout the press run (within QATAP tolerances when applicable) and with discarding all makeready sheets that preceded approval. See GPO Publication 315.3 (Guidelines for Contractors Holding Press Sheet Inspections) issued September 1991. Note: A press sheet inspection is for the purpose of setting specific standards that are to be maintained throughout the entire run. It does not constitute a prior approval of the entire run.

Press sheets must contain control bars for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers. The control bars must show areas consisting of 3/16 x 3/16" minimum solid color patches; tint patches of 25, 50, and 75%; dot gain scale (such as, BRUNNER, GATF, GRETAG, or RIT); and gray balance patches for process color (if applicable). These areas must be repeated across the entire press sheet.

MARGINS: Follow electronic media. Items (A) and (E) have full common bleeds on head and foot, uncommon bleeds on both sides. Items (D), (F), and (G) have no bleeds. Items (H), (I), and (J) have no bleeds.

BINDING: Item (D) - Folds to 8-1/2 x 11" with 2 parallel accordion and 2 wrap-around angle folds, title out. Item (E) - Folds to 11 x 8-1/2" with 3 parallel accordion and 1 angle folds, title out. Item (F) - Folds to 8-1/4 x 8-5/8" with 2 parallel wrap-around and 2 angle folds, title out. Item (G) - Folds to 8-1/2 x 11" with 2 parallel wrap-around and then 2 wrap-around angle folds, title out.

CONSTRUCTION:

Item (A) - Kit folder will have two, 5-1/2" wide, full-height, vertical pockets; formed from the right and left 11-1/2" sides, and each secured to the inside panels by a 3/4" glue tab at top and bottom, plus 1/4" scored expansion top and bottom. Outside edge of glue tabs should be diagonally cut and not be visible when folder is constructed. Additionally, folder will have two scores, 1/2" apart, centered on the spine, parallel to the 11-1/2" dimension. Fold along scores and construct to final size of 9-1/2 x 11-1/2", plus 1/2" spine. Printing must not appear "cracked" along folds after construction. Affix CD Button Retainer (Item (B)) to the inside left pocket, positioned as indicated on printed image.

Item (J) – Envelope to be open end with center seam and gummed flap.

ASSEMBLY: Into each copy of Item (A) kit folder: in the right pocket, insert one copy each of Items (D), (E), (F), and (G), with Item (D) on top and layered sequentially; in the left pocket, insert one shrink-wrapped set of 25 copies (with chipboard backing) of Item (H) and one shrink-wrapped set of 25 copies (with chipboard backing) of Item (I), with Item (H) on top. Follow the notations on the furnished construction guide for proper orientation of Items (D) through (I), within their respective pockets. Insert CD onto CD Button Retainer (Item (B)), with CD label type parallel to head of kit folder (Item (A)). Insert assembled kit folder into shipping envelope (Item (J)) and seal envelope.

PACKING: Pack envelopes (containing kits) suitably in shipping containers, identifying containers with title, date, GPO Jacket No., and quantity. Shrink film wrap the balance of copies (25,000 copies each) of Items (D), (E), (F), and

(G) in sets of 25 (1,000 shrink wrapped packs each). Shrink film wrap the balance of copies (1,400,000 copies each) of Items (H) and (I) in sets of 25 (56,000 shrink wrapped packs each), with chipboard backing. Pack the balance of copies suitably and separately in shipping containers, identifying containers with title, date, GPO Jacket No., and quantity.

LABELING AND MARKING (package and/or container label): Reproduce shipping container label from furnished repro, fill in appropriate blanks and attach to shipping containers.

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

Product Quality Levels:

- (a) Printing Attributes -- Level II.
- (b) Finishing Attributes -- Level II.

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

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

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

	<u>Attribute</u>	<u>Specified Standard</u>
P-7.	Type Quality and Uniformity	OK Press Sheets
P-8.	Halftone Match (Single and Double Impression)	OK Press Sheets
P-10.	Process Color Match	OK Press Sheets

Special Instructions: In the event that inspection of press sheets is waived by the Government, the following listed alternate standards (in order of precedence) shall become the Specified Standards:

- P-7. OK'd Proofs, Furnished electronic media.
- P-8. OK'd Proofs, Furnished Electronic Media.
- P-10. OK'd Proofs, Furnished electronic media.

QUALITY ASSURANCE RANDOM COPIES: In addition to the Departmental Random Copies (Blue Label), the contractor may be required to submit quality assurance random copies to test for compliance against specifications. The purchase order/specifications will indicate the number required, if any. When ordered, the contractor must divide the entire order into equal sublots and select a copy from a different general area of each subplot. The contractor will be required to execute a statement furnished by GPO certifying that copies were selected as directed. Copies will be paid for at the running rate offered in the contractor's bid and their cost will not be a consideration for award. A copy of the purchase order/specifications must be included.

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

DISTRIBUTION: Deliver f.o.b. destination.

Deliver one (1) complete kit folder to: USDA/FNS/Pub. Affairs, 3101 Park Center Dr., Rm. 820, Alexandria, VA 22302. Attn: Levi Thompson, Room 914, (703) 305-2302.

Deliver 49,999 kits plus all additional copies of Items (D), (E), (F), (G), (H), and (I) to: NOAA Warehouse, 7900 Cedarville Rd., Brandywine, MD 20613. Attn: Sam Smith (301) 372-2923.

Deliver furnished material and 2 sample kits to USDA OC Printing Services, Rm. 501A, 1400 Independence Ave., SW, Washington, DC 20250. Attn: Kathleen Rubus (202) 720-8194.

Deliver 1 sample kit to USGPO, 732 North Capitol St., NW, Stop CSAPS, Rm. C838, Washington, DC 20401, Attn: Marty Janney (202) 512-1164.

All expenses incidental to returning materials, submitting proofs, and furnishing sample copies must be borne by the contractor.

SCHEDULE: Furnished material will be available for pick up at the U.S. Government Printing Office, 27 G St., NW, Washington, D.C. 20401, on September 18, 2008.

Submit proofs as soon as the contractor deems necessary in order to comply with the shipping schedule. Proofs will be withheld not more than 3 workdays from receipt in the department to when they are made available for pickup at the department.

The contractor must notify the GPO of the date and time the press sheet inspection can be performed. In order for proper arrangements to be made, notification must be given at least 3 workday(s) prior to the inspection. Notify the U.S. Government Printing Office, Contract Management Division, Quality Assurance Section (PPSQ), Washington, DC 20401, or telephone area code (202) 512 1162. Telephone calls will only be accepted between the hours of 8:00 am and 2:00 pm, prevailing eastern time. Note: See contract clauses, paragraph 14(e)(1), Inspections and Tests of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 6 01)). When supplies are not ready at the time specified by the contractor for inspection, the Contracting Officer may charge to the contractor the additional cost of the inspection.

Deliver complete on or before October 16, 2008.

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

Toll Free WATS lines to the GPO are available to successful bidders to report information regarding compliance with schedule requirements under "SCHEDULE". The toll free number is 1-800-424-9470 or 9471 and for calls originating in the Washington, D.C. area, (202) 512-0516 or 0517. Personnel answering these calls will be unable to respond to questions of a technical nature. These calls cannot be transferred to other telephones in GPO.

OFFERS: Offers must include the cost of all materials and operations for the total quantity ordered in accordance with these specifications. In addition, a price must be submitted for each additional 1,000 kits and each additional 1,000 copies each of items (D), (E), (F), (G), (H), and (I). The price for additional quantities must be based on a continuing run, exclusive of all basic or preliminary charges and will not be a factor for determination of award.

SUBMIT BIDS TO: U.S. Government Printing Office, Bid Section (PPSB), 36 H Street NW, Room C-161, Washington, D.C. 20401. **FACSIMILE BIDS are permitted. Submit TWO copies of each facsimile bid to FAX No. 202-512-1782, one bid per facsimile.** Refer to Solicitation Provisions in GPO Contract Terms (GPO Publication 310.2), Page 1, Paragraph 6.