



REQUEST FOR PROPOSAL

Title: Silk Screening, Embroidery Services, and/or Promotional Items

RFP #: CH1-2017

Date Issued: Tuesday, February 7, 2017

STEP 1 DUE DATE: Thursday, February 23, 2017

RFP Issued By: Cathy Heckman, Sr. Buyer, SMU – Purchasing

1. General Information

a. Background

As a private, tax-exempt university enriched by its United Methodist heritage and partnership with the Dallas-Fort Worth area, SMU seeks to enhance the intellectual, cultural, technological, ethical, and social development of a diverse student body. SMU offers undergraduate programs centered on the liberal arts and excellent graduate, professional, and continuing education programs. The SMU experience also includes accessible faculty in small classes and abundant opportunities for research experience, international study, leadership development, and service and internship opportunities beyond campus – all with the goal of preparing students to become contributing citizens and leaders for our state, nation and world.

SMU has approximately 11,000 students studying in seven degree-granting schools: Cox School of Business, Dedman College of Humanities and Sciences, Meadows School of the Arts, Bobby B. Lyle School of Engineering, Dedman School of Law, Annette Caldwell Simmons School of Education and Human Development, and Perkins School of Theology.

Founded in 1911 by what is now The United Methodist Church, SMU is nonsectarian in its teaching and committed to academic freedom and open inquiry. Owned by the South Central Jurisdiction of the United Methodist Church, SMU is managed by a Board of Trustees that includes civic, business, education, and religious leaders who represent various faiths and geographic areas.

b. Purpose

The purpose of this Request for Proposal (RFP) is to enter into an Exclusive Provider Agreement between SMU and qualified suppliers for one or multiple categories of the following: silk screening services, embroidery services, and promotional items for faculty, staff and students for the main campus and satellite sites. A basic two year term will be established with yearly options up to a maximum of five years, as determined by the Purchasing department. One year options will be exercised as long as service and quality remain excellent, and pricing competitive. SMU reserves the right to select multiple suppliers.

SMU cannot guarantee a specific number of orders annually however, the estimated annual volume is **approximately** 5,000 silk screened items, 800 embroidered items and 200 promotional orders. Purchasing, various departments, student organizations, and individuals associated with the University may request pricing and submit orders.

2. RFP Schedule and Proposal Submittal

a. Schedule

STEP 1 - Issue Request for Proposal	Tuesday, 2-7-17
STEP 1 - Last Day for Questions	Thursday, 2-16-17
STEP 1 - Closing Date – 5 PM	Thursday, 2-23-17
STEP 1 - Evaluation & Notice to Advance to Step 2	Monday, 3-13-17
<i>Schedule of events to be provide in Step 2 documents</i>	
STEP 2 - Issue Request for Proposal	
STEP 2 - Last Day for Questions	
STEP 2 - Closing Date – 3 PM	
STEP 2 - Evaluation & Award	

b. Questions and Inquiries

All inquiries concerning the RFP should be directed to:

Cathy Heckman, Sr. Buyer
SMU – Purchasing
Email: heckman@smu.edu
Phone: 214-768-2174

Questions should be submitted in writing via email. Written questions should be directly tied to the RFP and should be asked in consecutive order, following the organization of the RFP reference the RFP section. General questions will be shared with all those firms participating in the process.

Short procedural inquiries may be accepted by telephone or email however, oral explanations or instructions given over the telephone shall not be binding upon the University.

c. Bidder Responsibility

The bidder assumes sole responsibility for the complete effort required in this RFP. No special consideration shall be given because supplier's failure to be knowledgeable of all the requirements of this RFP. By submitting a proposal in response to this RFP, the vendor represents that it has satisfied itself, from its own investigation, of all the requirements of this RFP.

d. Cost Liability

SMU assumes no responsibility and bears no liability for costs incurred by vendor in the preparation and submittal of proposals in response to this RFP.

e. Revisions to this RFP

In the event that it becomes necessary to clarify or revise this RFP, such clarification or revision will be by an Amendment. Any RFP Amendment will be emailed to all participants. Any amendment to this RFP shall become part of this RFP.

f. Proposal Acceptance/Rejection

SMU reserves the right to reject any or all proposals, to accept or reject any or all the items in the proposal and to award the Exclusive Agreement in whole or in part as deemed to be in the best interest of SMU. SMU reserves the right to negotiate with any vendor if such action is deemed to be in the best interest SMU.

3. Basis of Selection

This RFP will be evaluated in a **two-step process**. All suppliers are asked to participate in Step 1. The RFP Committee will down select to a smaller number of vendors who will be asked to proceed to Step 2. Criteria for Step 2 are not included in this document.

Suppliers interested in being evaluated must submit pricing typed in the RFP Price Sheets provided and accept SMU General Terms and Conditions. RFP participants should provide pricing based on the manufacturer's regular pricing (not sale pricing) for each market basket item.

All responses to Step 1 of the RFP are due by 5:00 pm, **Thursday, February 23, 2017**. Selection of suppliers to proceed to Step 2 is expected to be made by **Monday, March 13, 2017**.

STEP 1 CRITERIA – The Step 1 prequalification process will be determined by a best value analysis involving the following factors (in descending order of importance).

- Pricing provided on market basket items
- Thoroughness of your written response addressing aspects of categories #1, #2 and/or #3.
- A review of your process for handling of electronic art files, proofing system
- A review of your process for estimating, ordering, & shipment tracking
- Demonstration of your ability to meet turn-around times

Attachments included in this RFP:

- 1) RFP CH1-2017 document.pdf
- 2) Embroidery Sample Order #1 RFP 2017 Price Sheet.xlsx
- 3) Embroidery Sample Order #2 RFP 2017 Price Sheet.xlsx
- 4) Embroidery Sample Order #3 RFP 2017 Price Sheet.xlsx
- 5) Embroidery Sample Order #4 RFP 2017 Price Sheet.xlsx
- 6) Embroidery Sample Order #5 RFP 2017 Price Sheet.xlsx
- 7) Promotional Items RFP 2017 Price Sheet.xlsx
- 8) T-Shirt Silk Screening RFP 2017 Price Sheet
- 9) SMU General Terms & Conditions

4. PRICE PROPOSAL REQUIREMENTS

The RFP Price Sheets represent an anticipated range and depth of orders that may be placed. Pricing should be based on the manufacturer's regular pricing (not sale pricing) for each market basket item. It will be used for evaluation of price in selection of the Exclusive Providers. The Price Sheets are Excel spread sheets set up so that you can tab through the form and enter the quoted prices in the yellow highlighted boxes.

CATEGORY #1 – Silk Screening Services Response Criteria

- a. PER-UNIT PRICING - Pricing for purposes of this RFP should be submitted as a 'per shirt' or 'per item' price. **Unit pricing should include:**
 - The cost of the shirt or garment ('regular' not 'sale' pricing)
 - Shipping costs for getting the shirts to the vendor. *(***NOTE: The cost of shipping/delivery of the finished job to SMU should **NOT** be included in the 'unit' price.*
 - Standard/normal pre-press time required to make job press-ready. Consider that artwork will be provided in FINAL VECTOR FORMAT (AI or EPS) WITH TEXT CONVERTED TO OUTLINES.
 - Set-up and screen charges
 - Any other charges required for production.
 - Pricing should be considered good for a minimum of 30 days
- b. INK COLORS - Pricing should be based on using standard PMS ink colors. Ink colors are typically solid but some orders may have screens or screen mixes depending on what product is being purchased. **INK COLOR MATCHING – Printer is expected to insure that the final printed ink color matches the PMS color chip number as indicated in the order.**
- c. PROOFS - Pricing should include the supplier providing **electronic proofs in PDF or JPG (only)** format for all jobs for final approval from SMU. SMU will not be responsible for jobs produced without final approval of the proof by the end requestor.
 - 1) Electronic Proofs - Silk Screen printers will be responsible to email an electronic proof (PDF or JPG) of the artwork shown on a t-shirt template. The t-shirt template proof should include the PMS ink colors to be used, the size of each imprint, indicate the location of each imprint, the color of the shirt to be printed on and any other pertinent

order information. The electronic proof will be sent to the requesting buyer or department. **Final approval of the electronic proof is required before sending the job to production.** It is understood that the electronic t-shirt template proof is a representation of the final order and not an indication of the exact shirt or ink color or exact imprint size.

- 2) Pre-Production Proofs - Pre-production proofs may be required on complicated, multi-color image layouts and/or 4-color process image layouts. Typically, pre-production samples are delivered in the afternoon to SMU and approval, color adjustment requests, or rejection is provided by the end of the same business day so that production can begin the following morning or changes can be made as needed. SMU will assume responsibility of costs associated with the set up for the pre-production proof should the design be changed at the pre-production stage due to a customer request and not due to a problem in the sample. Any problems with the pre-production proof (i.e. poorly burned screens) will be the responsibility of the vendor to correct.

If additional proofs are required due to customer requested changes, it is understood that there may be an additional charge to the price estimate provided. Should a subsequent proof be required due to a problem with the pre-production sample, the vendor will absorb those additional costs.

CATEGORY #2 – Embroidery Services Response Criteria

- a. PER-UNIT PRICING - Pricing for purposes of this RFP should be submitted as a 'per shirt' or 'per item' price. Unit pricing should include:
- the cost of the shirt/garment/item ('regular' not 'sale' pricing)
 - consider that an existing digitized logo will be used. Do not factor in the cost of digitizing a new logo or editing an existing logo.
 - shipping costs for getting the shirts to the vendor. **(***NOTE: The cost of shipping or delivery of the finished job to SMU should NOT be included in the 'unit' price.**
 - consider that there will be one logo stitched in one location.
 - the logo will have a 8000 or less stitch count
 - any other charges required for production
 - pricing should be considered good for a minimum of 30 days
- b. SAMPLES – Determining the quality of a garment and ensuring that clothing fits correctly before it is stitched is of utmost importance for all orders. For any new style or new brand of clothing being ordered, we may request samples to be shipped to the requesting department so they can verify the quality of the product and determine if they want to proceed with that particular style or brand. They may request several different styles and/or garments in order to determine which style (or styles) they would like to order.

SMU will be responsible for returning all samples in "like-received" condition. If samples get damaged while at SMU, SMU will be responsible to pay for the damaged item.

Provide the cost of a SAMPLE order; include any and all charges associated with a sample order.

c. TRY-ON SAMPLES

Once the style (or styles) is determined, SMU may request TRY-ON SAMPLES to be shipped to the requesting department. The request would be for the style (or styles) in several different sizes that are available. People in the department will try on the samples to verify sizes for the order. Once all the sizes are determined, the final order quantity and sizes will be sent in the order. The vendor will schedule pick-up of the samples from SMU. The vendor will determine whether they want to use the samples as part of the order or if they would like to return the samples to the distributor for credit.

SMU will be responsible for returning all samples in “like-received” condition. If samples get damaged while at SMU, SMU will be responsible to pay for the damaged item.

Provide the cost of a TRY-ON SAMPLE order; include any and all charges associated with a sample order.

d. THREAD COLORS - Pricing should be based on using standard Madeira or Marathon thread colors (poly or rayon as is standard with the vendor).

e. SMU LOGOS FOR DIGITIZING - SMU logos are not licensed except in the Athletics department but logo standards must be met. DO NOT include digitizing charges in quoted prices.

The Exclusive Provider is required to establish and maintain a consistent numbering system for digitized SMU logos. Each logo version should be assigned a unique number. There may be several versions/sizes of each logo.

Digitized SMU logos (in all final formats, .EMB, .DST, .JPG, etc.) are considered to be property of SMU. Upon request, the supplier is required to supply SMU the final digitized files (.EMB, .DST, .JPG, etc.). These files may be used for other jobs by other departments and/or other embroidery companies as needed.

f. EMBROIDERY PROOFS - **Sew out proofs are required for all new digitized logos that are to be embroidered and for any logo that a vendor has not stitched previously.** SMU may provide digitized files of previously embroidered logos. SMU prefers that vendors digitize logos in-house or use in-the-states sources.

SMU expects top quality digitizing and excellent sew-out quality. Satin stitches should be compact, lines should not look zig-zagged, lines & edges should be straight and symmetrical.

PROOFS REQUIRED FOR NEW LOGOS TO BE DIGITIZED:

- 1) ELECTRONIC PROOF: Once a logo has been digitized, a scan of a sew-out is to be emailed to the buyer or requestor for preliminary approval. Edits to the sew-out may be

requested at this time. Electronic proofs will be emailed until preliminary approval has been made.

- 2) **PHYSICAL SEW-OUT:** A physical sew out is required once preliminary approval is given for the electronic sew-out. **Final approval of the physical sew-out is required before sending the order to production.**

SMU is not responsible to pay for modifications that are required due to poor digitizing, stitching, or tension quality. The vendor is responsible to provide excellent sew out quality.

- g. SMU will provide thread color numbers and a layout of the logo to be embroidered for each order and/or shirt color.
- h. If additional proofs are required due to changes requested from customer, it is understood that there may be an additional charge to the price submitted. The vendor will absorb any additional charges for changes should a subsequent proof be required due to a problem with any of the proofs.

CATEGORY #3 – Promotional Items Response Criteria

- a. **ELECTRONIC PROOFS** – Exclusive Providers are required to **email manufacturer proofs provided in electronic PDF or JPG format** to the buyer or requesting department for all jobs for final approval before proceeding to production. SMU will not be responsible for jobs produced without final approval of the proof by the end requestor.
- b. **INK COLORS** – Exclusive Providers are required to insure that manufacturers print with the correct ink colors as indicated in the order. SMU will provide PMS or ink colors to be used or will select from the manufacturer's standard ink colors.
- c. **SAMPLES** – A sample (or samples) may be requested before the final selection is made or the order is placed. If there is a charge associated with for samples, that price should be reflected as a separate line item in the spaces provided in the RFP Price Sheets.
- d. **PRE-PRODUCTION SAMPLES** - Pre-production samples are required on items that required a custom die in order to produce the item. Such items may include padfolios, brass coasters, acrylic paperweights with embedded coins, etc. All costs involved in producing and shipping the pre-production sample should be given at the time the estimate is provided and shown as a separate line item.
- e. SMU will assume responsibility of costs associated with the set up for the pre-production proof should the design be changed at the pre-production stage due to a customer request and not due to a problem in the sample. The Exclusive Provider will assume responsibility for costs associated any problems with the pre-production sample (i.e. poorly made dies) will be the responsibility of the vendor to correct.

- f. If additional proofs are required due to customer requested changes, it is understood that there may be an additional charge to the price estimate provided. Should a subsequent proof be required due to a problem with the pre-production sample, the vendor will absorb those additional costs.

OTHER CRITERIA THAT RELATES TO ALL 3 CATEGORIES

a. ARTWORK

Artwork is usually created and submitted with the order from the buyer or department requestor and can be submitted in various formats. The Purchasing department will submit artwork in the following manner and recommends that other departments submit artwork in like manner.

- Final artwork will be supplied in hi-res vector format (usually in AI or EPS format), sized to the exact imprint size, and saved as spot color or process color depending on the item artwork specifications.
- Artwork will be created in Illustrator, InDesign, or Photoshop. When other programs are used to create the artwork it is understood that the artwork may need to be re-created and additional charges may apply. Any applicable artwork charges should be quoted separately at the time the order is placed.
- Spot colors to be used will be selected as such in the artwork file.
- Font files will be provided or the artwork text will be converted to outlines.
- PDF and source file of the final artwork will be emailed with the order.
- Written specifications shall be provided for any special printing or artwork instructions from the designer.
- Vendor will compare the artwork source file to the PDF provided with the order.
- Vendor will check artwork source files for font and/or art problems and make recommendations for correction.
- Vendor will notify the buyer or department requestor should any problems be found and/or if additional costs are incurred due to artwork problems.
- Vendor will insure consistency of print color and quality on all pieces.

b. STOCK VERIFICATION

Exclusive Providers are expected to check stock availability of items in a quote request.

Vendors should notify SMU Purchasing or requesting department if stock is not available before the estimate is provided. When possible, the vendor should offer an alternate, like item if one is available at a comparable price.

c. PACKAGING

- Printed t-shirts and embroidered items should be folded and bulk boxed. Each box should be labeled with the job name (i.e. name of event) and the quantity/sizes of garments within the box (i.e. QTY 125 - sizes S & M).
- Promotional item orders are expected to be packaged according to the manufacturer standards.

- Should items be received in a damaged condition, the Exclusive Provider is responsible for correcting and resolving the problem with the manufacturer in a manner considered satisfactory for SMU.

d. SHIPPING/DELIVERY CHARGES

For printed t-shirts & embroidered items only, provide estimated shipping or delivery charges per each quantity group indicated on the price sheets.

e. SHIPPING/DELIVERY - F.O.B. Destination

Shipping prices quoted shall be F.O.B. Destination, Southern Methodist University. (Shipping is to be quoted as a separate line item as indicated.)

f. TAXES

Southern Methodist University is exempt from paying Texas sales tax and federal excise taxes. Do not include state sales tax or federal excise taxes in your quotation. Texas Sales Tax Exemption Certificates will be supplied to selected Exclusive Providers as requested.

g. BILLING

Invoice processing is the responsibility of the department placing the order. The Exclusive Provider is responsible for obtaining complete billing instructions at the time the order is placed.

Payment terms for SMU are Net 30 unless otherwise approved before the order is placed and processed.

Orders over \$5000 require a purchase order to be issued prior to work beginning and referenced on the invoice.

Orders less than \$5000 may be paid for with a department's SMU VISA credit card.

h. TERMS AND CONDITIONS

Acceptance of SMU General Terms & Conditions is required. A copy is included with this RFP.