

**CITY of NOVI CITY COUNCIL**

**Agenda Item 2  
October 17, 2011**

**SUBJECT:** Approval of contract award to University Lithoprinters, Inc., for design and printing of three editions of Engage! in the amount of \$125,325 and three editions of Enhance in the amount of \$4,575, for a total rate of \$129,900 annually, with the option for two renewals.

**SUBMITTING DEPARTMENT:** Neighborhood and Business Relations

**CITY MANAGER APPROVAL:** 

<b>EXPENDITURE REQUIRED</b>	<b>\$129,900</b>
<b>AMOUNT BUDGETED</b>	<b>\$100,000 - Engage!; \$18,000 - Enhance</b> <i>(does not include funding received from the Library, Novi Community Schools, and advertising)</i>
<b>LINE ITEM NUMBER</b>	<b>101-295.00-888.500 (\$125,325) 208-695.00-888.900 (4,575)</b>

**BACKGROUND INFORMATION:**

In August, a Printing Services request for proposals was placed on Michigan Intergovernmental Trade Network for specialty publications (Engage!, and Enhance). These publications represent the most frequent and broadly distributed of the City of Novi’s printed publications (30,000 copies of Engage! and 10,750 copies of Enhance), with Engage! including City, Parks, Library, Novi Community Schools, and community offerings and Enhance being targeted to Novi’s senior population.

Of the six proposals received, Grand Blanc Printing did not meet publication size requirements, Johnston Litho did not submit samples, and Grand River Printing did not include a quote on Enhance. A Qualifications Based Selection (QBS) review was completed by a team of City, Library, and Novi Community Schools staff. Ratings by reviewers placed University Lithoprinters, Inc., nearly 1,000 points above other printers (rankings attached). The printer with the second highest QBS tally was BRD Printing.

Communications team members took a site visit to BRD Printing and identified that they did not meet current graphic design needs, were not firm in a project schedule/timeline, did not supply additional page costs, and did not display on-site project direction needed for a publication of this magnitude with most of their print projects coming in as designed pieces.

In response to the high QBS ratings, paired with Novi's past satisfaction (production of the City’s Annual Calendar), it is recommended University Lithoprinters, Inc. be awarded a contract for printing and design services of Engage! and Enhance.

As is the current practice, Novi Community Schools and the Library will pay for their portion of Engage! based on the page count of their sections.

**RECOMMENDED ACTION:** Approval of contract award to University Lithoprinters, Inc., for design and printing of three editions of Engage! in the amount of \$125,325 and three editions of Enhance in the amount of \$4,575, for a total rate of \$129,900 annually, with the option for two renewals.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Gatt				
Council Member Fischer				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Staudt				
Council Member Wrobel				

City of Novi

QBS Group Tally for Printing Services -Community Publications

	University Litho	BRD Printing	Dearborn Litho	Grand River Printing	Johnston Litho	Grand Blanc	Total
Evaluator 1	645	540	270	325	160	160	2100
Evaluator 2	510	400	440	270	280	200	2100
Evaluator 3	570	330	370	470	225	135	2100
Evaluator 4	450	510	360	280	235	265	2100
Evaluator 5	770	445	265	265	195	160	2100
Evaluator 6	655	460	315	305	190	175	2100
<b>TOTAL</b>	<b>3600</b>	<b>2685</b>	<b>2020</b>	<b>1915</b>	<b>1285</b>	<b>1095</b>	<b>12600</b>

## PRINTING SERVICES - COMMUNITY PUBLICATIONS BID TAB - AS READ

	Grand Blanc Printing	Grand River Printing	BRD Printing	University Litho	Johnston Litho	Dearborn Lithograph
<b>Enhance</b>						
Printing/mailling Services, per issue (10,750 per issue)	\$1,205.00 (quoted to print on 50# white offset, 92 brite, size 8" x 10-1/2")	No Bid	\$ 1,085.96	\$ 1,525.00	\$ 1,665.00	\$ 2,239.00
Production/delivery	4-6 working days	No Bid	5 days after proof approval	7-9 days	7-10 working days	5-7 business days after approval
Cost for additional 4 pgs, per issue	\$ 205.00	No Bid	N/A	\$ 595.00	\$ 662.00	\$ 609.00
<b>Engage!</b>						
Printing/mailling Services, per issue (30,000 per issue)	\$29,515.00 (8" x 10-1/2")	\$ 35,429.55	\$ 36,598.21	\$ 41,775.00	\$ 45,262.00	\$ 46,542.00
Production/delivery	10-12 working days	15 days	5-7 days after proof approval	15 days	10-15 working days	20 business days after approval
Cost for additional 4 pgs, per issue	\$ 1,375.00	\$ 1,153.97	N/A	\$ 805.00	\$ 958.00	\$ 867.00
Rush Charges	\$500.00/hr	TBD	N/A	\$50.00 - \$150.00/hr	TBD	5%
Does your proposal include use of certified FSC recycled paper & soy inks?	No. All soy based inks. All paper contains recycled content	Yes	Yes	Yes	FSC paper - no, soy inks - yes.	No
Samples submitted	Yes	Yes	Yes	Yes	No	Yes
Addendum(s) Acknowledged	Unknown	Yes	No	Yes	Yes	Yes

Company Name University Lithoprinters, Inc.



**CITY OF NOVI  
PROPOSAL FORM**

We the undersigned as bidder, propose to furnish to the City of Novi, according to the conditions and instructions attached hereto and made a part thereof

**PRINTING SERVICES – COMMUNITY PUBLICATIONS**

- 1. Enhance Senior Newsletter**  
**Printing, mailing services, delivery to post office and City facilities, per specs**

Quantity: estimated 10,750 per issue (three issues annually)

\$ 1,525.00 per issue

Production/delivery time 7 to 9 days

Cost for additional four (4) pages, if requested \$ 595.00 per issue

- 2. Engage! Community Program/Recreation Guide**  
**Printing, mailing services, delivery to post office and City facilities, per specs**

Quantity: estimated 30,000 per issue (three issues annually)

\$ 41,775.00 per issue

Production/delivery time 15 days

Cost for additional four (4) pages, if requested \$ 805.00 per issue

- 3. Printing Rush Charges** \$ 50.00-150.00/hr

Does your proposal price include the use of Certified SFC recycled paper and soy inks?

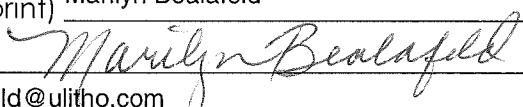
Yes  No

Are your samples included?  Yes  No

We acknowledge receipt of the following Addenda: #1 on 08/30/2011  
(please indicate addenda #)

Comments: Printing rush charges: see Rush Services Policy - per hour rate varies depending  
on which department(s) are needed  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**This proposal is submitted by:**

Firm Name: University Lithoprinters  
Address: 4150 Varsity Drive  
City/State/ZipCode: Ann Arbor, MI 48108  
Phone Number: 734-973-9414 Fax Number: 734-973-2884  
Agents name (please print) Marilyn Bealafeld  
Agent's Signature:   
E-mail Address: mbealafeld@ulitho.com  
Date: 09/07/2011



tel: 734.973.9414  
fax: 734.973.2884  
fre: 800.652.9414

4150 Varsity Drive  
Ann Arbor, MI 48108

[www.ulitho.com](http://www.ulitho.com)

## **PRODUCTION AND DELIVERY TIMEFRAME**

### **ENGAGE**

Design: 5 to 7 days from receiving text and images for first proof  
1 day to prepare the file for printing

Printer proof: 24 hours

Press and Bindery: 7 to 9 days

Mail processing: 2 days

### **ENHANCE**

Design: 2 to 4 days from receiving text and images for first proof

Printer proof: 24 hours

Press and Bindery: 5 days

Mail processing: 1 day





tel: 734.973.9414  
fax: 734.973.2884  
fre: 800.652.9414

4150 Varsity Drive  
Ann Arbor, MI 48108

www.ulitho.com

## Quotation

City of Novi  
Attn: Ms. Sue Morianti

September 7, 2011  
Est. # 97466

**DESCRIPTION:** Engage

**NO. OF PAGES:** 116 plus 4 page cover, plus 2 page card

**STOCK:** Cover – 100 lb. Flo Gloss text; FSC certified 10% PCW  
Text – 60 lb. Flo Gloss text; FSC certified 10% PCW  
Card – 9 pt. Lynx card stock; FSC certified

**PREPARATION:** ULitho to design and layout from furnished images and text  
PDF and dylux proofs included

**PRESSWORK:** 4/4

**BINDERY:** Saddle stitch, process for US Postal carrier route walk, deliver 2,000 to the City of Novi

**FINISH SIZE:** 8½" x 11" upright

**SHIPPING:** Local delivery included

**REMARKS:** This quotation based on University Lithoprinters receiving properly prepared electronic files ready for output.

**QUANTITY &**

**PRICE:** 30,000 = \$ 41,775.00  
Additional 4 pages = \$ 805.00

Alteration charges at proof additional \$ 35.00 for design and \$ 50.00 per hour for ULitho Prep Department

These figures represent our proposal on your requirements. You may rely on our strict adherence to your specifications. These prices are for immediate acceptance and all transactions are subject to the conditions on reverse side hereof which are made a part of this quotation.

Terms shall be net 30 days unless otherwise stated. Interest shall accrue at 18% per annum on any outstanding invoices after 30 days or the maximum rate allowed by applicable law. In the event that ULitho is required to undertake efforts to collect any outstanding balances, customer agrees to pay all legal fees and costs incurred.

Paper is subject to prices at time of shipment from mill.

When applicable, this quotation is subject to federal, state, and local taxes at time of delivery.

**TERMS: NET 30 DAYS**

**BY:** Marilyn Bealafeld

Respectfully submitted  
University Lithoprinters  
[www.ulitho.com](http://www.ulitho.com)







tel: 734.973.9414  
fax: 734.973.2884  
fre: 800.652.9414

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Ann Arbor, MI 48108

www.ulitho.com

## Quotation

City of Novi  
Attn: Ms. Sue Morianti

September 7, 2011  
Est. # 97213

**DESCRIPTION:** Enhance

**NO. OF PAGES:** 8 page self cover

**STOCK:** 70 lb. Gloss Hanno Art text; FSC certified

**PREPARATION:** ULitho to design and layout from furnished images and text  
PDF and dylux proofs included

**PRESSWORK:** 2/2

**BINDERY:** Saddle stitch or glue bind (sample furnished)  
Process for US Postal carrier route walk, deliver 400 to the City of Novi

**FINISH SIZE:** 8½" x 11" upright

**SHIPPING:** Local delivery included

**REMARKS:** This quotation based on University Lithoprinters receiving properly prepared  
electronic files ready for output.

QUANTITY & PRICE:		<u>Glue bind</u>	<u>Saddle stitch</u>
10,750		\$ 1,525.00	\$ 1,680.00
	Additional 4 pages	\$ 595.00	\$ 680.00

Alteration charges at proof additional \$ 35.00 for design and \$ 50.00 per hour for  
ULitho Prep Department

These figures represent our proposal on your requirements. You may rely on our strict adherence to  
your specifications. These prices are for immediate acceptance and all transactions are subject to the  
conditions on reverse side hereof which are made a part of this quotation.

Terms shall be net 30 days unless otherwise stated. Interest shall accrue at 18% per annum on any  
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ULitho is required to undertake efforts to collect any outstanding balances, customer agrees to pay  
all legal fees and costs incurred.

Paper is subject to prices at time of shipment from mill.

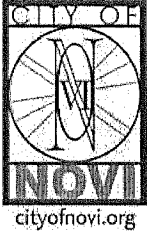
When applicable, this quotation is subject to federal, state, and local taxes at time of delivery.

**TERMS: NET 30 DAYS**

BY: Marilyn Bealafeld

Respectfully submitted  
University Lithoprinters  
[www.ulitho.com](http://www.ulitho.com)





**CITY OF NOVI**  
**VENDOR QUESTIONNAIRE**  
**PRINTING SERVICES – COMMUNITY PUBLICATIONS**

**Failure to provide all information may result in rejection of your proposal.**

Firm Name: University Lithoprinters, Inc.

Address: 4150 Varsity Drive

City/State/ZipCode: Ann Arbor, MI 48108

Phone Number: 734-973-9414 Fax Number: 734-973-2884

Agents name (please print) Marilyn Bealafeld

E-mail Address: mbealafeld@ulitho.com

1. Years firm has been in business: 76

2. Type of Organization:

Individual     Partnership     Corporation     Joint Venture

Other \_\_\_\_\_

3. How many staff members does your company employ?

Full-time employees: 40 Part-time employees: \_\_\_\_\_

4. How many years has your company been providing printing services for specialty publications such as those in our specifications? 25 Provide historical narrative. These types of projects fit our company very well; we have many clients that continue to choose

us for their publications. The main reason we see repeat business is our service and dedication to  
these projects from beginning to end. Our customers trust that we can handle their project by  
offering recommendations at all phases of production to save costs, keep their project on schedule  
and deliver a quality piece because we care deeply how each publication looks.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Location of local facility where publication will be printed.

4150 Varsity Drive, Ann Arbor, MI 48108

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6. How many clients does your company currently serve with the type of services described. 30 Explain the capacity of the services being provided.  
Each project is different and requires custom needs. We provide these clients with everything from design, color correction, proofing and printing to binding, mailing fulfillment and warehousing

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7. Please provide a list of three (3) client references for similar projects done in the last three years. Include name, address, phone number, contact person and briefly described scope of services performed.

Company University of Michigan  
Address 1000 Oakbrook Drive, Suite 100, Ann Arbor, MI 48104  
Phone 734-763-5975 Contact name Rick Krupinski  
Scope of Service Print & mail 45,000 copies of 64 page Alumni Magazine 3 times per year

Company Kresge Foundation  
Address 3215 W. Big Beaver, Troy, MI 48084  
Phone 248-502-0551 Contact name Mary Vingerelli  
Scope of Service Annual report, artist books, invitations, print and mail services

Company Kellogg Eye Center  
Address 1000 Wall Street, Ann Arbor, MI 48105  
Phone 734-763-6861 Contact name David Murrel  
Scope of Service Print & mail services, newsletters, annual reports, direct mailers, brochures

8. Submit profiles of staff to be assigned to these projects and examples of similar work performed by each staff member, including the Graphic Artist to be assigned to the City.  
See attached - Partners qualifications and staff

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9. Do you intend to subcontract any part of this contract? If so, what and to whom?  
Yes, the design portion, see attached documentation from Montronics

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10. Describe methods of communication with your clients.

We communicate with our customers via phone, fax, email and face-to-face meetings based upon the needs of the customer.

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11. Describe in detail your work plan or methodology for these projects.

First we will create a schedule that meets the final deadline based upon design and printing needs.

Design - we will gather all text and photos from the City of Novi to create first PDF proofs for approval. We will make changes and show revisions as needed.

Print - we will take the final file and show hard copy proofs. Once proofs are approved we will proceed to printing and invite the City of Novi to attend press checks if desired. Then we will bind, prepare for postal carrier route, drop at Post Office and samples to the City of Novi.

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12. Provide a complete list of your firms printing equipment.  
See attached - Equipment and capabilities list

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Please attach additional sheets with any other information you believe the City could use to evaluate your firm.

**THE FOREGOING QUESTIONNAIRE IS A TRUE STATEMENT OF FACTS:**

Signature of Authorized Company Representative: Marilyn Bealafeld

Representative's Name (please print) MARILYN BEALAFELD

Date 09/07/2011



tel: 734.973.9414  
fax: 734.973.2884  
fre: 800.652.9414

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Ann Arbor, MI 48108

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**City of Novi Community Publications**  
**RFP-090711 Printing Svcs**  
**Enhance Senior Newsletter and**  
**Engage (Community Program/Recreation Guide)**



ULitho PRINTING EXCELLENCE FOR 75 YEARS.

## **Qualifications and Experience**

ULitho is a full service, high quality color sheet fed and digital printing company. We have comprehensive direct mail services, fulfillment, and variable data digital press capabilities. City of Novi has been our customer since 2000.

ULitho views each of our customers as a Partner. A great partnership is built on knowledge, experience, quality, customer service and trust. We understand the necessity of listening to our customer's needs and offering our knowledge to help guide them and fulfill their requests in the most efficient manner, without sacrificing quality.

On many occasions, Marilyn Bealafeld, Account Executive for City of Novi, has shared her industry knowledge and has helped guide City of Novi to achieve the most efficient finished product with the highest quality possible.

### **History:**

ULitho has been in business for over 75 years. Originally a yearbook company, we now offer a full range of commercial offset and digital printing services along with mailing and fulfillment capabilities.

### **Philosophy/Values:**

Our Philosophy is to create an environment where the customer wants to return with their next print job, and the employee looks forward to returning to work each day. We recognize that quality is everything, and quality printing comes from quality employees and equipment. We strongly feel that in today's ever changing world of technology it is important to stay on top of the latest technology. Investing in new equipment and knowledgeable people allow ULitho to be the successful company we are today, while continuing to service a very diversified customer base.

### **Partners/Qualifications:**

All three partners: Mark Sulkowski, Deborah Sulkowski, and Robert McPartlin have been with ULitho since 1987. Mark and Robert both began as Press Room Operators and became working Press Room Supervisors together. Later, Mark took on the role of Press Room Supervisor, and Robert the roll of Production Manager. At the time Deborah was working as a Sales Executive and was the top sales person for over a decade. Mark and Deborah bought partial ownership in 1997, and in 1999 Robert joined the current partnership. The three partners are actively involved in managing daily activities while constantly assessing the industry developments and future company directions.

ULitho continues to add services to our business as our client's needs change. Two years ago we heavily invested in a digital press with variable print capabilities, as well as the bindery equipment to support this press. This addition has made ULitho a full service one-stop printer. Our customers have the ability to produce larger sheet fed

projects, short run digital projects with one day turnaround, along with mailing, warehousing and fulfillment all within our plant.

**Culture:**

We work under a Team approach with our Sales Staff and provide the support they need from our internal staff to sell the products/services with produce. Each employee is empowered to make a difference in their department by making smart decisions in the best interest of the customer and the company.

**Staff:**

Marilyn Bealafeld, Account Executive – Marilyn's role will be daily contact with City of Novi in regards to any and all of their printing needs. Marilyn has been with ULitho for 15 years. She has a BFA in Print Making from Washington University, St. Louis, MO. Her main function will be to advise NSF on the most economical way to run a job based upon each projects specific needs.

Andrea Verhulst, Project Manager (Offset) – Andrea's role will be daily phone contact with City of Novi for all offset print projects when Marilyn is not available. Andrea is also responsible for estimating and following each job through the plant from beginning to end. Andrea has been with ULitho for 16 years in this capacity and knows our work flow very well.

Tim Trinkka, Project Manager (Digital) – Tim's role will be daily phone contact with City of Novi for all digital/variable print projects when Marilyn is not available. Tim is also responsible for estimating and following each job through the plant from beginning to end. Tim has been with ULitho for 31 years in many capacities from estimating, mailing, IT and special data collection projects.

Deborah Sulkowski, V.P. of Sales – Deborah's role will be to support Marilyn when she is not available and to discuss any issues that may arise at any point in the project looking out for the customers best interest. Deborah has been with ULitho for 25 years; 10 in Sales and 15 as an Owner.

Robert McPartlin, V.P. of Production – Robert's role will be to oversee the City of Novi work in production as the Projects pass through each department. If an issue arises, Robert will be the person to oversee the problem as it resolved. Robert has been with ULitho for 25 years; 12 in Production and 13 as an Owner.

Michael Thoresen, PrePress Operator – Michael's role will be to preflight new City of Novi projects and to work with City of Novi directly should there be any file issues that need to be resolved. He is also responsible for checking all proofs prior to sending them out to be sure they are accurate. Michael has been with ULitho for 27 years.



Eric Westburg, Press Manager – Eric's role will be to oversee any press checks that City of Novi may attend at our plant. Marilyn will also be present at these press checks. Eric is responsible for quality checking all work coming off the press prior to going into our bindery. Eric has been with ULitho for 12 years.

Chuck Wooley, Bindery Manager – Chuck's role will be to oversee all bindery work, including mailing, that City of Novi sends to ULitho. It will be his responsibility to quality check each job, prior to packaging or sending to the Post Office. Chuck has been with ULitho for 14 years.

Bill Yohn, Shipping Manager – Bill's role will be to oversee all pick up of new projects, delivery of proofs, and delivery of all jobs for Cit of Novi if Marilyn is not available to do so herself. It will be his responsibility that all jobs are delivered to the correct location on time. Bill has been with ULitho for 17 years.

Shannon Blue, Multi Media Specialist – Shannon's role will be to review all mail lists supplied by City of Novi and to process them through the appropriate U.S.Postal programs. Shannon has been with ULitho for 11 years.

As you can see, we have a staff with many years of experience at ULitho to service any and all of your printing needs.

## **Certifications**

Three years ago we established a team to create our FSC/SFI procedures, and were certified on the first go round. We have been re-certified with flying colors for the past three years. Being dually certified in FSC (Forestry Stewardship Council) and SFI (Sustainable Forestry Initiative) is something not many printers have chosen to do, however, we felt that both programs were very beneficial to the environment and something we wanted to be part of.

We are dedicated not just to continuing our sustainable focus, but we're also fervent about guiding each one of our clients through it. Being green conscious isn't the easiest, it's not always the cheapest, and it's usually not the most popular. But green is the way it should be and we promise to guide you through it as best we can with our many years of experience and partnership with FSC/SFI paper companies.

## **Creative Services**

Our partner for design and layout is Michele Montour, from Montronics. In house we are able to update and or edit your art files for copy and images. Our preparatory department has extensive experience in re-touching images, color correction, and correcting technical issues such as banding or transparency issues. We offer technical help to our customers on a daily basis. (See attached information sheet from Montronics)

Michele Montour  
Montronics Corporation  
Independent Graphic Designer, Owner



- 20 years experience as an independent designer
- Successful partnerships with clients
- Strength in problem-solving: cost-effective production
- Excellent interpersonal and organizational skills
- Solid experience in design, print, project management, vendor relationships

#### **Equipment Qualifications**

- Mac-based computer
- Adobe CS4
- InDesign used for layout
- PDF via email for review

#### **Methodology**

- Create schedule to meet print deadline - agreeable to all parties
- Adhere to schedule
- Communicate regularly to keep project on track

#### **Projects**

University of Michigan, College of Engineering

- Annual Report, Recruitment Guide, numerous brochures, postcards, posters

Institute of Continuing Legal Education

- Brochures (8-12 pp), direct mail

Eastern Michigan University Foundation

- Collateral materials for 2010 branding campaign, direct mail, promotional brochure

College Park Industries

- Prosthetic foot manual, posters, reference materials

NSF

- Training manual (276pp)

American Association of Diabetes Educator

- Four-volume reference/certification manuals (300pp+ each)

#### **References**

Cynthia Redwine

Assistant Dean, Office of Student Affairs, Wayne State University

313.577.4082

Susan Rink

Eastern Michigan University Foundation

734.484.3237

Stephanie Fowler

Assistant Director Communications, Institute of Continuing Legal Education

877.229.4350

Kerri Boivin

Assistant Professor, Eastern Michigan University

734.487.1268

43200 Huron River Drive E • Belleville, Michigan 48111

734-697-2902 •

## **Database Services and Management**

All artwork files we receive from customers are archived on site with a double back up in case of a hard drive failure. If there are changes made to the file supplied, we make those here and archive the final file that we print from once the proof is approved. There is no charge to the customer for storage of these files.

Any mailing files we receive we have the ability to manage for future mailings based upon the customers needs. We run these files through the required postal regulated programs and return all the rejected addresses in various lists to the customer for your review.

## **Mailing Services**

ULitho has complete in house mailing capabilities. Our procedure for processing your mailing lists include, US Postal programs, NCOA, and Zip Plus Four Sorting. We also offer Zip Code Carrier Route bundling. ULitho handles all required paper work and will drop the mail at Post Office Destination Points which will give you reduced postal rates.

Our knowledgeable mailing staff checks each mail panel and permit at order entry prior to making a proof to make sure they meet postal requirements. Our account executives work with our mail department to suggest alternative options to our customers as they develop direct mail pieces.

One of ULitho's managers sits on the US Postal board with the Ann Arbor Post Office.

## **Storage Services**

Our warehouse is located within our printing facility at 4150 Varsity Drive, Ann Arbor, Michigan. We are not at full capacity as of yet in our current warehouse. If there is a need to expand our current warehouse this can easily be done. We own the property behind the building and have plenty of room to add on, keeping everything at one location.

We store and track inventory for our customers delivering locally or shipping materials when called upon. We track inventory and report inventory status to customers on a monthly basis. The inventory status update allows our clients the ability to monitor their inventory quantities and to place immediate reprint orders on low quantity materials.

## **Equipment List**

(Next two pages)



tel: 734.973.9414  
fax: 734.973.2884  
fre: 800.652.9414

4150 Varsity Drive  
Ann Arbor, MI 48108

www.ulitho.com

## Equipment and Capability List

**University Lithoprinters, Inc.** is a full service, high quality color sheetfed & digital printing company, we offer:

- State of the art printing plant completed in the spring of 1991, professional, well equipped, efficient
- Convenient to major freeways serving Southeast Michigan
- All employees trained in SPC quality control
- Staffed to operate 7 days, 24 hours
- FSC and SFI Certified
- Certified Michigan Great Printer (A commitment to environmental stewardship and the principles of pollution prevention in the printing industry)

### **ELECTRONIC PREPRESS**

We offer a full line of electronic prepress services. We support both IBM and Macintosh platforms and all major software packages. Our equipment includes:

- 1 Kodak Prinergy – Ripping, imposing, trapping workstation
- 1 Scitex Eversmart Supreme Scanner – For scanning 4/C, halftones, linework, max. input size 12" x 17"
- 1 Lotem 800V – Computer driven platesetter
- 4 Mac Pro Workstations
- 2 Power Mac G5 Work Stations
- 1 Dell Xeon PC
- 1 FTP Site

**Software supported:** (Macintosh OSX and Windows XP Platforms)

- Adobe Acrobat
- Adobe InDesign
- Quark Xpress
- Macromedia Freehand
- Adobe Illustrator
- Adobe Photoshop
- Pitstop Professional

### **PROOFING**

- 1 Large format ink jet proofing
  - 1 Ink jet digital contract proofing – 17" wide
  - 1 Ink jet digital contract proofing – 44" wide
- (Contract proofers use Oris Color Tuner and Oris Certified Proof Software)

### **DIGITAL PRESS**

- 1 Kodak NexPress 2500S with fifth imaging unit  
Fifth unit used for:
  - PMS Color matching
  - Protective coating, overall or spot
  - Dimensional coating
- 1 Kodak NexPress Glosser
- 1 Okidata Digital Envelope Printer



## **OFFSET PRESS**

- 1 Komori 640 IIC Fully automated 28" x 40" 6 color plus aqueous coater with computer console
- 1 Komori 628NL Fully automated 20" x 28" 6 color plus aqueous coater with computer console
  - (QPC) Quality Print Control
  - (APC) Auto Plate Changer
  - (AMR) Auto Make Ready
  - (KMS) Komori Management Systems stores & retrieves jobs for exact reprint
  - (KHS) Komori Hyper Ink System for exact reprint capability which gives the press a closed loop system from pre-press to press
- 1 Heidelberg 28" x 40" 2 color 102ZP
- 1 X-Rite Sheet Scanner to assure consistent color throughout press run
  - Experience in spot coating, soy based inks and recycled stocks
  - All presses are connected to a spray powder recovery system. This system removes spray powder from the environment, keeping the plant clean.

## **BINDERY**

- 2 Computerized Polar EMC Cutting Machines with power lift and jogging
- 1 Computerized Polar 66 Cutter
- 2 MBO belt drive folders with gate-fold capability (up to 32 page signatures) one equipped with an HHS cold gluing system
- 1 Stahl Folder (16 page) with pressing unit
- 1 Heidelberg Easy Folder
- 1 Crease Master Plus - TS
- 1 Stahl ST 90 Automatic Saddlestitcher equipped with 6 continuous feed pockets, auto-coverfeed, 2 head stitching station and 3 knife trimmer
- 2 5 head auto drill
- 5 36" Rolling machines (capable of rolling and tubing posters)
- 2 Shrink-wrappers
- 1 Paper bander

## **MAIL SERVICES**

- 1 Kirk Rudy Rite Jet Mailing System
- 2 Kirk Rudy 535 Tab Master with wafer and post-it note capability
- 1 Mosca high speed bundler
- 1 Bell & Howell Six Station Inserting Machine
  - BCC Mail Manager 2010 Cass Certification Software updated quarterly

## **SPECIAL SERVICES**

- Warehousing
- Drop shipping
- Fulfillment
- Special coordination and packing of unique print programs

## **Rush Services Policy**

It is our goal to meet the scheduling needs of our customers. If you tell us your schedule we will first try to meet the schedule without asking for overtime fees. We are staffed to operate 24/7 and rush fees apply for orders which cannot be produced during normal shifts or during Holidays. Fees are based on the department in which the work will take place and an estimate is provided in advance. Rush service fees from our vendors will be passed along as needed to complete rush projects.

## **Customer Satisfaction/Service**

In today's tough economy, ULitho has not invested in hiring an outside company to survey our customer satisfaction. Instead, we are able to provide you with statements from customer letters that we have received as unsolicited appreciation for the services we provide. Listed below are our customer names, their title, company name and a brief quote from the letters they have submitted.

We are able to measure our service standards and customer satisfaction by the fact that most of our customers are repeat clients. If a problem arises, the owners are made aware and work directly with the customer to resolve the problem in order to maintain their satisfaction and continued relationship. The majority of our business is built upon relationships and partnerships with our customers.

Letters of appreciation...

Kevin Berquist, Director of Communication Services, U of M Health Systems, Office of Development and Alumni Relations – “Beautiful (repeated 17 times), Oh, and did I say it was beautiful? Really magnificent work! It is such an upgrade over the old series. The photos look fantastic and the covers are very elegant looking.”

Scott Pryor, Owner, Pryor Design – “Have I told you lately...you do nice work. Got our Leon samples today. So nice. So nice! Pass that along/around if you would please...”

Jerry Mastey, Editor, U of M School of Dentistry – “ULitho hit another home run, this time with the printing of our Special Report that details our community outreach efforts across Michigan. The quality of our new publication is outstanding. I'm not surprised, however, since ULitho has been printing great publications for us, like this one, for the past six years.”

Mary Jo Frank, Executive Editor, U of M Ross School of Business – “Thank you for the beautiful job ULitho did on the Spring Dividend. The colors are vibrant and clear, and images and text are crisp. The printing, trimming and stitching all contribute to the overall high-quality magazine Ross School Alumni have come to expect.”

Sean Hickey, Account Services Director, PWB – “We wanted to thank the entire team at ULitho for the exceptional service and added value you provided on our recent project for Crain Communications’ Automotive Group. With ULitho’s help, we were able to meet an impossible timeline, without compromising the finished product. The finished e-Dealer brochure is really an example of a successful agency-printer partnership.”

ULitho is currently under our second 3-year contract with the University of Michigan. U of M allows their internal customers to rate their vendors on a job-by-job basis. Our current ratings with U of M are listed below:

Five (5) being the highest score and one (1) being the lowest scores given.

Product Quality	4.9
Customer Service	4.8
Prompt Delivery	4.9
Price	4.8
Value Added Service	4.7



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fre: 800.652.9414

4150 Varsity Drive  
Ann Arbor, MI 48108

[www.ulitho.com](http://www.ulitho.com)

## **REFERENCE LIST**

### **University of Michigan**

Rick Krupinski  
1000 Oakbrook Drive, Suite 100  
Ann Arbor, MI 48104  
734-998-7523  
[rkrup@umich.edu](mailto:rkrup@umich.edu)

### **Kresge Foundation**

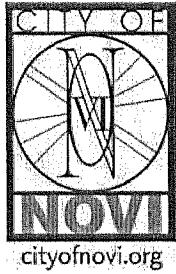
Mary Vingerelli  
3215 W. Big Beaver Road  
Troy, MI 48084  
248-502-0551  
[mvvingerelli@kresge.org](mailto:mvvingerelli@kresge.org)

### **Thomson Reuters**

Patricia McKenna  
7322 Newman Blvd.  
Dexter, MI 48130  
800-607-5100 x3754  
[patricia.mckenna@thomsonreuters.com](mailto:patricia.mckenna@thomsonreuters.com)







**NOTICE - CITY OF NOVI  
REQUEST FOR PROPOSALS**

**PRINTING SERVICES – COMMUNITY PUBLICATIONS**

The City of Novi will receive sealed proposals for **Printing Services – Community Publications** according to the specifications of the City of Novi.

Sealed proposals will be received until **3:00 P.M.** prevailing Eastern Time, **Wednesday, September 7, 2011**, at which time proposals will be opened and read.

Proposals shall be addressed as follows and delivered to:

**CITY OF NOVI  
CITY CLERK'S OFFICE**  
45175 W. Ten Mile Rd.  
Novi, MI 48375-3024

**OUTSIDE OF MAILING ENVELOPES MUST BE PLAINLY MARKED "PRINTING SERVICES – COMMUNITY PUBLICATIONS RFP" AND MUST BEAR THE NAME OF THE PROPOSER.**

The City reserves the right to accept any or all alternative proposals and award the contract to other than the lowest proposer, to waive any irregularities or informalities or both; to reject any or all proposals; and in general to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interest of the City of Novi.

Sue Morianti  
Purchasing Manager

Notice dated: August 22, 2011

**NOTICE TO PROPOSERS:**

The City of Novi officially distributes RFP documents through the Michigan Intergovernmental Trade Network (MITN). **Copies of RFP documents obtained from any other source are not considered official copies.** The City of Novi cannot guarantee the accuracy of any information not obtained from the MITN website and is not responsible for any errors contained by any information received from alternate sources. Only those vendors who obtain RFP documents from the MITN system are guaranteed access to receive addendum information, if such information is issued. If you obtained this document from a source other than the source indicated, it is recommended that you register on the MITN site, [www.mitn.info](http://www.mitn.info) and obtain an official copy.



## CITY OF NOVI

### PRINTING SERVICES – COMMUNITY PUBLICATIONS

#### INSTRUCTIONS TO PROPOSERS

This RFP is issued by the Purchasing Office of the City of Novi.

#### **IMPORTANT DATES**

RFP Issue Date	August 22, 2011
Last Date for Questions	Monday, August 29, 2011 by 5:00 p.m. Submit questions via email to: Sue Morianti, Purchasing Manager smorianti@cityofnovi.org
<b>Response Due Date</b>	<b>Wednesday, September 7, 2011 by 3:00 p.m.</b>
Anticipated Award Date	September 26, 2011
Begin process for next Engage!	Mid-October

#### **PROPOSAL SUBMITTALS**

An **UNBOUND COMPLETED ORIGINAL and four (4) copies** of each proposal must be submitted to the Office of the City Clerk. No other distribution of the proposals will be made by the Contractor. Proposals must be signed by an official authorized to bind the Contractor to its provisions.

FAILURE TO SUBMIT PRICING ON THE PROPOSAL FORM PROVIDED BY THE CITY OF NOVI MAY CAUSE THE BID TO BE CONSIDERED NON-RESPONSIVE AND INELIGIBLE FOR AWARD.

#### **CHANGES TO THE RFP/ADDENDUM**

Should any prospective Proposer be in doubt as to the true meaning of any portion of the Request for Proposal, or should the Proposer find any patent ambiguity, inconsistency, or omission therein, the Proposer shall make a written request (via email) for official interpretation or correction. Such request shall be submitted to the specified person by the date listed above. The individual making the request shall be held responsible for its prompt delivery.

Such interpretation or correction, as well as any additional Bid provisions that the City may decide to include, will be made as an addendum, which will be posted on the MITN website at [www.mitn.info](http://www.mitn.info). Any addendum issued by the City shall become part of the RFP and shall be taken into account by each proposer in preparing their

proposal. Only written addenda are binding. It is the Proposer's responsibility to be sure they have obtained all addenda. Receipt of all addenda must be acknowledged on proposal form.

### **TYPE OF CONTRACT**

If a contract is executed as a result of the bid, it stipulates a fixed price for products/ services. The contract period will be for one (1) year. Upon mutual consent of the City of Novi and the successful proposer, the contract may be renewed two (2) times in one (1) year increments at the same terms and conditions of the original contract.

### **INSURANCE**

A certificate of insurance naming the City of Novi as an additional insured must be provided by the successful proposer prior to commencement of work. A current certificate of insurance meeting the requirements in Attachment A is to be provided to the City and remain in force during the entire contract period.

### **CONTRACT AWARD**

The contract that will be entered into will be that which is most advantageous to the City of Novi, prices and other factors considered. The City reserves the right to accept any or all alternative proposals and to award the contract to other than the lowest proposer, waive any irregularities or informalities or both, to reject any or all proposals, and in general, to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interests of the City of Novi.

After contract award, a summary of total price information for all submissions will be posted on the MITN website at [www.mitn.info](http://www.mitn.info).

### **SUBMISSION OF PROPOSALS**

Proposals must be submitted in a sealed envelope. Outside of mailing envelope must be labeled with name of contractor and name of RFP. Failure to do so may result in a premature opening or failure to open such proposal.

To be considered, sealed proposals must arrive at City Clerks Office, on or before the specified time and date. There will be no exceptions to this requirement. Proposal is considered received when in the possession of the City Clerk. Contractors mailing proposals should allow ample time to ensure the timely delivery of their proposal. Proposals received after the closing date and time will not be accepted or considered. Faxed, emailed, or telephone bids are not acceptable. The City of Novi shall not be held responsible for lost or misdirected proposals. The City reserves the right to postpone an RFP opening for its own convenience.

Proposals must be clearly prepared and legible and must be signed by an Authorized Representative of the submitting Company on the enclosed form. Proposals must show unit and total prices. **ANY CHANGES MADE ON PROPOSAL FORMS MUST BE INITIALED OR YOUR PROPOSAL MAY BE CONSIDERED NON-RESPONSIVE.**

A proposal may be withdrawn in person before the stated due date/closing time by giving written notice to the Purchasing Manager. After the stated closing time, the

proposal may not be withdrawn or canceled for a period of One Hundred and Twenty (120) days from closing time. In case of error by the Proposer in making up a proposal, the Purchasing Manager may, by discretion, reject such a proposal upon presentation of a letter by the Proposer which sets forth the request to withdraw the proposal and specifying the error, the cause thereof, and sufficient evidence to substantiate the claim. Any Proposer who withdraws their proposal after the due date/closing time may be prohibited from bidding, proposing, or quoting on any other City projects, bids and/or RFP's for a period of three years.

Proposers are expected to examine all specifications and instructions. Failure to do so will be at the proposer's risk.

Failure to include in the proposal all information requested may be cause for rejection of the proposal.

No proposal will be accepted from, or contract awarded to any person, firm, or corporation that is in arrears or is in default to the City Novi upon any debt or contract, or that is in default as surety or otherwise, or failed to perform faithfully any previous contract with the City.

USE OF THE CITY LOGO IN YOUR PROPOSAL IS PROHIBITED.

### **RESPONSIVE PROPOSALS**

All pages and the information requested herein shall be furnished completely in compliance with instructions. The manner and format of submission is essential to permit prompt evaluation of all proposals on a fair and uniform basis. Unit prices shall be submitted if space is provided on proposal form. In cases of mistakes in extension, the unit price shall govern. Accordingly, the City reserves the right to declare as non-responsive, and reject an incomplete proposal if material information requested is not furnished, or where indirect or incomplete answers or information is not provided.

### **EXCEPTIONS**

The City will not accept changes or exceptions to the RFP documents/specifications unless Contractor indicates the change or exception in the "Exceptions" section of the proposal form. If Contractor neglects to make the notation on the proposal form but writes it somewhere else within the RFP documents and is awarded the contract, the change or exception will not be included as part of the contract. The original terms, conditions and specifications of the RFP documents will be applicable during the term of the contract.

### **SHIPPING/HANDLING CHARGES**

All bid/proposal pricing is to be F.O.B. destination.

### **TAX EXEMPT STATUS**

It is understood that the City of Novi is a governmental unit, and as such, is exempt from the payment of all Michigan State Sales and Federal Excise taxes. Do not include such taxes in the bid prices. The City will furnish the successful proposer with tax exemption certificates when requested. The City's tax-exempt number is 38-6032551.

### **CONTRACT TERMINATION**

The City may terminate and/or cancel this contract (or any part thereof) at any time during the term, any renewal, or any extension of this contract, upon thirty days (30) days written notice to the Contractor, for any reason, including convenience without incurring obligation or penalty of any kind. The effective date for termination or cancellation shall be clearly stated in the written notice.

### **TRANSFER OF CONTRACT/SUBCONTRACTING**

The successful proposer will be prohibited from assigning, transferring, converting or otherwise disposing of the contract agreement to any other person, company or corporation without the expressed written consent of the City of Novi. Such approval shall not constitute a basis for privity between the City and any subcontractor. Any subcontractor, so approved, shall be bound by the terms and conditions of the contract. The contractor shall be fully liable for all acts and omissions of its subcontractor(s) and shall indemnify the City of Novi for such acts or omissions.

### **NON-DISCRIMINATION**

In the hiring of employees for the performance of work under this contract, neither the contractor, subcontractor, nor any person acting in their behalf shall by reason of religion, race, color, national origin, age, sex, height, weight, handicap, ancestry, place of birth, sexual preference or marital status discriminate against any person qualified to perform the work required in the execution of the contract.

### **ACCEPTANCE OF PROPOSAL CONTENT**

Should a contract ensue, the contents of the proposal of the successful Proposer may become contractual obligations. Failure of a contractor to accept these obligations may result in cancellation of the award.

### **DISCLOSURE**

All documents, specifications, and correspondence submitted to the City of Novi become the property of the City of Novi and are subject to disclosure under the provisions of Public Act No. 442 of 1976 known as the "Freedom of Information Act". This Act also provides for the complete disclosure of contracts and attachments hereto. This means that any informational material submitted as part of this RFP is available without redaction to any individual or organization upon request.

### **ECONOMY OF PREPARATION**

Proposals should be prepared simply and economically, providing a straightforward and concise description of the contractor's ability to meet the requirements of the bid. Emphasis should be on completeness and clarity of content. Included in the response must be a point by point response to the Requirements and other sections of the bid.

The City of Novi is not liable for any costs incurred by proposers prior to issuance of a contract.

## **INDEPENDENT PRICE DETERMINATION**

By submission of a proposal, the offerer certifies, and in case of a joint proposal, each party hereto certifies as to its own organization, that in connection with the proposal:

(a) The prices in the proposal have been arrived at independently without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offerer or with any other Competitor; and

(b) No attempt has been made or will be made by the offerer to induce any other person or firm to submit or not submit a proposal for the purpose of restricting competition.

Each person signing the proposal certifies that:

(c) He is the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal and that he has not participated and will not participate in any action contrary to (a) and (b) above; or

(d) He is not the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal but that he has been authorized in writing to act as agent for the persons responsible for such decisions in verifying that such persons have not participated, and will not participate, in any action contrary to (a) and (b) above, and that as their agent, does hereby so certify; and that he has not participated, and will not participate in any action contrary to (a) and (b) above.

A proposal will not be considered for award if the sense of the statements required in the proposal has been altered so as to delete or modify the above.



**CITY OF NOVI**  
**PRINTING SERVICES – COMMUNITY PUBLICATIONS**  
**SPECIFICATIONS**

**1. ENHANCE SENIOR NEWSLETTER**

**Quantity:** Approximately 10,750 per issue (three times annually)

- 8-page newsletter - 2 pages of 11 x 17 uncoated stock, folded to create 8 pages of 8 ½ x 11.
- Two-color process throughout
- Saddle stitched
- 70lb paper
- Preferred Certified SFC recycled paper and soy inks

Approximately 10,350 newsletters will be properly processed, sorted, and delivered to the Post Office by the contractor.  
The balance will be provided to the Novi Senior Center, flat with no folds or seals.  
Addresses will be provided by the City to the contractor in an Excel spreadsheet.

**2. ENGAGE! (Community Program/Recreation Guide)**

**Quantity:** Approximately 30,000 per issue (three times annually)

- 120-page guide 8 ½ x 11, four-color process throughout
- Saddle Stitched
- Postcard – 10" x 4", perforated at 5", 90lb card stock, printed on sides, black ink, stitched or blown in
- 60lb #2 gloss text pages and 100lb #1 gloss self-cover
- Preferred Certified SFC recycled paper and soy inks

Approximately 2,000 Engage! copies are to be delivered to the Novi Civic Center, Novi Community Schools, and Novi Public Library.  
The balance of the Engage! (approximately 28,000) are to be properly processed, sorted, and delivered to both the Novi and Northville post offices (or centralized Post Office distribution center as determined by the City of Novi.).

**PUBLICATION SAMPLES**

The Enhance and Engage! publications (in PDF format) may be found at the links below:

Engage!      <http://cityofnovi.org/Services/ParksAndRec/Program.asp>  
Enhance      <http://cityofnovi.org/Services/ParksAndRec/Seniors/OverviewSeniors.asp>

Samples of the Engage! publication are available for pickup at the Information Desk at the Novi Civic Center, 45175 W. Ten Mile Rd., Novi, MI 48375. We regret that we are unable to provide a sample of the Enhance publication. However, we do have one that you can look at.

### **MAILING**

Packing and crating, sorting, folding, tabs, and delivery to post office and City of Novi/Novi Community Schools/Novi Public Library will be included in proposal. No insurance or parcel post, UPS or Federal Express charges will be allowed unless authorized by the City. All materials are to be packed in a manner allowing their proper storage without damage through exposure.

### **POSTAGE**

The City will be responsible for postage. Contractor will print publications with the City's permit number.

### **MISCELLANEOUS**

The City will provide all written content and most of the photos. We may ask vendor to provide some stock photos. Some verbal edits of content may be required. The City will provide camera ready art for the advertisement sections and the City will collect the revenue for the ads.

The contractor will be provided an original InDesign file for both Enhance and Engage! publications to use as a template.

Contractor will provide original InDesign file on disk for each publication within two (2) weeks of completion. Native files and font files become the property of the City of Novi.

Enhance and Engage! publications are posted on the City's website. A 12MB (or smaller) PDF must be provided to the City.

The contractor shall provide pre-press proofs or PDF proofs (as determined by the City) for the City's review and approval. Corrections will be returned to the contractor marked "OK," "OK with corrections," or "Revised Proof Required," and signed by the City.

The City reserves the right to reduce or increase the quantity of publications produced annually as well as eliminate a publication. Printed quantities are estimated.

Contractor must include production and delivery timeframe in proposal.

Contractor must provide costs for rush charges.



Services must be provided by the Contractor submitting the proposal. No subcontracting may be done without the written authorization by the City of Novi.

### **SELECTION PROCESS**

This document is a Request for Proposals. It differs from an Invitation to Bid in that the City is seeking a solution as described herein, and not a bid meeting firm specifications for the lowest price. As such the lowest price will not guarantee an award recommendation. Competitive sealed proposals will be evaluated based on criteria formulated around the most important features of the service, of which qualifications, experience, capacity and methodology, may be overriding factors, and price may not be determinative in the issuance of a contract or award. The proposal evaluation criteria should be viewed as standards that measure how well a contractor's approach meets the desired requirements of the city. Those criteria that will be used and considered in evaluation for award are set forth in this document. The City will thoroughly review all proposals received. A contract will be awarded to a qualified contractor submitting the best proposal.

### **PROPOSAL EVALUATION CRITERIA**

Proposals will be evaluated and ranked using the following criteria. Contractor should be sure they have provided sufficient information for each category:

1. Qualifications & Experience
2. Comparable Projects and References
3. Capacity to Perform the Work
4. Methodology (Work Plan)
5. Cost (Cost proposal and fee schedule for all services that may be incurred)

An on-site visit of your plant to examine the equipment and facilities and to determine the ability of the contractor to perform the work in accordance with the requirements of the RFP may be part of the evaluation process.

### **SAMPLES REQUIRED**

The contractor must provide a sample of similar projects which have been completed within the past six months and which were designed by the proposed Graphic Artist.

### **REFERENCES**

The contractor must provide three references for which they have produced similar products and which were designed by the proposed Graphic Artist.