

**Germany-Stuttgart: Printed matter and related products**  
**OJ S 4/2017 06/01/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: SWSG Stuttgarter Wohnungs- und Städtebaugesellschaft mbH

Postal address: Augsburgener Straße 696

Town: Stuttgart

NUTS code: DE111 Stuttgart, Stadtkreis

Postal code: 70329

Country: Germany

Contact person: Pressesprecher, zu Händen von Herrn Peter Schwab

E-mail: [peter.schwab@swsg.de](mailto:peter.schwab@swsg.de)

Telephone: +49 7119320430

**Internet address(es):**

Main address: <http://www.swsg.de>

Address of the buyer profile: <http://www.swsg.de>

**I.4. Type of the contracting authority**

Other type: Wohnungswirtschaft

**I.5. Main activity**

Other activity: Wohnungswesen und kommunale Einrichtungen

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Erstellung einer Mieterzeitschrift.

**II.1.2. Main CPV code**

22000000 Printed matter and related products

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Neuausschreibung der Redaktion, des Druckes und der Verteilung der SWSG-Mieterzeitung.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Lowest offer: 411 132,00 EUR / Highest offer: 625 440,00 EUR taken into consideration

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: DE111 Stuttgart, Stadtkreis

Main site or place of performance: Stuttgart.

### **II.2.4. Description of the procurement**

Neuausschreibung der Redaktion, des Druckes und der Verteilung der SWSG-Mieterzeitung.

### **II.2.5. Award criteria**

Quality criterion - Name: Persönliche Lage des Anbieters und Eintragung in das Berufs-/Handelsregister / Weighting: 10 %

Quality criterion - Name: Gestalterisches Konzept/- Erfahrung, Referenzen / Weighting: 30 %

Quality criterion - Name: Inhaltliche Erfahrungen im zielgenauen Erstellen von

Kundenmagazinen / Weighting: 10 %

Price - Weighting: 50 %

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2016/S 205-370969](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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### **Title:**

Erstellung einer Mieterzeitschrift

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

21/12/2016

### **V.2.2. Information about tenders**

Number of tenders received: 16

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 16

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: Panama Werbeagentur GmbH

Postal address: Eugensplatz 1

Town: Stuttgart

NUTS code: DE11 Stuttgart

Postal code: 70184

Country: Germany

E-mail: [mail@panama.de](mailto:mail@panama.de)

Telephone: +49 7112489240

Internet address: [www.panama.de](http://www.panama.de)

The contractor is an SME: no

### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 560 000,00 EUR

Lowest offer: 411 132,00 EUR / Highest offer: 625 440,00 EUR taken into consideration

### **V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Vergabekammer Baden-Württemberg im Regierungspräsidium Karlsruhe

Postal address: Karl-Friedrich-Str. 17

Town: Karlsruhe

Postal code: 76133

Country: Germany

E-mail: [poststelle@rpk.bwl.de](mailto:poststelle@rpk.bwl.de)

Telephone: +49 0721926-0

#### **VI.5. Date of dispatch of this notice**

04/01/2017