

Italy-Rome: Advertising and marketing services
OJ S 8/2020 13/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Cotral S.p.A.

Postal address: Via B. Alimena 105

Town: Roma

NUTS code: ITI43 Roma

Country: Italy

E-mail: segreteria.acquisti@pec.cotralspa.it

Internet address(es):

Main address: <http://www.cotralspa.it/>

Address of the buyer profile: <https://cotral.i-faber.com/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Trasporto pubblico

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Accordo quadro per l'acquisizione di servizi di stampa, allestimento e deallestimento per pubblicità decordinamica e dinamica

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Procedura aperta, mediante richiesta di offerta in busta chiusa digitale, gestita interamente per via telematica, da aggiudicarsi mediante il criterio dell'offerta economicamente più vantaggiosa, ai sensi degli artt. 54, 58, 60 e 95, comma 2 del D.Lgs. n. 50/2016 e s.m.i., per l'affidamento di un accordo quadro per l'acquisizione di servizi di stampa, allestimento e deallestimento per pubblicità decordinamica e dinamica

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 251 734,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ITI43 Roma

II.2.4. Description of the procurement

Procedura aperta, mediante richiesta di offerta in busta chiusa digitale, gestita interamente per via telematica, da aggiudicarsi mediante il criterio dell'offerta economicamente più vantaggiosa, ai sensi degli artt. 54, 58, 60 e 95, comma 2 del D.Lgs. n. 50/2016 e s.m.i., per l'affidamento di un accordo quadro per l'acquisizione di servizi di stampa, allestimento e deallestimento per pubblicità decordinamica e dinamica

II.2.5. Award criteria

Quality criterion - Name: 70 / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Cotral si riserva la facoltà di prorogare il presente accordo quadro per ulteriori 12 mesi, fino al raggiungimento di un importo massimo di ulteriori 250 000 EUR, più IVA, ferme restando le condizioni economiche e normative.

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

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: [2019/S 056-129485](#)

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

Contract No: 1

Lot No: 1

Title:

Accordo quadro per l'acquisizione di servizi di stampa, allestimento e deallestimento per pubblicità decordinamica e dinamica

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/12/2019

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Sinergica S.r.l.

Postal address: Via della Magliana 1066

Town: Roma (RM)

NUTS code: ITI43 Roma

Postal code: 00148

Country: Italy

The contractor is an SME: no

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

Total value of the contract/lot: 251 734,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TAR Lazio

Town: Roma

Country: Italy

VI.5. Date of dispatch of this notice

09/01/2020