

**Sweden-Stockholm: Advertising and marketing services**  
**OJ S 32/2015 14/02/2015**  
**Contract notice – utilities**  
**Services**

**Directive 2004/17/EC**

**Section I: Contracting entity**

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**I.1. Name and addresses**

Official name: Mälardalstrafik Mälab Aktiebolag

Postal address: co Mårten Levin AB SL

Town: Stockholm

Postal code: SE-105 73

Country: Sweden

For the attention of: Lisa Sandberg

E-mail: [lisa.sandberg@malab.se](mailto:lisa.sandberg@malab.se)

**Additional information can be obtained from:**

Official name: TendSign

Country: Sweden

Internet address: <https://tendsign.com/doc.aspx?ID=72203>

**Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from:** Official name: TendSign

Country: Sweden

Internet address: <https://tendsign.com/doc.aspx?ID=72203&Goto=Docs>

**Tenders or requests to participate must be submitted:** Official name: Mälardalstrafik Mälab Aktiebolag

Postal address: co Mårten Levin AB SL

Town: Stockholm

Postal code: SE-105 73

Country: Sweden

For the attention of: Lisa Sandberg

E-mail: [lisa.sandberg@malab.se](mailto:lisa.sandberg@malab.se)

**I.2. Main activity**

Urban railway, tramway, trolleybus or bus services

**I.3. Contract award on behalf of other contracting entities**

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting entity**

Varumärkesdesign för kollektivtrafik.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: Stockholms län.

NUTS code SE110 Stockholms län

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

The notice involves a public contract

### **II.1.4. Information about framework agreement**

### **II.1.5. Short description of the contract or purchase(s)**

Upphandling av tjänster relaterade till att skapa och utveckla varumärken för den regionala kollektivtrafiken i Mälardalen.

### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services, 79400000 Business and management consultancy and related services, 79415200 Design consultancy services, 79416200 Public relations consultancy services, 79930000 Specialty design services

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **II.1.8. Information about lots**

This contract is divided into lots: no

### **II.1.9. Information about variants**

Variants will be accepted: no

## **II.2. Scope of the procurement**

### **II.2.1. Total quantity or scope**

Se bilaga "Ytterligare upplysningar".

### **II.2.2. Information about options**

Options: yes

Description of options: Se bilaga "Ytterligare upplysningar".

### **II.2.3. Information about renewals**

## **II.3. Duration of the contract or time limit for completion**

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

#### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Aktiebolag.

#### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: Se bilaga "Ytterligare upplysningar".

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Se bilaga "Ytterligare upplysningar".

### **III.2.3. Technical and professional ability**

List and brief description of conditions: Se bilaga "Ytterligare upplysningar".

### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

#### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

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

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures): no

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting entity**

20150211-01

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents**

(except for a DPS)

Payable documents: no

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

25.3.2015 - 16:00

#### **IV.3.5. Languages in which tenders or requests to participate may be submitted**

Swedish.

#### **IV.3.6. Minimum time frame during which the tenderer must maintain the tender**

#### **IV.3.7. Conditions for opening of tenders**

Date: 26.3.2015 - 0:00

Persons authorised to be present at the opening of tenders: no

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

#### **VI.2. Information about European Union funds**

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

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

Se bilaga "Ytterligare upplysningar".

Antal aktörer som inbjuds till att lämna anbud begränsas till lägst fem (5) och högst femton (15).

Objektivt kriterium för begränsningen av antalet anbudssökande utgörs av i senaste årsbokslut redovisad soliditet. Vid kvalificeringen går högre soliditet före lägre soliditet.

Visma TendSign-annons: <http://www.opic.com/notice.asp?req=dipchnbt>

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

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

Official name: Förvaltningsrätten i Stockholm

Postal address: Tegeluddsvägen 1

Town: Stockholm

Postal code: SE-115 76

Country: Sweden

E-mail: [forvaltningsrattenistockholm@dom.se](mailto:forvaltningsrattenistockholm@dom.se)

Telephone: +46 856168000

Fax: +46 856168001

##### **VI.4.2. Review procedure**

##### **VI.4.3. Service from which information about the review procedure may be obtained**

Official name: Konkurrensverket

Town: Stockholm

Postal code: SE-103 85

Country: Sweden

E-mail: [konkurrensverket@kkv.se](mailto:konkurrensverket@kkv.se)

Telephone: +46 87001600

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

11.2.2015