

**France-Paris: Newspapers, journals, periodicals and magazines**  
**OJ S 89/2014 08/05/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: GIE Agrica Gestion

Postal address: 21 rue de la Bienfaisance

Town: Paris Cedex 08

Postal code: 75382

Country: France

For the attention of: DAET – service achats

E-mail: [aoha.blf@groupagric.com](mailto:aoha.blf@groupagric.com)

Telephone: +33 171216290

Fax: +33 171215273

**Internet address(es):**

General address of the contracting authority: <http://www.groupagric.com/>

**I.2. Type of the contracting authority**

**I.3. Main activity**

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Magazine institutionnel Agrica & Vous.

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

Services

Service category No 15: Publishing and printing services on a fee or contract basis

NUTS code FR France

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

La prestation attendue comprend la conception, la fabrication et le routage du magazine trimestriel Agrica & Vous (l'affranchissement est pris en charge directement par le Groupe Agrica via un contrat avec La Poste).

**II.1.5. CPV code(s)**

22200000 Newspapers, journals, periodicals and magazines

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

## **II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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

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

Restricted

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

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

The most economically advantageous tender in terms of

1. Offre économiquement la plus avantageuse appréciée en fonction des critères énoncés dans le cahier des charges
2. Compréhension du besoin et la créativité associée (analyse du besoin, adaptation /pertinence des recommandations éditoriales et graphiques, ...)

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

An electronic auction has been used: no

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

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

2014 - AGRICA & VOUS

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

##### **Contract notice**

Notice number in the OJ S: [2014/S 30-048528](#) of 12.2.2014

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

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Contract No: 14-21427

Lot title: La prestation attendue comprend la conception, la fabrication et le routage du magazine trimestriel Agrica & Vous (l'affranchissement est pris en charge directement par le Groupe Agrica via un contrat avec La Poste)

#### **V.1. Date of conclusion of the contract**

30.4.2014

#### **V.2. Information about tenders**

Number of tenders received: 8

#### **V.3. Name and address of the contractor**

Official name: Because

Postal address: 15-17 rue Rivay

Town: Levallois-Perret

Postal code: 92300

Country: France

#### **V.4. Information on value of the contract/lot**

#### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

### **VI.2. Additional information**

Références de l'avis initial paru au BOAMP.

Parution n°: 30 B, annonce n° 268 du 12.2.2014.

Date d'envoi du présent avis au JOUE et au BOAMP: 6.5.2014.

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

#### **VI.3.2. Review procedure**

#### **VI.3.3. Service from which information about the review procedure may be obtained**

### **VI.4. Date of dispatch of this notice**

6.5.2014