

**Sweden-Nyköping: Advertising services**  
**OJ S 112/2014 13/06/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Regionförbundet Sörmland  
National registration number: 222000-1545  
Postal address: Box 325  
Town: Nyköping  
Postal code: SE-611 27  
Country: Sweden  
For the attention of: Annelie Ljungwald  
E-mail: [annelie.ljungwald@region.sormland.se](mailto:annelie.ljungwald@region.sormland.se)

**Internet address(es):**

General address of the contracting authority: <http://www.region.sormland>

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

Other: Regionförbund

**I.3. Main activity**

Other: Regional utveckling

**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**

Reklamtjänster.

**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: Nyköping.  
NUTS code SE122 Södermanlands län

**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)**

Upphandlingen omfattar produktion, utveckling och förvaltning av kommunikation inom olika områden. För mer info se förfrågningsunderlaget.

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

79341000 Advertising services, 22462000 Advertising material, 79341400 Advertising campaign services, 92111200 Advertising, propaganda and information film and video-tape production

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

The procurement is covered by the Government Procurement Agreement: yes

#### **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**

Open

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

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

The most economically advantageous tender in terms of

1. Layout nyhetsbrev
2. Anbudspris

##### **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**

13-086

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

###### **Contract notice**

Notice number in the OJ S: [2013/S 231-401358](#) of 28.11.2013

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

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Contract No: 1

Lot No: 1

- Lot title: Ramavtal Reklamtjänster Regionförbundet Sörmland

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

20.5.2014

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

Number of tenders received: 9

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

Official name: Helikopter Brand Design Falun AB

National registration number: 556270-0004

Postal address: Garvaregatan 7

Town: Falun

Postal code: SE-791 28

Country: Sweden  
Telephone: +46 2364200

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

Initial estimated total value of the contract/lot:  
Value: 1 600 000 SEK  
excluding VAT

**V.5. Information about subcontracting**

**Section VI: Complementary information**

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

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

**VI.2. Additional information**

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

**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**

10.6.2014