

254553-2026 - Result

Sweden – Printed matter and related products – 202433 Profilprodukter

OJ S 73/2026 15/04/2026

Contract or concession award notice – standard regime

Supplies

1. Buyer

1.1. Buyer

Official name: Sveriges Television Aktiebolag

Email: emma.ryman@svt.se

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: 202433 Profilprodukter

Description: Profilprodukter till evenemang och aktiviteter, internt och externa mottagare, så som tex give aways

Procedure identifier: 9ef4d3d1-f443-49e0-88e4-58877b3cd0f8

Previous notice: 7b1d72f2-5eaf-455b-a38c-05cc8e61e8da-01

Internal identifier: 25/61

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 22000000 Printed matter and related products

Additional classification (cpv): 18000000 Clothing, footwear, luggage articles and accessories

2.1.2. Place of performance

Anywhere in the European Economic Area

2.1.3. Value

Estimated value excluding VAT: 16 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: 202433 Profilprodukter

Description: Profilprodukter till evenemang och aktiviteter, internt och externa mottagare, så som tex give aways

Internal identifier: 25/61

5.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 22000000 Printed matter and related products

Additional classification (cpv): 18000000 Clothing, footwear, luggage articles and accessories

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 16 000 000,00 SEK

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: faktor

Category of award weight criterion: Weight (decimal, exact)

Award criterion number: 1

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Information about review deadlines: enl ud

Organisation providing more information on the review procedures: Förvaltningsrätten i Stockholm

Organisation signing the contract: Sveriges Television Aktiebolag

6. Results

Maximum value of the framework agreements in this notice: 4 000 000,00 SEK

Approximate value of the framework agreements

:

4 000 000,00

SEK

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 5 000 000,00 SEK

Re-estimated value of the framework agreement: 4 000 000,00 SEK

6.1.2. Information about winners

Winner:

Official name: Brandon AB

Tender:

Tender identifier: Profilprodukter Brandon

Identifier of lot or group of lots: LOT-0000

Subcontracting: Not yet known

Contract information:

Identifier of the contract: -1

Title: 202433 Profilprodukter-Brandon AB

Date on which the winner was chosen: 27/03/2026

Date of the conclusion of the contract: 14/04/2026

Organisation signing the contract: Sveriges Television Aktiefbolag

Winner:

Official name: MERi Textil & Reklam Östersund AB

Tender:

Tender identifier: 202433 Profilprodukter

Identifier of lot or group of lots: LOT-0000

Subcontracting: Not yet known

Contract information:

Identifier of the contract: -2

Title: 202433 Profilprodukter-MERi Textil & Reklam Östersund AB

Date on which the winner was chosen: 27/03/2026

Date of the conclusion of the contract: 14/04/2026

Organisation signing the contract: Sveriges Television Aktiefbolag

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: Multiply Solutions Sweden AB

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Sörlin Event & Profil AB

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Felestad Trading AB

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Voky AB

Subcontracting: Not yet known

6.1.4. Statistical information

Summary of the review requests the buyer received:

Number of complainants: 0

Received tenders or requests to participate:

Type of received submissions: Tenders

8. Organisations

8.1. ORG-0001

Official name: Sveriges Television Aktiebolag
Registration number: 5560334285
Department: Inköp
Postal address: Oxenstiernsgatan 26-34
Town: STOCKHOLM
Postcode: 10510
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Emma Ryman
Email: emma.ryman@svt.se
Telephone: 08-7840000
Internet address: <http://svt.se>

Roles of this organisation:

Buyer
Organisation signing the contract

8.1. ORG-0002

Official name: Förvaltningsrätten i Stockholm
Registration number: 202100-2742
Town: Stockholm
Postcode: 115 76
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: forvaltningsrattenistockholm@dom.se
Telephone: 08-561 680 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-stockholm/>

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Brandon AB
Size of the economic operator: Medium
Registration number: 5564470390
Department: Brandon AB
Postal address: Box 2071
Town: SÄVEDALEN
Postcode: 43302
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Amanda Wyatt
Email: amanda.wyatt@brandoncompany.com
Telephone: 031-7644700

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0000

8.1. ORG-0004

Official name: MERi Textil & Reklam Östersund AB
Size of the economic operator: Medium
Registration number: 5562912278
Department: Back Office
Postal address: Chaufförvägen 23
Town: ÖSTERSUND
Postcode: 83148
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Daniel Persson
Email: avtalskund@meri.se
Telephone: 063-556100

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0000

8.1. ORG-0005

Official name: Multiply Solutions Sweden AB
Size of the economic operator: Medium
Registration number: 5565696068
Department: Försäljning
Postal address: Box 515
Town: Järfälla
Postcode: 175 26
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Annika Berg
Email: annika.berg@multipliesolutions.se
Telephone: 08-553 348 00

Roles of this organisation:

Tenderer

8.1. ORG-0006

Official name: Sörlin Event & Profil AB
Size of the economic operator: Medium
Registration number: 5591367809
Department: Försäljning
Postal address: Inspektörsvägen 16
Town: ÖSTERSUND
Postcode: 83148
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Patrik Kvarnlöf
Email: info@sorlineventprofil.se
Telephone: 070-3744466

Roles of this organisation:

Tenderer

8.1. ORG-0007

Official name: Felestad Trading AB
Size of the economic operator: Medium
Registration number: 5566041371
Department: Vd
Postal address: Box 11
Town: LÖDDEKÖPINGE
Postcode: 24621
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Joel Rönnehan
Email: joel.ronneman@felestad.se
Telephone: +46 046-712640

Roles of this organisation:

Tenderer

8.1. ORG-0008

Official name: Voky AB
Size of the economic operator: Medium
Registration number: 5568159072
Department: Försäljning
Postal address: Gillbergagatan 40
Town: Linköping
Postcode: 582 73
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Emil Ljunggren
Email: emil.ljunggren@voky.com
Telephone: +46 (0)10 155 10 00

Roles of this organisation:

Tenderer

Notice information

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