

**United Kingdom-London: Promotional services**  
**OJ S 132/2018 12/07/2018**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Middlesex University Higher Education Corporation

Postal address: The Burroughs

Town: London

NUTS code: UKI71 Barnet

Postal code: NW4 4BT

Country: United Kingdom

Contact person: Sam Jackson

E-mail: [upohelp@mdx.ac.uk](mailto:upohelp@mdx.ac.uk)

**Internet address(es):**

Main address: <https://www.in-tendhost.co.uk>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Printed and Promotional Merchandise 2018

Reference number: UPO-0018

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

MDX requires a supplier who has the ability to deliver this contract and can demonstrate previous experience and a broad skills base in Printed and Promotional Merchandise.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 300 000,00 GBP

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: UKI71 Barnet

Main site or place of performance:

### **II.2.4. Description of the procurement**

MDX requires a supplier who has the ability to deliver this contract and can demonstrate previous experience and a broad skills base in Printed and Promotional Merchandise.

### **II.2.5. Award criteria**

Quality criterion - Name: All other criteria / Weighting: 60 %

Cost criterion - Name: Economic and financial standing / Weighting: 40 %

### **II.2.11. Information about options**

Options: no

### **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**

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### **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: yes

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 085-191608](#)

#### **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**

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### **Title:**

Printed and Promotional Merchandise

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

10/07/2018

**V.2.2. Information about tenders**

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 10

Number of tenders received by electronic means: 10

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

**V.2.3. Name and address of the contractor**

Official name: Initial Incentives Ltd

Postal address: 4 Parr Road

Town: Stanmore

NUTS code: UKI74 Harrow and Hillingdon

Postal code: HA7 1QP

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 300 000,00 GBP

Total value of the contract/lot: 300 000,00 GBP

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Middlesex University Higher Education Corporation

Postal address: The Burroughs

Town: London

Postal code: NW4 4BT

Country: United Kingdom

E-mail: [upohelp@mdx.ac.uk](mailto:upohelp@mdx.ac.uk)

**VI.4.2. Body responsible for mediation procedures**

Official name: Middlesex University Higher Education Corporation

Postal address: The Burroughs

Town: London

Postal code: NW4 4BT

Country: United Kingdom

E-mail: [upohelp@mdx.ac.uk](mailto:upohelp@mdx.ac.uk)

Internet address: <https://www.in-tendhost.co.uk>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Middlesex University Higher Education Corporation

Postal address: The Burroughs

Town: London

Postal code: NW4 4BT  
Country: United Kingdom  
E-mail: [upohelp@mdx.ac.uk](mailto:upohelp@mdx.ac.uk)  
Internet address: <https://www.in-tendhost.co.uk>

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

10/07/2018