

316206-2026 - Result

Netherlands – Advertising management services – Lichtmastreclame

OJ S 89/2026 08/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gemeente Zwolle

Email: inkoop@ssc-ons.nl

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Lichtmastreclame

Description: Het doel van deze aanbesteding is om een Concessieovereenkomst voor diensten af te sluiten met één Concessiehouder voor de plaatsing, het beheer, het onderhoud, eventueel schadeherstel en de exploitatie van lichtmastreclames. Maximaal 200 lichtmastreclames

Procedure identifier: 8a77b74d-602c-454d-b638-bc96bd1c0a95

Internal identifier: 24.Z.096

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zwolle

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Lichtmastreclame

Description: Het doel van deze aanbesteding is om een Concessieovereenkomst voor diensten af te sluiten met één Concessiehouder voor de plaatsing, het beheer, het onderhoud, eventueel schadeherstel en de exploitatie van lichtmastreclames.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341000 Advertising services

Options:

Description of the options: -

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zwolle

5.1.3. Estimated duration

Duration: 120 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Ten hoogste eenmaal met maximaal vijf jaar

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Price

Name: Prijs

Description: Prijs

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

Award criterion number: 50

Criterion:

Type: Quality

Name: Kwaliteit

Description: Kwaliteit

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

Award criterion number: 50

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Gemeente Zwolle - Arrondissement Overijssel

Organisation providing additional information about the procurement procedure: Gemeente Zwolle

Organisation providing more information on the review procedures: Gemeente Zwolle

6. Results

Value of all contracts awarded in this notice: 1,00 EUR

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: NPB Media B.V.

Tender:

Tender identifier: 1

Identifier of lot or group of lots: LOT-0000

Value of the tender: 1,00 EUR

The tender was ranked: no

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: CON-0001

Title: P1 Lichtmastreclame

Date on which the winner was chosen: 06/03/2026

Date of the conclusion of the contract: 13/04/2026

Information about European Union funds:

Organisation signing the contract: Gemeente Zwolle

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

8. Organisations

8.1. ORG-0001

Official name: Gemeente Zwolle

Registration number: 401747134

Postal address: Grote Kerkplein 15

Town: Zwolle

Postcode: 8011 PK

Country subdivision (NUTS): Noord-Overijssel (NL211)

Country: Netherlands

Contact point: Alicia Weenink

Email: inkoop@ssc-ons.nl

Telephone: +31 0881027100

Internet address: <http://www.zwolle.nl>

Other contact points:

Official name: Arrondissement Overijssel
Town: Almelo
Postcode: 7607 GB
Country subdivision (NUTS): Twente (NL213)
Country: Netherlands
Email: info@rechtspraak.nl
Internet address: <http://www.rechtspraak.nl>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Review organisation
Organisation providing more information on the review procedures
Organisation signing the contract

8.1. ORG-0002

Official name: NPB Media B.V.
Size of the economic operator: Small
Registration number: 34040125
Postal address: Kenastraat 3
Town: HAARLEM
Postcode: 2011MV
Country subdivision (NUTS): Agglomeratie Haarlem (NL32A)
Country: Netherlands
Contact point: Famke Stapensea
Email: info@npbmedia.nl
Telephone: +31 235384844
Fax: +31 235385114
Internet address: <http://www.npbmedia.nl>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0000

Notice information

Notice identifier/version: 97cc8f48-cc54-4aa4-92bc-71ad80749766 - 01
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Notice type: Contract or concession award notice – standard regime
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