

**Sweden-Borlänge: Advertising and marketing services**  
**OJ S 204/2015 21/10/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Aktiebolaget Dalatrafik  
Postal address: Box 924  
Town: Borlänge  
Postal code: SE-781 29  
Country: Sweden  
For the attention of: Anders Wiksell  
E-mail: [anders.wiksell@colligio.se](mailto:anders.wiksell@colligio.se)

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

Other: kollektivtrafikmyndighet

**I.3. Main activity**

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

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Kommunikationstjänster.

**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: Dalarnas län.  
NUTS code SE312 Dalarnas län

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

The procurement involves the establishment of a framework agreement

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

Denna upphandling avser tjänster inom följande områden för AB Dalatrafik:  
— strategisk kommunikation inklusive PR (internt och externt),  
— grafisk produktion.  
Uppdraget innebär att en (1) leverantör har funktionen som Huvudbyrå och därmed ansvarar för kommunikationstjänsterna för beställaren.

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

79340000 Advertising and marketing services, 79341000 Advertising services, 79342000 Marketing services, 79416000 Public relations services, 79822500 Graphic design services

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

## **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**

#### **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**

2015/70 U00

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

no

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

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Contract No: 1

Lot title: Norkay AB

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

29.9.2015

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

Number of tenders received: 9

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

Official name: Norkay AB

Postal address: Trotszgatan 10

Town: Falun

Postal code: SE-791 30

Country: Sweden

Internet address: [www.norkay.se](http://www.norkay.se)

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

### **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 TendSign-annons: <http://www.opic.com/notice.asp?req=digbwdvv>

**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**

16.10.2015