

**F-Paris: graphic design services**  
**OJ S 226/2012 23/11/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Etablissement public musée du Louvre  
Postal address: DFJ, service de la commande publique, Pavillon Mollien  
Town: Paris Cedex 01  
Postal code: 75058  
Country: France  
For the attention of: Mlle Elodie Froment  
E-mail: [elodie.froment@louvre.fr](mailto:elodie.froment@louvre.fr)  
Telephone: +33 140206724  
Fax: +33 140205728

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

Body governed by public law

**I.3. Main activity**

Recreation, culture and religion

**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**

---

**II.1. Description**

**II.1.1. Title**

EF- graphisme électronique.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 15: Publishing and printing services on a fee or contract basis

Main site or place of performance: musée du Louvre, 75058 Paris Cedex 01, FRANCE.

NUTS code FR101 Paris

**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)**

Conception et réalisation de prestations de graphisme pour newsletters, e-mailings et publicités en ligne, la préparation et le suivi technique de la mise en ligne, dans le respect de la charte graphique du musée du Louvre.

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

79822500 Graphic design services, 79340000 Advertising and marketing services

**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**

---

### **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. Qualité et valeur technique de l'offre. Weighting 60
2. Prix. Weighting 40

#### **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**

2012-033M

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

##### **Contract notice**

Notice number in the OJ S: [2012/S 128-212703](#) of 6.7.2012

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

---

Contract No: 2012033

Lot No: 1

- Lot title: Prestations de graphisme pour newsletters, e-meilings et publicités en ligne.

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

17.11.2012

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

Number of tenders received: 16

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

Official name: Groupement Jolivet Emmanuel et Lamblin Jean Philippe

Postal address: 30 rue de Dunkerque

Town: Paris

Postal code: 75010

Country: France

E-mail: [emmanuel@lunettesnoires.net](mailto:emmanuel@lunettesnoires.net)

Telephone: +33 607694055

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

### **V.5. Information about subcontracting**

## Section VI: Complementary information

---

### 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

Marché à bons de commandes avec un montant minimum annuel de 40 000 EUR HT et un montant maximum annuel de 160 000 EUR HT. Conditions de consultation du marché visé au présent avis: Le marché peut être consulté gratuitement au musée du Louvre, par rendez vous pris auprès de Melle Elodie Froment.

Annonce n° 264, BOAMP 129 B du 6.7.2012.

Date d'envoi du présent avis au JOUE et au BOAMP: 21 novembre 2012.

### VI.3. Procedures for review

#### VI.3.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144594646

#### VI.3.2. Review procedure

#### VI.3.3. Service from which information about the review procedure may be obtained

Official name: Greffe du Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144594646

### VI.4. Date of dispatch of this notice

21.11.2012