

**France-Illkirch: Advertising services**  
**OJ S 161/2021 20/08/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: illkirch-Graffenstaden  
National registration number: 21670218300015  
Postal address: 181, Route de Lyon - bP 50023  
Town: Illkirch Cedex  
NUTS code: FRF11 Bas-Rhin  
Postal code: 67401  
Country: France  
E-mail: [marchespublics@illkirch.eu](mailto:marchespublics@illkirch.eu)  
Telephone: +33 088608032  
Fax: +33 088608007  
**Internet address(es):**  
Main address: <http://www.illkirch.eu>

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

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

Regional or local authority

**I.5. Main activity**

General public services

---

**Section II: Object**

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

**II.1.1. Title**

prestation de service pour le magasin municipale de la ville d'illkirch Graffenstaden  
Reference number: 20M138-140

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

prestation de service pour le magasin municipale de la ville d'illkirch Graffenstaden

**II.1.6.**

## **Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 472 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

regie publicitaire du magazine municipal

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

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

NUTS code: FRF11 Bas-Rhin

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

regie publicitaire du magazine municipal

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

Quality criterion - Name: Pertinence commerciale de la régie publicitaire / Weighting: 60

Price - 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**

## **II.2. Description**

### **II.2.1. Title**

impression du journal municipal

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79810000 Printing services

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

NUTS code: FRF11 Bas-Rhin

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

impression du journal municipal

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

Quality criterion - Name: Valeur technique jugée sur la base du mémoire technique / Weighting : 35

Quality criterion - Name: Démarche environnementale / Weighting: 20

Price - Weighting: 45

### **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**

#### **II.2. Description**

##### **II.2.1. Title**

distribution du journal municipal  
Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79824000 Printing and distribution services

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

NUTS code: FRF11 Bas-Rhin

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

distribution du journal municipal

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

Quality criterion - Name: Délai d'exécution / Weighting: 20

Quality criterion - Name: Valeur technique / Weighting: 30

Price - Weighting: 50

### **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**

---

#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

##### **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: [2020/S 251-630603](#)

#### **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**

---

**Contract No:** 20M138

**Lot No:** 1

**Title:**

régie publicitaire pour le journal municipal

A contract/lot is awarded: yes

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

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

11/03/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 4

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

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

Official name: jc créations

Postal address: 23 rue de la Poste

Town: Illkirch Graffenstaden

NUTS code: FRF1 Alsace

Postal code: 67400

Country: France

E-mail: [contact@jccreation.fr](mailto:contact@jccreation.fr)

Internet address: <http://jccreation.fr/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1,00 EUR

Total value of the contract/lot: 1,00 EUR

##### **V.2.5. Information about subcontracting**

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

---

**Contract No:** 20M139

**Lot No:** 2

**Title:**

impression du journal municipal

A contract/lot is awarded: yes

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

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

11/03/2021

**V.2.2. Information about tenders**

Number of tenders received: 5

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

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

Official name: gyss imprimeur sas

Postal address: 17 Rue du Thal

Town: Obernai

NUTS code: FRF1 Alsace

Postal code: 67210

Country: France

Internet address: <https://www.societe.com/societe/gyss-imprimeur-sas-378910426.html>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 312 000,00 EUR

Total value of the contract/lot: 312 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

---

**Contract No:** 20M140

**Lot No:** 3

**Title:**

distribution du journal municipal et autres documents pour la Ville d'illkirch-graffenstaden

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

11/03/2020

**V.2.2. Information about tenders**

Number of tenders received: 3

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

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

Official name: impact media pub

Postal address: 201 Avenue de Colmar

Town: Strasbourg

NUTS code: FRF1 Alsace

Postal code: 67100

Country: France

Internet address: [https://www.le-site-de.com/impact-media-pub-strasbourg\\_37913.html](https://www.le-site-de.com/impact-media-pub-strasbourg_37913.html)

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 160 000,00 EUR

Total value of the contract/lot: 160 000,00 EUR

## **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

---

#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: tribunal administratif de Strasbourg

Postal address: 31, avenue de la Paix - bP 51038

Town: Strasbourg Cedex

Postal code: 67070

Country: France

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

Telephone: +33 0388212323

Fax: +33 0388364466

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

Official name: tribunal administratif de Strasbourg

Postal address: 31, avenue de la Paix - bP 51038

Town: Strasbourg Cedex

Postal code: 67070

Country: France

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

Telephone: +33 0388212323

Fax: +33 0388364466

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

16/08/2021