

MEMORANDUM

TO: Scott Niehaus
Village Manager

FROM: Avis Meade
Communications Coordinator

DATE: November 8, 2017

SUBJECT: Printing Contract for Lombard PRIDE

The Village requested multiple quotes for the printing of the Lombard Pride Newsletter. The Pride Newsletter is a 12 page full color newsletter, printed quarterly. There were 12 quotes submitted.

COMPANY	2 Year Total	Per Issue	Comments
American Litho, Inc.	\$42,639.68	\$5,329.96	
Automated Central	\$62,780.00	\$7,847.50	Charge for Tax & shipping to Post office
Blooming Color	\$38,344.00	\$4,793.00	
Creekside	\$26,840.00	\$3,355.00	
Digital Hub	\$27,840.00	\$3,480.00	
Hagg Press	\$27,400.00	\$3,425.00	
Meridian-Direct	\$26,632.00	\$3,329.00	
Presstech, Inc.	\$25,592.00	\$3,199.00	
Proforma	\$48,000.00	\$6,000.00	
Strathmore Company	\$24,800.00	\$3,100.00	Lowest Bid
Trend Graphics	\$25,000.00	\$3,125.00	Current Vendor
Woodward Printing	\$27,088.00	\$3,386.00	

RECOMMENDATION

Staff recommends renewing the printing contract for the Pride Newsletter with current vendor, Trend Graphics, in the amount not to exceed \$25,000 for a 2 year contract, with an option to renew for 1 year. The Village of Lombard has an existing relationship with Trend Graphics as the printer of the Lombard Pride Newsletter, currently under contract since 2015.

The price per issue quoted by Trend Graphics under the new contract reflects an overall reduction in the cost per issue over the prior contract. Further, the Village's expense for printing of the Pride Newsletter has been reduced over prior years by the change in printing frequency from a bi-monthly to a quarterly printing schedule. While the Swathmore Company has quoted the Village at \$25 less per issue (\$100 per year over two years) than Trend Graphics, staff is recommending to continue the printing contract with Trend Graphics for multiple reasons.

Village staff must work closely with printing staff in the scheduling and coordination of the printing of the newsletter. In addition to the existing relationship with Trend Graphics, staff's prior experiences with Trend and the services offered have been excellent. Further, Trend has offered additional value to the Village in multiple forms;

- Trend has previously offered the Village a flexible printing schedule that works around the Village's timeline and has accommodated deviations and modifications to the schedule without additional delay or additional charge;
- The file sharing process for submission of PDF copy to Trend is easy and time efficient relative to past processes and other printers' requirements;
- Village has not had any add-on or additional charges for services related to the newsletter over the course of the current contract, as was the case under previous contracts;
- The Village and Trend Graphics have developed an efficient process for the delivery and bulk mailing of the newsletter in connection with the Lombard Post Office. Coordination and delivery services are provided by Trend without additional cost; and,
- Staff receives excellent customer service and prompt responses overall.

It is the recommendation of staff that the Pride Newsletter continue to be printed by Trend Graphics due to their low quote and the additional items of value listed above.