

RFP 16-381
UNIVERSITY OF MARY WASHINGTON
Commonwealth of Virginia
Standard Contract

This contract entered into this 1st day of July 2015, by Worth Higgins and Associates, hereinafter called the "Contractor" and the Commonwealth of Virginia, University of Mary Washington called the "Purchasing Agency", or "UMW".

WITNESSETH that the Contractor and the Purchasing Agency, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF SERVICES:	The Contractor shall provide the services described herein.
PERIOD OF CONTRACT:	7/1/2015 through 6/30/2016; with up to nine (9) one year renewal options.
COMPENSATION AND METHOD OF PAYMENT:	Will be in accordance with the contract documents.
CONTRACT DOCUMENTS:	The contract documents shall consist of this signed Contract, the general terms and conditions, special terms and conditions, offeror's proposal, revised proposal, subsequent clarifications and modifications as described in Attachment I, all of which are incorporated herein by reference and constitute the "contract documents".

Any contractual claims shall be submitted in accordance with the contractual dispute procedures set forth in the Commonwealth of Virginia's Purchasing Manual for Institutions of Higher Education and their Vendors.

In witness, whereof, the parties have caused this Contract to be duly executed intending to be bound thereby.

CONTRACTOR

Worth Higgins and Associates, Inc.

Signature: [Signature]

Name: Kevin D. Miller

Title: VP of Sales

Date: 6-25-15

FEIN#: 54-0880197

PURCHASING AGENCY

Commonwealth of Virginia, University of Mary Washington

Signature: [Signature]

Name: Erma A. Baker

Title: AVP for Business Services & CPO

Date: 6/30/15

Note: This public body does not discriminate against faith-based organizations in accordance with the Code of Virginia 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any basis prohibited by state law relating to discrimination in employment.

ATTACHMENT I

1. The Contractor agrees to provide the services herein described in compliance with the scope of work and all terms and conditions of this Request for Proposal at the following prices:

JOB NAME	QUANTITY	PRICE FOR OFFSET	PRICE FOR DIGITAL	Standard Turn-Around Time
POSTCARD, 4X9	2,500	\$978.00	\$600.00	7-10 working days
	5,000	\$1,188.00	\$900.00	7-10 working days
	7,500	\$1,383.00	\$1,200.00	7-10 working days
	10,000	\$1,530.00	\$1,400.00	7-10 working days
POSTCARD, 6X8	2,500	\$994.00	\$650.00	7-10 working days
	5,000	\$1,210.00	\$950.00	7-10 working days
	7,500	\$1,413.00	\$1,250.00	7-10 working days
	10,000	\$1,565.00	\$1,500.00	7-10 working days
POSTCARD, 11x6	2,500	\$1,019.00	\$750.00	7-10 working days
	5,000	\$1,260.00	\$1,100.00	7-10 working days
	7,500	\$1,484.00	\$1,400.00	7-10 working days
	10,000	\$1,688.00	\$1,600	7-10 working days
BROCHURE	500	\$820.00	\$225.00	7-10 working days
	1,000	\$846.00	\$375.00	7-10 working days
	1,500	\$879.00	\$495.00	7-10 working days
	2,500	\$933.00	\$700.00	7-10 working days

JOB NAME	QUANTITY	PRICE	Standard Turn-Around Time
COMMENCEMENT BOOKLETS	8,800	\$2,510.00*	7-10 working days
UNDERGRADUATE TEXT PAGES	7,500	\$5,550.00*	7-10 working days
GRADUATE TEXT PAGES	1,300	\$750.00*	7-10 working days
UNDERGRADUATE ACADEMIC CATALOGS	1,500	\$7,500.00*	7-10 working days
GRADUATE ACADEMIC CATALOGS	500	\$4,666.00*	7-10 working days

*ADD \$15.00 PER QUANTITY IF THE JOB HAS A 2ND COLOR.

JOB NAME	QUANTITY	PRICE	Standard Turn-Around Time
STATIONERY LETTERHEAD #1	500	\$190.00	To Be Determined (TBD)
	1,000	\$225.00	TBD
	2,500	\$287.00	TBD
	5,000	\$413.00	TBD
STATIONERY LETTERHEAD #2	500	\$175.00	TBD
	1,000	\$210.00	TBD
	2,500	\$255.00	TBD
	5,000	\$370.00	TBD
STATIONERY LETTERHEAD #3	500	\$30.00	TBD
	1,000	\$50.00	TBD
	2,500	\$130.00	TBD
	5,000	\$228.00	TBD
ENVELOPE TO MATCH STATIONERY #1	500	\$220.00	TBD
	1,000	\$265.00	TBD
	2,500	\$375.00	TBD
	5,000	\$550.00	TBD
ENVELOPE TO MATCH STATIONERY #2	500	\$295.00	TBD
	1,000	\$315.00	TBD
	2,500	\$470.00	TBD
	5,000	\$650.00	TBD
WINDOW ENVELOPE TO MATCH STATIONERY LETTERHEAD #1	500	\$325.00	TBD
	1,000	\$350.00	TBD
	2,500	\$525.00	TBD

	5,000	\$750.00	TBD
WINDOW ENVELOPE TO MATCH STATIONERY LETTERHEAD #2	500	\$310.00	TBD
	1,000	\$330.00	TBD
	2,500	\$490.00	TBD
	5,000	\$695.00	TBD
COURTESY REPLY MAIL	500	\$350.00	TBD
	1,000	\$375.00	TBD
	2,500	\$595.00	TBD
	5,000	\$850.00	TBD

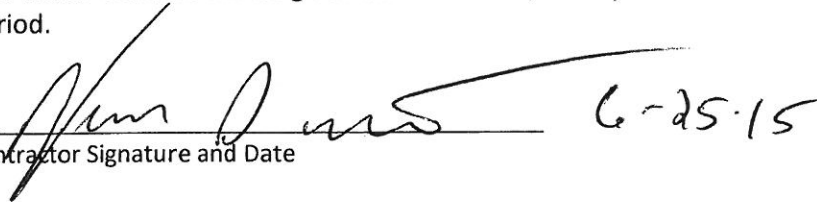
Business Cards	4cp/1 side only, 100# Finch Fine Bright White Cover 3.5x2 1 lot 250-\$45.00; 500-\$55.00; 1,000-\$70.00.
Sponsorship	Subject to Negotiation with Gift in Kind or a discount on a job for the event.
Promotional Products	Pens.
Internships to Qualified Students	Two intern positions per summer.
Rebates or Discounts	1% on annual sales only if those sales go over \$250,000 in a year's time.

2. The Single Point of Contact for this Contract is Elizabeth Bolka. Phone Number: (804) 264-2304. Email: ebolka@whaprint.com.

3. There are no subcontractors approved under this contract.

4. Offeror agrees to re-certify DSBSD Certification #0091195 scheduled to expire 11/14/2016 in a timely manner to avoid any break in SWAM status. No orders will be placed with a vendor who is not currently SWAM certified.

5. The vendor scorecard was developed uniquely for this Print Services Contract as a measure of control to assure that in a decentralized, choice-driven environment, adequate metrics are in place to assure appropriate distribution of work across the successful vendors identified for this tasking. As was advertised in the initial RFP, it is UMW's goal to select small and micro-small vendors who provided the best overall solution for a myriad of different print opportunities. Some of the selected vendors already have a history with UMW; however, there are some new vendors who are being awarded a contract for the first time with UMW. With this in mind, a scorecard approach will be used to measure (on a quarterly basis), cost savings, pricing, schedule, flexibility, quality control, and incentives. Attachment (2) is a scorecard that will be used for each vendor. Vendors will be required to provide, on a quarterly basis no later than 10 working days following the end of a quarter, a report as indicated in Attachment (3). That report will be reviewed by the Contract Administrator who will also solicit responses from individual customers. Each vendor will be notified of their score not later than 30 days after the quarterly report along with any opportunities for improvement. At the end of the third quarter, the Contract Administrator will assess overall scores for the vendors for that option year. In addition, the Buyer/Specialist will query the DSBSD website to assure that all vendors are active in the SWAM database. A decision will be reached based on the vendor scorecard and SWAM status as to whether or not the next renewal period will be exercised. Vendors will be given at a minimum, 30-days' notice if a decision is reached not to exercise a renewal period.


Contractor Signature and Date

6-25-15

Microsoft Office Outlook Web Access Type here to search This Folder Address Book Options Log

Mail Calendar Contacts Deleted Items (1051) Drafts [2] Inbox (2862) Junk E-mail Sent Items (2)

Click to view all folders Manage Folders...

Reply Reply to All Forward Move Delete Close

RFQ worth higgins

Elizabeth Bolka

Sent: Thursday, June 11, 2015 11:34 AM
To: Patricia Canciglia (pcancigl) [pcancigl@umw.edu]
Attachments: UMW RFQ negotiation Document.pdf (272 KB) [Open as Web Page]

Pat, Good morning. I just wanted to get back with you on the answers to your question attached.

1. Of the 1% of our work that is subcontracted, about 70% of it is SWAM work and about 30% is non-SWAM work.
2. We can produce business cards multiple different ways with lots of different specs Here is my pricing on digital business cards:
 4cp/1 side only
 100# Finch Fine Bright White cover
 3.5x2
 1 lot
 250 - \$45.00
 500 - \$55.00
 1000 \$70.00
- 3a. We would consider an opportunity for sponsorship possibly with a gift in kind or discount on a job for the event.
- 3b. We could possibly provide pens for your Employee Fair depending on the quantity.
- 3c. We have 2 intern positions per summer and we'll be happy to consider your student
- 3d. Due to our current pricing to UMW, we'd be happy to offer a rebate of 1% on annual sales only if those sales go over \$250,000 in a year's time.

Let me know if you have any other questions.

Thanks so much Pat. Elizabeth

Elizabeth Bolka
 Worth Higgins & Associates

8770 Park Central Drive | Richmond, Virginia 23227
 ebolka@whaprint.com | v. 804-565-3572 | f. 804-264-5733

Discover more than ink on paper at the new worthhiggins.com

-----Original Message-----
From: Patricia Canciglia (pcancigl) [mailto:pcancigl@umw.edu]
Sent: Monday, June 08, 2015 11:50 AM
To: Elizabeth Bolka
Subject: RE: worth higgins

Elizabeth:

There are no specifications. Just provide general pricing. We want to make sure we have all services included in the solicitation so there are no questions about scope when we decide to use the contracts for business cards.

pat

-----Original Message-----
From: Elizabeth Bolka [mailto:ebolka@whaprint.com]
Sent: Monday, June 08, 2015 10:40 AM
To: Patricia Canciglia (pcancigl)

Subject: RE: worth higgins

Thanks Pat. I'll get with my boss tomorrow when he returns from a business trip.

I'll also get to work on BC prices. Where can I find those specs? (Did I miss them in the RFQ?)

Thanks. Elizabeth

Elizabeth Bolka
Worth Higgins & Associates

8770 Park Central Drive | Richmond, Virginia 23227 ebolka@whaprint.com | v.
804-565-3572 | f. 804-264-5733

Discover more than ink on paper at the new worthhiggins.com

-----Original Message-----

From: Patricia Canciglia (pcancigl) [<mailto:pcancigl@umw.edu>]

Sent: Friday, June 05, 2015 3:01 PM


To: Elizabeth Bolka

Subject: FW: worth higgins

Elizabeth:

Attached please find our Negotiation Letter. Please call me if you have questions/concerns. It is ok to reply via email.

Pat Canciglia

 Connected to Microsoft Exc

UMW 16-381/print services

Name of Offering Firm: Worth Higgins & Associates, Inc.

Address of Offering Firm: 8770 Park Central Drive, Richmond, Virginia 23227

Check All That Apply: Small Business

RFP Notification received via: email

DSBSD Certification No.: SWAM 0091195, type S

Expiration Date: 11/14/16

Virginia Contractor License No. : n/a

Class:

Specialty Codes:

SCC No.: 01258482

eVA Vendor ID: 3576

FEIN: 54-0880197

Submitted By (Print Name & Title): Elizabeth Bolka, account executive

Email: ebolka@whaprint.com

Telephone: 804-264-2304

Website: www.worthhiggins.com

Fax: 804-264-5733

Signature (In Ink):



Date:

5/12/15

Note: This public body does not discriminate against faith-based organizations in accordance with Code of Virginia §2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

Worth Higgins & Associates, Inc.

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Worth Higgins & Associates, Inc.

May 14, 2015

Worth Higgins & Associates, Inc.
8770 Park Central Drive
Richmond, Virginia 23227

Pat Canciglia
University of Mary Washington
Procurement Services
Eagle Village Executive Offices, suite 480
1125 Jefferson Davis Highway
Fredericksburg, Virginia 22401

Reference #UMW 16-381/Print Services

Dear Ms. Canciglia,

Thank you for your interest in Worth Higgins & Associates. We are grateful for the opportunity to respond to the request for proposal for printing services from University of Mary Washington.

At Worth Higgins & Associates, we call ourselves printers. We are the largest sheet fed commercial printer in Virginia. But we are dedicated to being more than that. To offering more technology to enhance the impact and effectiveness of the printed image. To providing more methods to streamline logistics on paper and online. And to creating more channels for delivering the marketing message. Core services such as UV ink and coating, foil stamping, embossing and die cutting combine with the company's five divisions to offer offset, digital and wide-format imaging, online marketing management and print production systems, finishing, mailing, warehousing and fulfillment, making Worth Higgins & Associates a full service, valued provider of marketing communications.

Worth Higgins & Associates has a history of business relationships which have been formalized through the RFP process with companies like SunTrust Bank, WellPoint and Wachovia as well as VASCUPP Member Institutions across the state. We welcome the opportunity to partner with UMW in a similar arrangement.

Since our founding in 1970, Worth Higgins & Associates has grown from a small, respected local print vendor to a nationally recognized producer of marketing communications with over \$26 million in annual sales. Our awards point not only to our ability to put ink on paper, but to the confidence that our clients have in us to produce their most image conscious and time sensitive pieces.

UMW Account Executive Elizabeth Bolka has worked in printing sales and customer service since 1987, distinguishing herself as one of the company's top reps since 1998. She has produced a wide variety of stationery, invitations, books, folders, brochures and posters for Virginia Commonwealth University and University of Richmond during her tenure here. Elizabeth graduated from Radford University in 1986 with a Bachelor of Science Degree in Criminal Justice.

Worth Higgins & Associates is well qualified to produce printed materials that communicate the UMW message. All of the attributes that are important to you in a print vendor, a wide range of capabilities supported by a proven record of quality, on-time delivery, service and expertise, are attributes of the company we are proud to own. Your own high standards will be reflected in our commitment to quality.

On behalf of the more than 160 employee owners of Worth Higgins & Associates, thank you for your time and consideration. We look forward to working with you. It is our belief that the experience and technology you will read about in this proposal offer the best solutions for your print and communications needs.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rick LaReau', written over a horizontal line.

Rick LaReau
President

Worth Higgins & Associates, Inc. is incorporated in the State of Virginia.

EVA AD 3576 ID

SWAM #0091195, type S, expires 11/14/16

Worth Higgins & Associates, Inc.

Response

1. TECHNICAL PROPOSAL

(i) Provide detailed plans and approach for providing the printing services that the Offeror is proposing to provide to the University, including all available resources, area of expertise, levels of experience, and facility capabilities.

At Worth Higgins & Associates, we call ourselves printers. We are the largest sheet fed commercial printer in Virginia. But we are dedicated to being more than that. To offering more technology to enhance the impact and effectiveness of the printed image. To providing more methods to streamline logistics on paper and online. And to creating more channels for delivering the marketing message. The company's 170 employee owners have distinguished themselves for 45- years by consistently providing customers with a superior product attended by reliability, integrity, responsiveness and a commitment to customer satisfaction. Core services such as UV ink and coating, foil stamping, embossing and die cutting, combine with the company's seven divisions to offer offset, digital and wide-format imaging, online marketing management and print production systems, finishing, mailing, warehousing and fulfillment and branded advertising specialties, making Worth Higgins & Associates a full service, valued provider of marketing communications.

Two state-of-the-art production facilities located in Richmond and one in Sterling, Virginia, help facilitate workflow and efficiency, enabling us to deliver printed materials both quickly and economically. The plants feature atmospheric controls critical to paper handling, ink drying and cleaner press sheets, ensuring a consistent product. Turnarounds are expedited by the fact that we operate 24 hours a day, seven days a week.

The pressroom at Worth Higgins & Associates is staffed by seven certified Expert Level Offset Sheetfed Press Operators, the only pressroom in Virginia to earn that distinction. Operating a fleet of fully automated Komori and Heidelberg presses, these master pressmen produce press sheets that our customers normally approve on the first or second pull, thanks to ink key profiles that automatically determine and set ink density requirements. Spectro densitometers maintain consistent ink densities throughout the run and provide profiles of those densities for documentation. Aqueous coating units on three presses not only allow variety in surface finishes, but also enable us to deliver printed sheets dry enough to handle immediately, expediting completion of the finished product. Rapid make-ready, automated inking and wash-

up and higher press speeds make for faster turnaround times and lower costs. In addition, enhanced dampening systems print a cleaner dot and optimum print quality. Small format thermography rounds out pressroom capabilities.

A state-of-the art CIP3 system electronically integrates pre-press, pressroom and bindery equipment, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error. Digital workflow (including direct-to-plate technology and fully automated plate making) in our pre-press department increases the accuracy of contract color proofs, increases the accuracy of trapping and image assembly and increases speed in processing customer files. A hierarchy of proofing options, from soft proofing (remote) and low-resolution HP proofs to high resolution EPSON proofs offers customers the flexibility to choose the proof that best fits the requirements of the job.

UV coating and ink capabilities at Worth Higgins & Associates offer a host of special effects on a variety of printing substrates including plastics, synthetics, foil and static-cling. Because they are cured under ultra violet lamps, UV inks dry instantly. Three sets of inter-deck lamps plus an end of press cartridge mean that even heavy ink coverage is fully cured in a single pass. Ink pigments sit on the surface of the sheet rather than being absorbed. Colors appear more rich and intense, especially on uncoated sheets. Inks can be "dry trapped" inline in a single pass. Flood UV varnish is especially resistant to fingerprinting. Flood or spot, gloss, dull, textured or reticulating, used as a special effect or simply to print a super saturated image, the possibilities with UV are endless.

Bindery capabilities at Worth Higgins & Associates are comprehensive, from conventional binding (folding, saddle stitching, die cutting, scoring and perforating) to foil stamping and embossing, automated pocket folder conversion, collating and re-moistenable gluing, perfect binding, Wire-O binding and film laminating. Less than 1% of finishing is outsourced, giving us complete control over both quality and schedule.

Worth Connects, the suite of integrated marketing solutions at Worth Higgins & Associates, helps marketers grow customer knowledge and insight, optimize limited marketing resources and measure the effectiveness of their marketing programs. Worth Connects uses internet technology to leverage the relevance of a personalized message. From e-commerce sites where users can order customized marketing materials on-demand, to personalized URLs and marketing dashboards which track campaign results, segment markets and qualifying leads, Worth Connects helps lift response rates, increase ROI and simplify the marketing process by connecting all the dots.

Electronic print procurement systems from Worth Connects allow customers to order marketing materials from existing inventory or produce personalized materials on-demand, online. Sites are customized to customer's requirements and graphic standards, enabling marketing managers to control brand quality, manage material content and protect corporate security. Sites can feature reorder functions, soft proofing, electronic invoicing, approval levels, quantity limits, standard copy or personalization options and periodic usage reports. They can easily be

updated or expanded to include new products. With digital asset management from Worth Connects, customers can store valuable document files, digital photos and a/v files in their own secure online library. Authorized users can search, download or distribute files in a matter of seconds, change file format or resolution on the-the-fly and share files simultaneously.

In 2000, Worth Higgins & Associates created a digital printing division called Worth Digital. Worth Digital is dedicated to allowing marketers freedom from time and quantity limitations, the immediacy of producing and distributing current, accurate information, the fidelity of a contract press proof and the impact of a personalized message. The 7-color HP Indigo Press 5500 at Worth Digital prints higher image quality than ever before possible on a digital press. Completely new technology produces sharper detail, cleaner solids, finer screens, smoother gradients and vivid color and white ink on colored substrates. The Xerox 700 and the Ricoh C900 Pro at Worth Digital also print one-, two- or four colors and variable data. The Secap Color Digital Envelope printer is designed specifically to print four-color process on ready made envelopes. Offline coating at Worth Digital (UV or aqueous) creates a variety of surface finishes for visual impact as well as durability, while sapphire treating makes any paper Indigo compatible.

Worth Wide, the wide format division of Worth Higgins & Associates produces high resolution color output on rigid substrates such as acrylic, Dibond, Sintra and aluminum, or flexible media like paper, window perf and vinyl. Eco-friendly UV inks at Worth Wide yield smooth, broad solids and fine, photographic detail, all in vibrant, durable color. Worth Wide offers a variety of products including banners, banner stands, printed and cut vinyl, custom wall paper, murals, standees, window graphics, light boxes, fabric and frame, brick vinyl, short run posters and signs, dimensional letters, photographic prints and trade show displays. Three types of imaging devices and a myriad of finishing and installation capabilities make Worth Wide a full service resource for corporate interior, museum and display, retail/point-of-purchase and trade show or event graphics. Ten full-time employees, each with over 20 years experience in printing and wide format graphics, serve clients ranging from photographers and design studios to Fortune 100 companies. From site inspection, consultation and image research to custom product builds and installation, Worth Wide offers a full gamut of wide format products and services.

The acquisition of Page Stationery in 2012 brought letterpress capabilities to the product offering at Worth Higgins & Associates. Page Stationery has created custom letterpress wedding invitations, birth announcements, holiday cards and social stationery for clients nationwide since 1999. Page sells through independent brick and mortar retailers across the country as well as to individual buyers online at pagestationery.com. Produced on antique presses which make a characteristic deep impression on heavy, imported paper, letterpress is enjoying a revival sparked by Martha Stewart Weddings magazine. The division also offers a more affordable line of digitally printed designs.

Worth Delivering is the warehousing, inventory management, mailing and fulfillment division of Worth Higgins & Associates. In our secure, climate controlled warehouse an inventory management system tracks customer inventory and monitors product usage. Customer inventory is labeled as to customer name, job number, PO number, product, quantity and date. Inventory on hand and inventory usage is tracked electronically. Customers are notified when inventory levels drop below an established minimum. Fulfillment requests can be placed online or conventionally. The order fill rate is 24 hours.

In a new mailing and fulfillment center in Richmond, Worth Higgins & Associates operates two shifts daily. Standard mail shop data processing includes CASS Certification, NCOA processing, pre-sort for standard or first class mail as well as special requirements such as list hygiene. Mail shop capabilities include high resolution ink jetting, tabbing, inserting (up to 12 pieces per envelope, nesting up to six pieces per envelope or customizing the number of inserts per envelope,) match mailing (matching numbers, names or database entries) and OCR (reading type, numerals, data or barcodes as small as 6 pt.) Customers also benefit from postage automation discounts, comingling efficiencies and drop shipping savings. Our mail shop supervisor with eleven years experience holds certifications in BCC software, Pre-Sort for Standard and First Class Design and Mail Piece Design. A member of our account management team also specializes in direct mail regulations. Worth Higgins & Associates put 14,328,201 pieces of mail into the USPS mail stream in 2013.

Worth Promoting, the promotional products division of Worth Higgins & Associates, helps customers increase awareness, motivate and reward with branded merchandise and apparel. Created in 2014, the division offers incentives and awards, advertising specialties and promotional giveaways to increase brand awareness, reward employees, build trade show traffic or promote special events. Logos embroidered on caps, shirts and tote bags. Tag lines screen printed on pens, mugs and flash drives. Images etched in wood, crystal or metal. Worth Promoting also builds recognition programs to help motivate employees and promote excellence.

Worth Higgins & Associates uses Pace (a sophisticated MIS system developed specifically for the graphic arts) to manage cost accounting, invoicing, scheduling, estimating, order entry, job history, inventory management and production needs electronically. Pace generates the quality plan or job docket, the vehicle that follows a job throughout production to communicate specifications, work instructions and schedules to every employee. The system then allows for real time data collection of time and materials as they are used in production and will provide a variety of reports including accurate job costing. Pace can be accessed at any time during the course of production to determine job cost or job status. Networked to a central system, it also facilitates the broadcast of production information to every department.

In 2007, Worth Higgins & Associates earned Forest Stewardship Council chain-of-custody certification. FSC chain-of-custody certification is our customers' assurance that, when specified, the printed materials they buy from us come from environmentally responsible sources. We have developed and follow an approved set of procedures to track and handle our use of responsibly harvested wood products from well managed forests. We are audited annually by a third party auditor (Bureau Veritas) to insure that we are following the procedures we have established for ourselves.

Worth Higgins & Associates has adopted a waste reduction, reuse and recycling policy that returned 16.86 tons of aluminum and 1,109 tons of paper waste and cardboard to the market in 2014. 175 55-gallon drums of roller wash, waste inks and imaging oil were reused as fuel to fire brick making furnaces. We promote development and expansion of markets for recyclables by closing the loop and buying recycled. Our plant conforms to all state and federal laws concerning waste management disposal.

We have not generated waste film since the installation of our direct-to-plate workflow in 2000. Our pressroom is converted to alcohol free fountain solutions, water miscible wash-up solutions and aqueous based printing plates, and our proofing systems are aqueous based. Short and medium wave dryers and aqueous coating in our pressroom reduce the use of spray powder. UV inks and coatings are cured under ultra violet lamps and release no volatile organic compounds into the atmosphere. Air compressors and pumps are located in an insulated room, reducing noise below recommended levels and enabling us to capture compressor heat and re-circulate it to heat the building. A highly efficient electrostatic filtration system removes spray powder from the air. All of our old electronics and computer equipment are recycled. Proceeds from the recycling are returned to the community by purchasing computers for schools and other non-profits.

Worth Higgins & Associates earned G7 Master Printer status in 2010. G7 is a qualification which signifies that our printing presses and proofing systems are calibrated to help insure that images match from media to media, machine to machine. It is the very best color management system available today. G7 is device independent: it is the same for any imaging technology regardless of substrate, colorant or screening technology. Both proofs and presses at Worth Higgins & Associates are calibrated to the GRACOL standard using the G7 method (colorimetry technology and G7 process controls.) G7 solves a common problem for print buyers: achieving consistent color quality regardless of the media, technology, printer or location. Ultimately, G7 improves print quality and consistency, shortens make-ready time, and reduces paper and ink waste. G7 at Worth Higgins & Associates helps ensure that what gets approved is what gets printed.

The quality management system at Worth Higgins & Associates is modeled after the ISO 9001 2000 standard. ISO certification requires that standards be established for delivering a product without error, on time, every time, and signifies that we have a documented quality management system in place with a commitment to continuous improvement. A Quality Steering Committee and a full-time quality manager guide the quality management system at

Worth Higgins & Associates, Inc. Employees in each have developed procedures for every process that the company undertakes which affects its end product. These instructions reside in a Quality Manual in every department. Employees are charged with following procedures without exception and with verification of product at every stage of the process. A committee of certified employees conducts internal audits of each process twice yearly. Our on-time delivery rate in 2014 was 99% and 98% of proofs were shown within 48 hours of order entry.

The formal recognition of our peers in the industry bears witness to these facts. Printing Industries of Virginia has fourteen times awarded us the prestigious Dietz Memorial Award, six times consecutively, for garnering the most winning points in their annual print quality competition. Four times we have earned "Best in Show" in the same competition. Thirteen "Benny" statuettes, top honors in the annual Printing Industries of America international quality competition, are proudly displayed in our lobby. We have been cited in American Printer magazine as one of the country's fastest growing printers. Printing Impressions magazine has included Worth Higgins & Associates in its ranking of the top 400 printers in America since 2009. And for six years, Master Printers of America has named Worth Higgins & Associates, Inc. a "Best of the Best" workplace company in its annual Best Workplace in America competition.

Credit for utilizing our state-of-the-art facility and equipment to produce this award-winning work goes to our employees, who are our greatest asset. We have recruited, developed and trained a group of dedicated professionals who are committed to producing an excellent product and earning long-term customer relationships. On July 1, 1999, Worth Higgins & Associates became an employee owned company. As employee owners we have a special responsibility to our fellow owners, the company and our customers. Our success will depend on good work habits, efficiency, teamwork, positive attitude, conservation and ultimately on our customers' satisfaction.

(ii) Provide a detailed plan outlining how the use of subcontractors, if any, will be used to assist in the completion of requested jobs. Note: It is a requirement of this contract that a contact person under this contract be on site for any work that is being produced because of UMW's unique branding considerations which will require a collaborative relationship which would not be conducive to a brokering arrangement.

Less than 1% of product at Worth Higgins & Associates is outsourced.

(iii) Describe the firm's ability to access and receive electronic mail and files.

File submission at Worth Higgins & Associates can be done in two ways: over our website, either via secure FTP (which requires client software) or via HTTP using a regular web browser. Both FTP and HTTP require a user name and password. Orders can also be placed conventionally, by

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fax, email, or phone. In addition, Worth Higgins & Associates offers digital asset management which enables customers to store valuable document files, digital photos and a/v files in their own secure online library. Authorized users can search, download or distribute files in a matter of seconds, change file format or resolution on the-the-fly and share files simultaneously. Orders can be submitted through the DAM site.

Our interactive website allows buyers to transfer files, request estimates, approve proofs, order dummies, check order status or make an inquiry online, anytime. Web to print online storefronts at Worth Higgins & Associates are available 24/7 for customers to order products from inventory or create custom print collateral.

“Soft” proofing can be done online with standard PFD proofs via email or through Rampage Remote software which enable users to share, comment, zoom, and verify PMS colors and screen builds electronically. We provide hard copy, high resolution proofs for jobs that require critical color match.

Electronic print procurement systems from Worth Connects allow customers to order marketing materials from existing inventory or produce personalized materials on-demand, online. Sites are customized to customer’s requirements and graphic standards, enabling marketing managers to control brand quality, manage material content and protect corporate security. Sites can feature reorder functions, soft proofing, electronic invoicing, approval levels, quantity limits, standard copy or personalization options and periodic usage reports. They can easily be updated or expanded to include new products. With digital asset management from Worth Connects, customers can store valuable document files, digital photos and a/v files in their own secure online library. Authorized users can search, download or distribute files in a matter of seconds, change file format or resolution on the-the-fly and share files simultaneously.

(iv) Identify the local sales representative proposed for UMW, including their primary place of work (within 100 miles of UMW Fredericksburg campus). Include a resume for the single point of contact identified to provide day-to-day interaction with UMW and a staffing plan that shows key individuals that will be assigned to support this tasking.

An account management team including an account executive, an account manager and a planner/estimator will oversee production of UMW collateral, all working out of our Richmond office. Account executive Elizabeth Bolka will be responsible for project management, planning and scheduling. Account manager Kim Wyatt will assume ownership of each project as it enters production, acting as liaison between customer and manufacturing, communicating scheduling information, showing proofs and relaying information about alterations and their associated costs. Planner/estimator John Poad will ensure an appropriate balance of efficiency, economy and quality in producing UMW materials. Every Worth Higgins & Associates customer is assigned a dedicated customer service team and each customer service team member has an assigned

back-up to accommodate business surges and cover during absences. Each team handles approximately \$3 million in annual sales.

Account executive graduated from Radford University in 1986 with a Bachelor of Science Degree in Criminal Justice. She has worked in printing sales and customer service since 1987, distinguishing herself as one of the company's top reps since 1998 by producing between one and two million in sales annually.

Account manager Kim Wyatt holds an Associate's Degree in Graphic Imaging Technology from Danville Community College and a Bachelor's Degree in Printing Management from West Virginia University Institute of Technology. Since 2007, Kim has worked in customer service, joining Worth Higgins & Associates in 2013.

Planner/Estimator John Poad holds a BFA from Virginia Commonwealth University and has worked in our industry since 1983. John's experience includes estimating and planning, purchasing, order entry, customer service, prepress and production. He has been in management roles for most of his career. John has worked in estimating since joining Worth Higgins & Associates in 2014.

Team members are available by phone, cell phone, fax, email or via our website from 8:00 am until 6:00 pm, Monday through Friday. Although our normal business hours are Monday through Friday from 8:00 - 6:00, manufacturing operates 24/7. There is always a supervisor available by cell phone or email. (Account executives at Worth Higgins & Associates are available via cell phone on weekends, holidays and in emergency situations, as are department supervisors.)

Each team member is HIPPA certified and trained in FSC COC procedures as well as departmental SOPs. In annual performance reviews, team members and their supervisor establish a set of three measurable goals to insure continuous improvement (one performance based, one professional development, and one project oriented.)

A full time production scheduler working with print management software tracks the project through every phase of production. Scheduling begins with the input of the job number and delivery date. Job process requirements (number of hours on press, number of hours in fulfillment, etc.) are automatically mapped over from the job estimate to the scheduling module. Technical and customer defined attributes such as degree of difficulty or status of proof approval are factored in for even more accurate planning. The system then independently sets the optimal production schedule, which can be manually adjusted depending on priorities. A state-of-the art CIP3 system electronically integrates pre-press, pressroom and bindery equipment, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error. As work in each department is completed, the schedule is automatically updated by a real time cost center system at key pads throughout the plant whenever an employee records time and materials. The system also tracks the

availability of job components (paper, ink, etc.) and sends automated email reminders to stakeholders if components are unavailable. At twice daily production scheduling meetings the account manager and supervisors review the status of each project and make necessary adjustments to maintain schedules and product quality. Up-to-date job status can be accessed at any time by any employee. Statistical reporting enables us to take advantage of opportunities for continuous improvement.

Project management for complex orders begins with a production meeting where the account executive, account manager, planner/estimator, director of production and department supervisors review job requirements and discuss customer expectations. Each responsible party has an opportunity to express concerns and make recommendations. There is dialog across functions to help insure that every process is considered as it affects the success of the project. The job is planned and scheduled based on input from the initial production meeting to ensure that it will move quickly, efficiently and accurately through manufacturing. (Standard orders bypass this step and go directly to the account manager.)

(v) List all contact information for ordering, invoicing, customer service, etc.

Elizabeth Bolka
8770 Park Central Drive
Richmond, Virginia 23227
804-543-3368
ebolka@whaprint.com

Kim Wyatt
8770 Park Central Drive
Richmond, Virginia 23227
804-264-2304
kw Wyatt@whaprint.com

(vi) Describe plan for providing pre-production samples, including timelines from placement of order through pre-production approval to completion.

Pre-production samples such as ink drawdowns, folding dummies and paper swatches can be requested through a custom built UMW web portal designed to fully automate the order process. Requests can also be made through the account executive, the account manager, or online at www.worthhiggins.com.

Requests are processed internally by the account manager, who fills out an electronic requisition form. Requests for paper swatches or folding dummies are sent to the purchasing manager who pulls the stock from inventory or orders it from the appropriated merchant.

Dummies are cut and folded by prepress technicians to the client's specifications. Approved dummies are signed by the client and become part of the job record.

Requests for ink drawdowns are sent to the Worth Higgins & Associates ink technician with the specified job stock and PMS number. Ink is formulated and assigned an identification code. A pair of drawdowns are pulled, one for client approval and one for internal records. Following approval, the code number and the signed drawdown become part of the job record. The drawdown is used by the lead operator for color match at press.

Timelines vary according to paper availability. Typically requests are processed within 48 hours.

A fully automated web portal can be provided to automate ordering of samples, dummies and ink drawdowns.

(vii) Describe delivery options and policies, including in-stock, rush, and manufacturer order for items offered. All orders shall be FOB Destination. Include information regarding delivery costs and/or free delivery.

Worth Higgins & Associates maintains a fleet of seven delivery vehicles for local deliveries. Out of town shipments are handled by UPS, FedEx, USPS or LTL, depending on job and schedule requirements. UMW orders will be quoted and billed FOB destination.

Inventoried items are pulled and shipped within 24 hours of request. Print-on-demand orders are shipped within three days of order origination. Turnaround for custom made conventional product varies based on job specifications, quantity and paper availability. Typically an order can be turned in 7-10 working days. Because Worth Higgins & Associates operates 24/7, there are no rush fees.

(viii) Identify specify typical turnaround time for delivery (standard, rush, etc.).

Turnaround for custom made conventional product varies based on job specifications, quantity and paper availability. Typically an order can be processed in 7-10 working days. Inventoried items are pulled and shipped within 24 hours of request. Print-on-demand orders are shipped within three days of order origination. Because Worth Higgins & Associates operates 24/7, there are no rush fees.

(ix) Describe return policy and associated costs.

Worth Higgins & Associates warrants that work will conform to the description contained in the purchase order. Product that does not meet specifications will be replaced at no cost to the client when agreed upon in writing. Sub-standard product will be returned.

(x) Provide process for replacement of defective items.

It is our goal at Worth Higgins & Associates to prevent the challenges of our industry from becoming problems for our customers. When errors do occur, they are most often caught and corrected before the customer is aware of them.

Should non-conforming product be delivered to a customer, the procedure for incident response begins when a Customer Concern form is submitted to the Quality Manager by the account executive. The form includes the customer name, date, time, job number, and description of the problem.

The Quality Manager, supervisor, director of sales and the account executive work together to arrive at a satisfactory resolution. The client is notified immediately and a solution is proposed for approval. With the customer's approval the solution is implemented and recorded. If necessary, procedures are rewritten and employees are retrained. Cross-functional teams establish and maintain procedures for problem resolution and ensure effective preventive and corrective action. Printer's errors are corrected at no charge. Worth Higgins & Associates operates 24/7. There is always a representative available by phone to initiate the resolution process.

The error rate at Worth Higgins & Associates is less than 1% of gross sales. Issues are normally resolved in 24 hours or less.

(xi) Provide sample quote and invoice.

Please see the attached sample quote and invoice.

(xii) Describe the firm's ability to perform prepress work from a variety of software programs. Identify the software programs that your firm has experience using.

Digital workflow (including direct-to-plate technology and fully automated plate making) in our pre-press department increases the accuracy of contract color proofs, increases the accuracy of trapping and image assembly and increases speed in processing customer files. A hierarchy of proofing options, from soft proofing (remote) and low-resolution HP proofs to high resolution EPSON proofs, offer customers the flexibility to choose the proof that best fits the requirements

of the job. A state-of-the art CIP3 system electronically integrates pre-press and pressroom equipment at Worth Higgins & Associates, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error.

Rampage Remote, the web based interface at Worth Higgins & Associates, seamlessly connects customers to prepress, customer service and sales. Internal and external stakeholders can proof jobs, collaborate with other team members and approve or reject component files within projects using only a standard web browser. Advantages include extended geographic reach, improved turnaround times, and reduced material usage. Using a secure login, Rampage Remote enables an unlimited number of users to proof file data on demand, pan, zoom, measure, annotate, create change requests, approve/reject images, and simultaneously collaborate across multiple locations.

The prepress process at Worth Higgins & Associates begins with preflight, where FlightCheck software automatically inspects customer files for sufficient resolution, font availability, color break and missing assets. Clients are notified immediately so that issues can be corrected with minimal loss of time or additional expense. Production planning then engineers each order to ensure a superior product, efficiently produced. The planner creates an imposition layout using Metrix (software.) Files are sent to prepress, where technicians prep files and create PDFs of customer furnished art. Panels are adjusted, bleeds set, fonts loaded, traps set and colors confirmed. Then, using the Matrix generated layout from planning, pages are imported into Rampage for imposition. Clients have the option of soft proofing at this stage and, following approval, hard proofing.

Work is verified at each step of this process using a standardized checklist. Operators sign-off on the job docket, recording any issues or changes and then affix their signature sticker on the hard proof for accountability. The on-time proof rate is over 98%.

Worth Higgins & Associates earned G7 Master Printer status in 2010. G7 is a qualification which signifies that printing presses and proofing systems are calibrated to help insure that images match from media to media, machine to machine. It is the very best color management system available today. Developed by IDEAlliance and the GRACol committee, G7 is named for its gray scale calibration technique (G) and the seven primary color values (cyan, magenta, yellow, black, red, green and blue,) that it employs. It describes the method for calibrating a press or proofing system based on spectrophotometry (colorimetric data) for gray balance instead of traditional densitometric (dot gain) methods.

G7 is device independent: it is the same for any imaging technology regardless of substrate, colorant or screening technology. Both proofs and presses at Worth Higgins & Associates are calibrated to the GRACOL standard using the G7 method (colorimetry technology and G7 process controls.) G7 solves a common problem for print buyers: achieving consistent color quality regardless of the media, technology, printer or location. Ultimately, G7 improves print quality and consistency, shortens make-ready time, and reduces paper and ink waste.

Work is verified at each step of this process using a standardized checklist. Operators sign-off on the job docket, recording any issues or changes and then affix their signature sticker on the hard proof for accountability. The on-time proof rate is over 98%.

A complete list of imaging applications available at Worth Higgins & Associates is attached.

(xiii) Describe the firm's ability and knowledge in handling variable data print jobs.

Worth Higgins & Associates has been providing variable data print solutions since the creation of the firm's digital printing division, Worth Digital, in 2000. From simple personalization to complex versioning and sophisticated integrated marketing campaigns, we leverage differing levels of automation and variable data content to help clients lift response rates and increase ROI. Data sourced from external data files or multiple libraries can be used to drive unique colors, variable text, image selection, personal attributes (name, gender, age,) and product segmentation. Coding of tables, charts and graphs from complex data lists (including multiple customer segments and versions) can enhance recruiting efforts and development campaigns with the impact of a personalized message. Content is managed using FusionPro variable data engine, JavaScript, PHP and MySQL.

The 7-color HP Indigo Press 5500 at Worth Digital prints variable data imagery with higher quality than ever before possible on a digital press. Completely new technology produces sharper detail, cleaner solids, finer screens, smoother gradients, vivid color and white ink on colored substrates. The Xerox 700 and the Ricoh C900 Pro at Worth Digital also print one-, two- or four colors and variable data. The Secap Color Digital Envelope printer is designed specifically to print variable data and four-color process on readymade envelopes. Offline coating at Worth Digital (UV or aqueous) creates a variety of surface finishes for visual impact as well as durability, while sapphire treating makes any paper Indigo compatible.

(xiv) Describe process and proposed pricing associated with customer (UMW's) requirement to change a job (1) before it has gone to press; and (2) after it has been printed.

(1) When the client notifies the account manager of a change in job requirements before the order is printed, the CSR keys a description of the change into the Change Order section of the electronic job docket in Pace, the MIS system at Worth Higgins & Associates. The original job description is updated in Pace to reflect the change.

The cost of billable changes is calculated by the estimator based on time and materials requirements and communicated to the client for approval.

Following approval, the job re-enters production with the revised work order. As the job moves through production, the operator reads both the updated job description as well as the change

order itself on the job docket and follows the revised work instructions to implement the change.

(2) Changes which occur after a job is completed are produced and billed as a new order. The original product can be recycled.

(xv) State the amount of time required between receipt of files (on disk/uploaded to ftp site) and final printed product. Further describe the firm's flexibility and method in meeting the University's delivery needs.

Turnaround for custom made conventional product varies based on job specifications, quantity and paper availability. Typically an order can be processed in 7-10 working days. Proofs are delivered 48 hours following receipt of art. Inventoried items are pulled and shipped within 24 hours of request. Print-on-demand orders are shipped within three days of order origination. Because Worth Higgins & Associates operates 24/7, there are no rush fees. Equipment redundancies and digital equipment further enhance our ability to respond quickly to short lead times.

(xvi) Describe the firm's ability to provide graphic design services to the University.

Design/layout is one of the value added services provided by Worth Higgins & Associates. A pool of graphic designers is available for concept development, design or simple type corrections. Services will be billed by the hour.

(xvii) Describe the firm's ability to provide design templates and print-on-demand work.

Electronic print procurement systems from Worth Connects allow customers to order marketing materials from existing inventory or produce personalized materials on-demand, online. Sites are customized to customer's requirements and graphic standards, enabling marketing managers to control brand quality, manage material content and protect corporate security. Sites can feature reorder functions, soft proofing, electronic invoicing, approval levels, quantity limits, standard copy or personalization options and periodic usage reports. They can easily be updated or expanded to include new products. With digital asset management from Worth Connects, customers can store valuable document files, digital photos and a/v files in their own secure online library. Authorized users can search, download or distribute files in a matter of seconds, change file format or resolution on the-the-fly and share files simultaneously.

Pre-press technicians create design templates from a library of existing files or create new designs as required.

(xviii) Describe firm's in-plant printing, binding and finishing capability. Provide a complete list of equipment from pre-press through finishing available for use on site at vendor's location.

Two state-of-the-art production facilities located in Richmond and one in Sterling, Virginia, help facilitate workflow and efficiency, enabling us to deliver printed materials both quickly and economically. The plants feature atmospheric controls critical to paper handling, ink drying and cleaner press sheets, ensuring a consistent product. Turnarounds are expedited by the fact that we operate 24 hours a day, seven days a week.

The pressroom at Worth Higgins & Associates is staffed by seven certified Expert Level Offset Sheetfed Press Operators, the only pressroom in Virginia to earn that distinction. Operating a fleet of fully automated Komori and Heidelberg presses, these master pressmen produce press sheets that our customers normally approve on the first or second pull, thanks to ink key profiles that automatically determine and set ink density requirements. Spectro densitometers maintain consistent ink densities throughout the run and provide profiles of those densities for documentation. Aqueous coating units on three presses not only allow variety in surface finishes, but also enable us to deliver printed sheets dry enough to handle immediately, expediting completion of the finished product. Rapid make-ready, automated inking and wash-up and higher press speeds make for faster turnaround times and lower costs. In addition, enhanced dampening systems print a cleaner dot and optimum print quality. Small format thermography rounds out pressroom capabilities.

A state-of-the art CIP3 system electronically integrates pre-press, pressroom and bindery equipment, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error. Digital workflow (including direct-to-plate technology and fully automated plate making) in our pre-press department increases the accuracy of contract color proofs, increases the accuracy of trapping and image assembly and increases speed in processing customer files. A hierarchy of proofing options, from soft proofing (remote) and low-resolution HP proofs to high resolution EPSON proofs offers customers the flexibility to choose the proof that best fits the requirements of the job.

UV coating and ink capabilities at Worth Higgins & Associates offer a host of special effects on a variety of printing substrates including plastics, synthetics, foil and static-cling. Because they are cured under ultra violet lamps, UV inks dry instantly. Three sets of inter-deck lamps plus an end of press cartridge mean that even heavy ink coverage is fully cured in a single pass. Ink pigments sit on the surface of the sheet rather than being absorbed. Colors appear more rich and intense, especially on uncoated sheets. Inks can be "dry trapped" inline in a single pass. Flood UV varnish is especially resistant to fingerprinting. Flood or spot, gloss, dull, textured or reticulating, used as a special effect or simply to print a super saturated image, the possibilities with UV are endless.

Bindery capabilities at Worth Higgins & Associates are comprehensive, from conventional binding (folding, saddle stitching, die cutting, scoring and perforating) to foil stamping and embossing, automated pocket folder conversion, collating and re-moistenable gluing, perfect binding, Wire-O binding and film laminating. Less than 1% of finishing is outsourced, giving us complete control over both quality and schedule.

Please see the attached equipment list.

(xix) Describe subcontractor's in-plant printing, binding and finishing capability. Provide a complete list of equipment from pre-press through finishing available for use on site at subcontractor's location.

Less than 1% of gross sales is outsourced at Worth Higgins & Associates.

3. QUALITY ASSURANCE PLAN

(a) The Offeror shall provide a Quality Assurance Plan to be used in administration of any resulting contract which addresses the Offeror's documented process to review work, correct problems, coordinate with UMW officials to highlight any potential mistakes (customer or vendor generated), to assure delivery of timely and quality products.

The Quality Policy, (To continuously improve while determining our customer's requirements and achieving those requirements efficiently and economically, without error, on time, every time,) sets the standard for quality assurance at Worth Higgins & Associates.

Based on the principle "say what you do, do what you say and prove it," employees have developed "best practices" for every manufacturing process. Procedures are recorded in a Quality Manual which is available in every department. (*Say what you do.*) Employees are charged with adhering to standards and following procedures without exception. (*Do what you say.*) Verification of every process is recorded. (*Prove it.*) Records are monitored quarterly in internal audits.

Internal performance standards for each piece of equipment at Worth Higgins & Associates are established in time studies conducted by operators and department supervisors. They are verified against industry ratios provided by our state trade association as well as the manufacturers' projected make ready, wash up and run speeds.

Each department in manufacturing has performance checklists developed specifically for that area. These checklists, which can require up to three sets of eyes for approval, measure the key attributes of the product produced by that specific process and must be executed prior to production. Only when all criteria on the checklists are met can production begin. The approved

sheets, final OK proofs, collating proofs (and previous samples if applicable,) are all used as tools to monitor production standards. Control methods include inspection of incoming material and final inspection of our product before shipping. Every department has also established quality objectives for each shift, each machine and each individual operator.

We maintain calibrated instruments to test fountain solutions, paper, pre-press chemistry and final counts. A reverse osmosis water purification unit in our pressroom guarantees conductivity and pH to help maintain ink water balance. Spectro densitometers on every press maintain consistent ink densities throughout the run and provide profiles of those densities for documentation. A state-of-the art CIP3 system electronically integrates pre-press, pressroom and bindery equipment, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error. Both proofs and presses at Worth Higgins & Associates are calibrated to the GRACOL standard using the G7 method (colorimetry technology and G7 process controls.)

Following proofing and make-ready but prior to the beginning of every production run, the operator verifies a product sample against a procedure checklist to confirm that best practices have been followed. The checklist is initialed and becomes a part of the permanent job record. A "second set of eyes," (preferably the supervisor's,) also verifies and initials the sample, which then becomes the "final OK." During a production run, control sheets are pulled periodically and compared to the "final OK" sample. The frequency of pulls is dictated by the length of the run. Time, date and impression count and machine ID are recorded. At any time, any employee can identify a product as sub-standard by issuing a "Quality Alert" tag. A copy of the tag stays with the material itself, one goes to the department supervisor, and one to the quality manager. The customer service representative is notified that there is an issue. The problem is evaluated by the quality manager, supervisor and CSR and a disposition is agreed upon. The problem is recorded, the root cause identified, and corrective action described. Records are reviewed periodically to identify trends. Problems with a value of over \$1,000 trigger a "Why, Why, Why" meeting, where the supervisor, operator, quality manager and any other stakeholders identify root cause and review, re-write or establish procedures to prevent recurrence.

Following proofing and make-ready but prior to the beginning of every production run, the operator verifies a product sample against a procedure checklist to confirm that best practices have been followed. The checklist is initialed and becomes a part of the permanent job record. A "second set of eyes," (preferably the supervisor's,) also verifies and initials the sample, which then becomes the "final OK." During a production run, control sheets are pulled periodically and compared to the "final OK" sample. The frequency of pulls is dictated by the length of the run. Time, date and impression count and machine ID are recorded. At any time, any employee can identify a product as sub-standard by issuing a "Quality Alert" tag. A copy of the tag stays with the material itself, one goes to the department supervisor, and one to the quality manager. The customer service representative is notified that there is an issue. The problem is evaluated by the quality manager, supervisor and CSR and a disposition is agreed upon. The problem is recorded, the root cause identified, and corrective action described. Records are reviewed

periodically to identify trends. Problems with a value of over \$1,000 trigger a “Why, Why, Why” meeting, where the supervisor, operator, quality manager and any other stakeholders identify root cause and review, re-write or establish procedures to prevent recurrence.

The department supervisor is primarily responsible for determining the root cause of non-conforming product. Cross-functional teams also establish and maintain procedures for problem resolution and ensure effective preventive and corrective action. For highly technical issues, ink suppliers, paper suppliers or equipment manufacturers are consulted. Our industry trade organization also has a staff of specialists available to provide objective guidance.

Quality assurance data is collected in Pace, our MIS system, and is reported monthly by the quality manager to the President, CEO and Director of Production. Supervisors receive monthly spoilage reports for their department to help identify trends and resolve issues.

The advantages of our quality management system include optimizing organizational structure and function, improved communication, stability of processes, consistency of product, maximized efficiencies, time/cost savings and a foundation for continuous improvement.

Three quality objectives are tracked and reported at weekly production meetings at Worth Higgins & Associates: on-time proofs, on time delivery of final product and error rate. Our on-time scores are between 98% and 99% consistently. The company’s error rate is .7% of gross sales, far below the industry average. Issues are normally resolved in 24 hours or less. We recorded 885 employee training events in 2014.

Seven pressmen at Worth Higgins & Associates have earned National Council Expert Level Sheetfed Press Operator certification from the National Council for Skills Standards in Graphic Communications. Printing Industries of Virginia has seventeen times awarded us the prestigious Dietz Memorial Award, six times consecutively, for garnering the most winning points in their annual statewide print quality competition. We have earned “Best in Show” in the same competition four times. Thirteen “Benny” statuettes, top honors in the annual Printing Industries of America international quality competition, are proudly displayed in our lobby. We have been cited in American Printer magazine as one of the country’s fastest growing printers. Printing Impressions magazine has included Worth Higgins & Associates in its ranking of the top 500 printers in America. And for six years, Master Printers of America has named Worth Higgins & Associates a “Best of the Best” workplace company in its annual Best Workplace in America competition.

(i) *Provide a general description of the areas to be addressed by the Quality Assurance Plan.*

Based on the principle “say what you do, do what you say and prove it,” employees have developed “best practices” for every manufacturing process. Procedures are recorded in a

Quality Manual which is available in every department. (Say what you do.) Employees are charged with adhering to standards and following procedures without exception. (Do what you say.) Verification of every process is recorded. (Prove it.) Records are monitored quarterly in internal audits.

Internal performance standards for each piece of equipment at Worth Higgins & Associates are established in time studies conducted by operators and department supervisors. They are verified against industry ratios provided by our state trade association as well as the manufacturers' projected make ready, wash up and run speeds.

Each department in manufacturing has performance checklists developed specifically for that area. These checklists, which can require up to three sets of eyes for approval, measure the key attributes of the product produced by that specific process and must be executed prior to production. Only when all criteria on the checklists are met can production begin. The approved sheets, final OK proofs, collating proofs (and previous samples if applicable,) are all used as tools to monitor production standards. Control methods include inspection of incoming material and final inspection of our product before shipping. Every department has also established quality objectives for each shift, each machine and each individual operator.

(ii) *Describe in detail Quality Assurance processes to be used and when they will be used. For each of the cited checkpoints, provide a high level overview of who will be involved, criteria to be used in evaluation and who will review/approve the results.*

Following proofing and make-ready but prior to the beginning of every production run, the operator verifies a product sample against a procedure checklist to confirm that best practices have been followed. The checklist is initialed and becomes a part of the permanent job record. A "second set of eyes," (preferably the supervisor's,) also verifies and initials the sample, which then becomes the "final OK." During a production run, control sheets are pulled periodically and compared to the "final OK" sample. The frequency of pulls is dictated by the length of the run. Time, date and impression count and machine ID are recorded. At any time, any employee can identify a product as sub-standard by issuing a "Quality Alert" tag. A copy of the tag stays with the material itself, one goes to the department supervisor, and one to the quality manager. The customer service representative is notified that there is an issue. The problem is evaluated by the quality manager, supervisor and CSR and a disposition is agreed upon. The problem is recorded, the root cause identified, and corrective action described. Records are reviewed periodically to identify trends. Problems with a value of over \$1,000 trigger a "Why, Why, Why" meeting, where the supervisor,

operator, quality manager and any other stakeholders identify root cause and review, re-write or establish procedures to prevent recurrence.

Following proofing and make-ready but prior to the beginning of every production run, the operator verifies a product sample against a procedure checklist to confirm that best practices have been followed. The checklist is initialed and becomes a part of the permanent job record. A "second set of eyes," (preferably the supervisor's,) also verifies and initials the sample, which then becomes the "final OK." During a production run, control sheets are pulled periodically and compared to the "final OK" sample. The frequency of pulls is dictated by the length of the run. Time, date and impression count and machine ID are recorded.

At any time, any employee can identify a product as sub-standard by issuing a "Quality Alert" tag. A copy of the tag stays with the material itself, one goes to the department supervisor, and one to the quality manager. The customer service representative is notified that there is an issue. The problem is evaluated by the quality manager, supervisor and CSR and a disposition is agreed upon. The problem is recorded, the root cause identified, and corrective action described. Records are reviewed periodically to identify trends. Problems with a value of over \$1,000 trigger a "Why, Why, Why" meeting, where the supervisor, operator, quality manager and any other stakeholders identify root cause and review, re-write or establish procedures to prevent recurrence.

(iii) *Identify the methodologies to be used and standards to be applied.*

Worth Higgins & Associates conducts a semi-annual Customer Satisfaction Survey where clients are asked to rate our performance, the quality of our work, the level of service provided and the competitive advantage that we bring to the table. Worth Higgins & Associates, Inc. also conducts quarterly Key Account Reviews where our president and the account executive meet with client representatives to recap the most recent quarter and plan for the future. The foundation for these meetings is a customized document that reports the volume of work produced for each buyer, the on-time delivery rate and opportunities for improvement (from both perspectives.) With an eye towards upgrading service we also discuss invoicing and purchasing procedures, new technologies, innovation, engineering and communication. These reviews can be expanded to include reporting paper, printing, letter shop, fulfillment, shipping and postage costs.

Any of the following performance criteria can also be provided:

- On-time delivery of estimates
- Cost of author's alterations
- Accuracy of proofs
- Color variation profile
- Paper cost savings
- Job planning & efficiency cost savings

- In-bound freight cost and savings
- Non-chargeable rework
- Transactional errors
- Over runs/under runs
- Customer Concerns

Following proofing and make-ready but prior to the beginning of every production run, the operator verifies a product sample against a procedure checklist to confirm that best practices have been followed. The checklist is initialed and becomes a part of the permanent job record. A "second set of eyes," (preferably the supervisor's,) also verifies and initials the sample, which then becomes the "final OK." During a production run, control sheets are pulled periodically and compared to the "final OK" sample. The frequency of pulls is dictated by the length of the run. Time, date and impression count and machine ID are recorded. At any time, any employee can identify a product as sub-standard by issuing a "Quality Alert" tag. A copy of the tag stays with the material itself, one goes to the department supervisor, and one to the quality manager. The customer service representative is notified that there is an issue. The problem is evaluated by the quality manager, supervisor and CSR and a disposition is agreed upon. The problem is recorded, the root cause identified, and corrective action described. Records are reviewed periodically to identify trends. Problems with a value of over \$1,000 trigger a "Why, Why, Why" meeting, where the supervisor, operator, quality manager and any other stakeholders identify root cause and review, re-write or establish procedures to prevent recurrence.

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The following service levels are available:

Quotes delivered within 24-hours of receipt of request

Proofs available within 48-hours of receipt of art
Inquiry response within one hour
Incident response within 24-hours
Print-on-demand orders shipped within 3 working days of order entry
Order pull requests processed in 24 hours

(iv) *Provide a high level description of planned procedures to track and resolve problems or issues identified in project processes detected during Quality Assurance Reviews.*

Each department in manufacturing has performance checklists developed specifically for that area. These checklists, which can require up to three sets of eyes for approval, measure the key attributes of the product produced by that specific process and must be executed prior to production. Only when all criteria on the checklists are met can production begin. The approved sheets, final OK proofs, collating proofs (and previous samples if applicable,) are all used as tools to monitor production standards. Control methods include inspection of incoming material and final inspection of our product before shipping. Every department has also established quality objectives for each shift, each machine and each individual operator.

We maintain calibrated instruments to test fountain solutions, paper, pre-press chemistry and final counts. A reverse osmosis water purification unit in our pressroom guarantees conductivity and pH to help maintain ink water balance. Spectro densitometers on every press maintain consistent ink densities throughout the run and provide profiles of those densities for documentation. A state-of-the art CIP3 system electronically integrates pre-press, pressroom and bindery equipment, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error. Both proofs and presses at Worth Higgins & Associates are calibrated to the GRACOL standard using the G7 method (colorimetry technology and G7 process controls.)

Following proofing and make-ready but prior to the beginning of every production run, the operator verifies a product sample against a procedure checklist to confirm that best practices have been followed. The checklist is initialed and becomes a part of the permanent job record. A "second set of eyes," (preferably the supervisor's,) also verifies and initials the sample, which then becomes the "final OK." During a production run, control sheets are pulled periodically and compared to the "final OK" sample. The frequency of pulls is dictated by the length of the run. Time, date and impression count and machine ID are recorded. At any time, any employee can identify a product as sub-standard by issuing a "Quality Alert" tag. A copy of the tag stays with the material itself, one goes to the department supervisor, and one to the quality manager. The customer service representative is notified that there is an issue. The problem is evaluated by the quality manager, supervisor and CSR and a disposition is agreed upon. The problem is recorded, the root cause identified, and

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The department supervisor is primarily responsible for determining the root cause of non-conforming product. Cross-functional teams also establish and maintain procedures for problem resolution and ensure effective preventive and corrective action. For highly technical issues, ink suppliers, paper suppliers or equipment manufacturers are consulted. Our industry trade organization also has a staff of specialists available to provide objective guidance.

Quality assurance data is collected in Pace, our MIS system, and is reported monthly by the quality manager to the President, CEO and Director of Production. Supervisors receive monthly spoilage reports for their department to help identify trends and resolve issues.

- (v) ***If subcontracting is proposed, include methodology for Quality Assurance for subcontracted items.***

Less than 1% of gross sales at Worth Higgins & Associates is outsources.

- (vi) Describe any processes or measures put in place to prevent detection of additional errors or problems. A liquidated damages schedule can be provided, but is not required.**

Please see the responses above.

6. Other Information to Be Included in Proposal:

(a) Past Performance documentation shall include, but not be limited to:

(i) Complete Contractor Data Sheet, included as Attachment A, to Request for Proposal.

Please see the attached Contractor Data Sheet

(ii). Identify the amount of sales your company has had (if any) during the last 12 months. Highlight sales with each public higher education institution within the Commonwealth of Virginia.

Sales volume at Worth Higgins & Associates in 2014 totaled \$26 million. Please see the attached list for sales breakdown for public higher education institutions in Virginia.

(iii). Provide a brief description and history of the firm including whether it is a corporation, partnership, or sole proprietorship. Describe the Offeror's background and the nature and scope of its operation. Provide financial data that will support the Offeror's capacity to meet the requirements of this procurement.

At Worth Higgins & Associates, we call ourselves printers. We are the largest sheet fed commercial printer in Virginia. But we are dedicated to being more than that. To offering more technology to enhance the impact and effectiveness of the printed image. To providing more methods to streamline logistics on paper and online. And to creating more channels for delivering the marketing message. The company's 170 employee owners have distinguished themselves for 45- years by consistently providing customers with a superior product attended by reliability, integrity, responsiveness and a commitment to customer satisfaction. Core services such as UV ink and coating, foil stamping, embossing and die cutting, combine with the company's seven divisions to offer offset, digital and wide-format imaging, online marketing management and print production systems, finishing, mailing, warehousing and fulfillment and branded advertising specialties, making Worth Higgins & Associates a full service, valued provider of marketing communications.

Two state-of-the-art production facilities located in Richmond and one in Sterling, Virginia, help facilitate workflow and efficiency, enabling us to deliver printed materials both quickly and economically. The plants feature atmospheric controls critical to paper handling, ink drying and cleaner press sheets, ensuring a consistent product. Turnarounds are expedited by the fact that we operate 24 hours a day, seven days a week.

The pressroom at Worth Higgins & Associates is staffed by seven certified Expert Level Offset Sheetfed Press Operators, the only pressroom in Virginia to earn that distinction. Operating a fleet of fully automated Komori and Heidelberg presses, these master pressmen produce press sheets that our customers normally approve on the first or second pull, thanks to ink key profiles that automatically determine and set ink density requirements. Spectro densitometers maintain consistent ink densities throughout the run and provide profiles of those densities for documentation. Aqueous coating units on three presses not only allow variety in surface finishes, but also enable us to deliver printed sheets dry enough to handle immediately, expediting completion of the finished product. Rapid make-ready, automated inking and wash-up and higher press speeds make for faster turnaround times and lower costs. In addition, enhanced dampening systems print a cleaner dot and optimum print quality. Small format thermography rounds out pressroom capabilities.

A state-of-the art CIP3 system electronically integrates pre-press, pressroom and bindery equipment, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error. Digital workflow (including direct-to-plate technology and fully automated plate making) in our pre-press department increases the accuracy of contract color proofs, increases the accuracy of trapping and image assembly and increases speed in processing customer files. A hierarchy of proofing options, from soft proofing (remote) and low-resolution HP proofs to high resolution EPSON proofs offers customers the flexibility to choose the proof that best fits the requirements of the job.

UV coating and ink capabilities at Worth Higgins & Associates offer a host of special effects on a variety of printing substrates including plastics, synthetics, foil and static-cling. Because they are cured under ultra violet lamps, UV inks dry instantly. Three sets of inter-deck lamps plus an end of press cartridge mean that even heavy ink coverage is fully cured in a single pass. Ink pigments sit on the surface of the sheet rather than being absorbed. Colors appear more rich and intense, especially on uncoated sheets. Inks can be "dry trapped" inline in a single pass. Flood UV varnish is especially resistant to fingerprinting. Flood or spot, gloss, dull, textured or reticulating, used as a special effect or simply to print a super saturated image, the possibilities with UV are endless.

Bindery capabilities at Worth Higgins & Associates are comprehensive, from conventional binding (folding, saddle stitching, die cutting, scoring and perforating) to foil stamping and embossing, automated pocket folder conversion, collating and re-moistenable gluing, perfect binding, Wire-O binding and film laminating. Less than 1% of finishing is outsourced, giving us complete control over both quality and schedule.

Worth Connects, the suite of integrated marketing solutions at Worth Higgins & Associates, helps marketers grow customer knowledge and insight, optimize limited marketing resources and measure the effectiveness of their marketing programs. Worth Connects uses internet technology to leverage the relevance of a personalized message. From e-commerce sites where users can order customized marketing materials on-demand, to personalized URLs and marketing dashboards which track campaign results, segment markets and qualifying leads, Worth Connects helps lift response rates, increase ROI and simplify the marketing process by connecting all the dots.

Electronic print procurement systems from Worth Connects allow customers to order marketing materials from existing inventory or produce personalized materials on-demand, online. Sites are customized to customer's requirements and graphic standards, enabling marketing managers to control brand quality, manage material content and protect corporate security. Sites can feature reorder functions, soft proofing, electronic invoicing, approval levels, quantity limits, standard copy or personalization options and periodic usage reports. They can easily be updated or expanded to include new products. With digital asset management from Worth Connects, customers can store valuable document files, digital photos and a/v files in their own secure online library. Authorized users can search, download or distribute files in a matter of seconds, change file format or resolution on the-the-fly and share files simultaneously.

In 2000, Worth Higgins & Associates created a digital printing division called Worth Digital. Worth Digital is dedicated to allowing marketers freedom from time and quantity limitations, the immediacy of producing and distributing current, accurate information, the fidelity of a contract press proof and the impact of a personalized message. The 7-color HP Indigo Press 5500 at Worth Digital prints higher image quality than ever before possible on a digital press. Completely new technology produces sharper detail, cleaner solids, finer screens, smoother gradients and vivid color and white ink on colored substrates. The Xerox 700 and the Ricoh C900 Pro at Worth Digital also print one-, two- or four colors and variable data. The Secap Color Digital Envelope printer is designed specifically to print four-color process on ready-made envelopes. Offline coating at Worth Digital (UV or aqueous) creates a variety of surface finishes for visual impact as well as durability, while sapphire treating makes any paper Indigo compatible.

Worth Wide, the wide format division of Worth Higgins & Associates produces high resolution color output on rigid substrates such as acrylic, Dibond, Sintra and aluminum, or flexible media like paper, window perf and vinyl. Eco-friendly UV inks at Worth Wide yield smooth, broad solids and fine, photographic detail, all in vibrant, durable color. Worth Wide offers a variety of products including banners, banner stands, printed and cut vinyl, custom wall paper, murals, standees, window graphics, light boxes, fabric and frame, brick vinyl, short run posters and signs, dimensional letters, photographic prints and trade show displays. Three types of imaging devices and a myriad of finishing and installation capabilities make Worth Wide a full service resource for corporate interior, museum and display, retail/point-of-purchase and trade show or event graphics. Ten full-time employees, each with over 20 years' experience in printing and

wide format graphics, serve clients ranging from photographers and design studios to Fortune 100 companies. From site inspection, consultation and image research to custom product builds and installation, Worth Wide offers a full gamut of wide format products and services.

The acquisition of Page Stationery in 2012 brought letterpress capabilities to the product offering at Worth Higgins & Associates. Page Stationery has created custom letterpress wedding invitations, birth announcements, holiday cards and social stationery for clients nationwide since 1999. Page sells through independent brick and mortar retailers across the country as well as to individual buyers online at pagestationery.com. Produced on antique presses which make a characteristic deep impression on heavy, imported paper, letterpress is enjoying a revival sparked by Martha Stewart Weddings magazine. The division also offers a more affordable line of digitally printed designs.

Worth Delivering is the warehousing, inventory management, mailing and fulfillment division of Worth Higgins & Associates. In our secure, climate controlled warehouse an inventory management system tracks customer inventory and monitors product usage. Customer inventory is labeled as to customer name, job number, PO number, product, quantity and date. Inventory on hand and inventory usage is tracked electronically. Customers are notified when inventory levels drop below an established minimum. Fulfillment requests can be placed online or conventionally. The order fill rate is 24 hours.

In a new mailing and fulfillment center in Richmond, Worth Higgins & Associates operates two shifts daily. Standard mail shop data processing includes CASS Certification, NCOA processing, pre-sort for standard or first class mail as well as special requirements such as list hygiene. Mail shop capabilities include high resolution ink jetting, tabbing, inserting (up to 12 pieces per envelope, nesting up to six pieces per envelope or customizing the number of inserts per envelope,) match mailing (matching numbers, names or database entries) and OCR (reading type, numerals, data or barcodes as small as 6 pt.) Customers also benefit from postage automation discounts, comingling efficiencies and drop shipping savings. Our mail shop supervisor with eleven years' experience holds certifications in BCC software, Pre-Sort for Standard and First Class Design and Mail Piece Design. A member of our account management team also specializes in direct mail regulations. Worth Higgins & Associates put 14,328,201 pieces of mail into the USPS mail stream in 2013.

Worth Promoting, the promotional products division of Worth Higgins & Associates, helps customers increase awareness, motivate and reward with branded merchandise and apparel. Created in 2014, the division offers incentives and awards, advertising specialties and promotional giveaways to increase brand awareness, reward employees, build trade show traffic or promote special events. Logos embroidered on caps, shirts and tote bags. Tag lines screen printed on pens, mugs and flash drives. Images etched in wood, crystal or metal. Worth Promoting also builds recognition programs to help motivate employees and promote excellence.

Worth Higgins & Associates uses Pace (a sophisticated MIS system developed specifically for the graphic arts) to manage cost accounting, invoicing, scheduling, estimating, order entry, job history, inventory management and production needs electronically. Pace generates the quality plan or job docket, the vehicle that follows a job throughout production to communicate specifications, work instructions and schedules to every employee. The system then allows for real time data collection of time and materials as they are used in production and will provide a variety of reports including accurate job costing. Pace can be accessed at any time during the course of production to determine job cost or job status. Networked to a central system, it also facilitates the broadcast of production information to every department.

In 2007, Worth Higgins & Associates earned Forest Stewardship Council chain-of-custody certification. FSC chain-of-custody certification is our customers' assurance that, when specified, the printed materials they buy from us come from environmentally responsible sources. We have developed and follow an approved set of procedures to track and handle our use of responsibly harvested wood products from well managed forests. We are audited annually by a third party auditor (Bureau Veritas) to insure that we are following the procedures we have established for ourselves.

Worth Higgins & Associates has adopted a waste reduction, reuse and recycling policy that returned 16.86 tons of aluminum and 1,109 tons of paper waste and cardboard to the market in 2014. 175 55-gallon drums of roller wash, waste inks and imaging oil were reused as fuel to fire brick making furnaces. We promote development and expansion of markets for recyclables by closing the loop and buying recycled. Our plant conforms to all state and federal laws concerning waste management disposal.

We have not generated waste film since the installation of our direct-to-plate workflow in 2000. Our pressroom is converted to alcohol free fountain solutions, water miscible wash-up solutions and aqueous based printing plates, and our proofing systems are aqueous based. Short and medium wave dryers and aqueous coating in our pressroom reduce the use of spray powder. UV inks and coatings are cured under ultra violet lamps and release no volatile organic compounds into the atmosphere. Air compressors and pumps are located in an insulated room, reducing noise below recommended levels and enabling us to capture compressor heat and re-circulate it to heat the building. A highly efficient electrostatic filtration system removes spray powder from the air. All of our old electronics and computer equipment are recycled. Proceeds from the recycling are returned to the community by purchasing computers for schools and other non-profits.

Worth Higgins & Associates earned G7 Master Printer status in 2010. G7 is a qualification which signifies that our printing presses and proofing systems are calibrated to help insure that images match from media to media, machine to machine. It is the very best color management system available today. G7 is device independent: it is the same for any imaging technology regardless of substrate, colorant or screening technology. Both proofs and presses at Worth Higgins & Associates are calibrated to the GRACOL standard using the G7 method (colorimetry technology

and G7 process controls.) G7 solves a common problem for print buyers: achieving consistent color quality regardless of the media, technology, printer or location. Ultimately, G7 improves print quality and consistency, shortens make-ready time, and reduces paper and ink waste. G7 at Worth Higgins & Associates helps ensure that what gets approved is what gets printed.

The quality management system at Worth Higgins & Associates is modeled after the ISO 9001 2000 standard. ISO certification requires that standards be established for delivering a product without error, on time, every time, and signifies that we have a documented quality management system in place with a commitment to continuous improvement. A Quality Steering Committee and a full-time quality manager guide the quality management system at Worth Higgins & Associates, Inc. Employees in each have developed procedures for every process that the company undertakes which affects its end product. These instructions reside in a Quality Manual in every department. Employees are charged with following procedures without exception and with verification of product at every stage of the process. A committee of certified employees conducts internal audits of each process twice yearly. Our on-time delivery rate in 2014 was 99% and 98% of proofs were shown within 48 hours of order entry.

The formal recognition of our peers in the industry bears witness to these facts. Printing Industries of Virginia has fourteen times awarded us the prestigious Dietz Memorial Award, six times consecutively, for garnering the most winning points in their annual print quality competition. Four times we have earned "Best in Show" in the same competition. Thirteen "Benny" statuettes, top honors in the annual Printing Industries of America international quality competition, are proudly displayed in our lobby. We have been cited in American Printer magazine as one of the country's fastest growing printers. Printing Impressions magazine has included Worth Higgins & Associates in its ranking of the top 400 printers in America since 2009. And for six years, Master Printers of America has named Worth Higgins & Associates, Inc. a "Best of the Best" workplace company in its annual Best Workplace in America competition.

Credit for utilizing our state-of-the-art facility and equipment to produce this award-winning work goes to our employees, who are our greatest asset. We have recruited, developed and trained a group of dedicated professionals who are committed to producing an excellent product and earning long-term customer relationships. On July 1, 1999, Worth Higgins & Associates. became an employee owned company. As employee owners we have a special responsibility to our fellow owners, the company and our customers. Our success will depend on good work habits, efficiency, teamwork, positive attitude, conservation and ultimately on our customers' satisfaction.

Please see the timeline below which highlights milestones in the company's history:

1970 McManaway & Higgins founded

1972 Worth Higgins & Associates, Inc. founded (corporation)

1994 Park Central Drive location built in Henrico County

1998 ISO 9002 registration earned

1999 employee ownership initiated (ESOP)

2000 Worth Digital created

2002 13,800 sq. ft. expansion built

2003 online ordering implemented

2003 warehousing and fulfillment began

2005 UV inks and coating added

2006 Worth Delivering created (mailing, warehousing and fulfillment)

2007 FSC certification earned

2007 ISO 9001:2000 registration earned

2008 Worth Connects created (integrated marketing solutions)

2009 Billet Printing acquired

2009 sales and support staff of Colonial Printing acquired

2010 employee ownership completed (ESOP)

2010 40,000 square foot facility added

2010 Graphic Gallery assets acquired

2010 Worth Wide created (wide format printing)

2011 mission, vision and values statements updated

2012 Page Stationery acquired (letterpress)

2013 consolidated manufacturing to a single Richmond campus

2014 Worth Promoting created (branded advertising specialties)

2014 Petree Press acquired

Worth Higgins & Associates financial statements for the past three years are attached.

(iv). Provide a list of current higher education, state agencies, government, or other client accounts to include contact name, phone number, email, length of service of the account, and sales volumes. Additionally, the Offeror must also provide a list of lost accounts during the previous three years to include contact name, phone number, email, length of service, and reasons for the loss of the account.

Please see B.6.a.)(ii) response. Other than customers who merged or are no longer in business, (Circuit City, Icelandic Seafood, Titmus Optical, Weyerhaeuser,) there has been no account attrition at Worth Higgins & Associates in the past three years.

(v). Identify the amount of sales your company had during the last twelve months with each VASCUPP Member Institution. A list of VASCUPP Members can be found at: www.VASCUPP.org.

Please see B.6.a.)(ii) response.

(vi). Indicate how long your firm has been in continuous operation and lines of business and growth within the last 5 yrs.

Worth Higgins & Associates has been in continuous operation since its founding in 1970. Annual sales in the past five years have grown from \$23 million in 2009 to \$26 million in 2014. Petree Press in Sterling, Virginia was acquired in 2014. Three divisions were also added to the company's scope of business offerings during that period:

2010 Worth Wide: wide format imagining for signage, displays, banners, POP and floor graphics
2012 Page Stationery: authentic letterpress
2014 Worth Promoting: branded promotional items to motivate and reward

(b) Responsibility Information to Be Included in Proposal:

(i). Evidence that the Offeror and any proposed subcontractors are regular dealers, suppliers or authorized dealers of the goods/services required;

Please see the enclosed print samples and visit www.worthhiggins.com.

(ii). Evidence that the Offeror and any proposed subcontractors have the ability to comply with the required delivery or performance schedule, taking into consideration other business commitments;

Please see the attached on-time delivery records.

(iii). Evidence that the Offeror and any proposed subcontractors have a satisfactory record of performance;

Please see the attached spoilage report.

(iv). Evidence that the Offeror and any proposed subcontractors have a satisfactory record of integrity;

Please see the attached Customer Satisfaction Survey.

(v). Evidence that the Offeror and any proposed subcontractors have the necessary facilities, organization, experience, technical skills, and financial resources to fulfill the items of the contract.

Please see the attached equipment list and financial statements.

Worth Higgins & Associates, Inc.

ESTIMATE
25140

8770 Park Central Drive ■ Richmond, Virginia 23227
Phone: 804-264-2304 ■ Toll Free: 800-883-7768 ■ Fax: 804-264-5733

To:

University Mary Washington
Jepson Alumni Executive Center
1119 Hanover Street
Fredericksburg, VA 22401-5412
Attn: Donna Raab
Phone (540) 654-2059
Fax (540) 654-1075
Email draab@umw.edu

Date 02/12/2015
Salesperson Elizabeth Bolka

Dear Donna Raab

Thank you for the opportunity to estimate this project. We understand the specifications to be as follows:

Description:

Founder's Day Challenge Pledge Cards – 2 Lots

2 Lots/25,000 Total
GENERIC - 19,400
REUNION - 5,600

SIZE: 8 1/2 x 3 1/2.

INKS: 4CP/Same, with Bleeds. NO COATING.

STOCK: 80# Accent Opaque Smooth Cover, White.

PROOF: Epson.

FINISHING: Trim and Leave Flat.

PACKAGING: Bulk Pack for Future Mailing (under Job# 179667).

SHIPPING: 1 Location.

FOB: Richmond, VA.

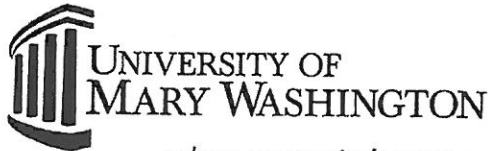
<u>Quantity</u>	<u>Quoted Price</u>
25,000	\$ 1,973.00

If you have any questions or need additional information, please feel free to call.
Thank you for the opportunity to serve you.

Sincerely, Elizabeth Bolka

Terms: All quotations are subject to applicable taxes. Net 30 days.

This quotation is subject to the terms and conditions located at www.whaprint.com



UNIVERSITY OF
MARY WASHINGTON

where great minds get to work

February 2, 2015

Agency Contact:

Kathy Johnson, Design Services
Executive Offices at Eagle Village
1125 Jefferson Davis Hwy., Suite 300
Fredericksburg, VA 22401
Phone (540) 654-1932
Fax (540) 654-1933

Bidder:

Elizabeth Bolka
Worth Higgins
8770 Park Central Drive
Richmond, VA 23227-1146
Phone (800) 883-7768
Fax (804) 264-5733

The University of Mary Washington is accepting bids on the **DESTINATION UMW INVITATION BROCHURE (2015)**

SPECIFICATIONS:

Quantity: 4,500 *9x11 5/16*
Finished Size: 4 x 9 (flat size is 9 x *12*)
Paper: 65# Cover Weight, Smooth – White (please indicate name of stock)
Press: 4cp/0 (brochure); 2cp/0 (#10 white wove envelopes only; will already have UMW address on them, but will need message printed on them. Tyvek envelopes are already printed and just need addressing and indicia applied; see Mail Processing section below for quantities of each kind).
Heavy Ink
Coverage/Bleeds: Full bleeds (brochure only) *9x11 5/16*
Bindery: Score folds (perforate on one fold – see below), letter-fold from 9 x *12* to 9 x 4.
Perforation: One horizontal perforation on the fold approximately 8in. from top of page (please advise whether “macro” or “micro” perforation is needed for the thickness of stock listed above).
Mail Processing: Excel file will be provided for addressing of approximately 4,500 pieces via first class. Vendor to stuff brochures into 600 #10 Tyvek-style envelopes with peel and seal flaps and 3,900 #10 white wove envelopes with moisten and seal flaps (all to be supplied); envelopes do not include indicia. (Can indicia be applied when they are being addressed?) Seal and mail. Envelopes will need to be picked up from UMW’s Central Storeroom on Hanover Street. Only those that mail will need indicia.
Proof: PDF proof (to Maria Schultz, mbax@umw.edu and Kathy Johnson, kjohnson@umw.edu).
Mechanical: InDesign Creative Cloud (MAC); can upload file to FTP.
Packing: Convenient
Ownership of Material: All materials used in the production of this job will be the property of the Agency and shall be returned to the Agency upon completion of the work.
Delivery Location: Addressed envelopes deliver to Falmouth Post Office, 16 Lichfield Blvd., F’burg; remaining brochures & envelopes deliver to Kelly Eury, Lee Hall, #428, 1301 College Ave.
Delivery Date: February 13, 2015

Delivery hours are M-F 8:00 am – 4:30 pm unless stated otherwise.

Quote to include all costs, including pick up and delivery.

PRICE: \$ 2235* Please see size above for fold

Best Delivery Date/Turnaround Time: With art 3/4/15, we can drop 3/13/15

Bidder Signature: Elizabeth H. Bolka Date: 2/3/15

Worth Higgins & Associates, Inc.

8770 Park Central Drive, Richmond, Virginia 23227
804-264-2304 Fax 804-264-5733

PLEASE REMIT TO:
P.O. Box 15069
Richmond, Virginia 23227-0469

INVOICE

University of Mary Washington
Attn: Accounts Payable
1301 College Avenue
Fredericksburg, VA 22401

Invoice ID: 31115
Invoice Date: 01/30/2015
Ship Date: 01/21/2015
Order Date: 01/15/2015
Customer Number: 6795
Salesperson: Elizabeth Bolka
Ordered By: Kathy Johnson
Form Number:
Expense Code:

Job-ID	Po Number	Quantity	Description	Price
178584	PCO106297 81	503	Honors Admissions Certificates	743.00

Net Sales: 743.00
VA Tax Exempt 0.00

Terms: Net 30 Days

Invoice Total: 743.00

Thank you for this opportunity to serve you. We appreciate your business.

FSC: The mark of responsible forestry
BV-COC-069111
Only the products identified as such are FSC certified

IMAGING APPLICATIONS LIST • 2014

Mac/PC

Page Layout:

- Adobe InDesign
- Quark Xpress

Graphics:

- Adobe Illustrator
- Adobe Photoshop

Utility:

- Flightcheck
- Rampage
- Adobe Acrobat
- Stuffit Deluxe
- ProfileMaker Professional

8770 Park Central EQUIPMENT • 2014

Prepress

- Apple Mac Pro/Flightcheck 6.75 Preflight System
- 8 Macintosh workstations
- Rampage RIP
- CIP3 Automated Press Makeready Data Generation
- Two Dell servers/Win 2008 servers OS
- HP Proliant DL380G5 server with HP Ultrium 1760
- Javelin 8800 automatic platemaker/processor
- HP SpinJet 5500 2-sided color form proofer
- Epson Preproofer 2-sided color form proofer
- Epson 9900 1-sided ink jet proofer

Pressroom

- Komori 28 x 40 640LS six-color press with aqueous coating
- Komori 28 x 40 640GL six-color press with aqueous coating and UV coating/ink
- Komori 20 x 28 Lithrone six-color press with aqueous coating
- Komori 20 x 29 Spica 29P four-color perfecting press
- Two Hamada 665CD 11 x 17, two-color presses
- Two Magnum MX6 ink mixing units

Worth Digital

- HP Indigo 5500 12 x 18 seven-color variable data digital press
- Intoprint DP100 GA
- Konica Minolta 1070 12 x 18 digital color output device with in-line booklet device
- Konica Minolta 1200 Bizhub Pro (black only)
- MBM Triumph 5222 20.5" Digicut knife

Finishing

- 40" Sanwa cutter creaser with waste stripping
- PFH-82 Stahl signature folder
- 6-plate TD-78 Stahl folder with gatefold attachment
- 4-plate TD-78 Stahl folder with gatefold attachment
- MBO B21 folder
- Robatech Concept 4 8-page signature gluer
- HHS Promelt 4-head gluer system
- Polar Model 137ED System 2 cutting system
- 45" Polar Mohr 115 EMC monitor paper cutter
- Muller Martini Bravo T 12-pocket saddle stitcher
- Two Eastley semi-automatic shrink wrappers
- Shanklin 26A fully automatic shrink wrapper
- Moll Sprint box pocket folder gluer
- Moll Versafold pocket folder
- MBO B-30 32-page (three right angle) folder
- Moll Remo gluer
- ISP hand stitcher
- Nygren 3-head drill
- Two Wexler US-2000 LB Ultra Sonic Banders
- 30" Prism paper cutter
- Horizon SPF-200A stitcher/folder
- USI 25" film laminator
- MP 2500 IX GBC Wire-O binder (punch)
- Bourg Binder 3002 perfect binder
- Duplo 20-pocket booklet maker/collator
- Horizon Cross Folder AFC 544AKT Standard Horizon AFC computerized folder
- Graphics Wizard Scoring System
- Kluge 12 x 18 foil stamping, embossing and numbering press
- Challenge single head drill
- Two automatic 24/25 grommet machines
- Two 18" shrink wrappers
- 27" film laminator
- Spiel Punchmaster w/15" dies
- Sickinger metal coiler
- Kompac Kwik Finish offline UV coater
- Rino-Tuff Coil (plastic) punch and crimper
- Scott Index tab cutting machine

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Worth Wide

- 4' x 8' Acuity Advance four-color + white UV wide format
- Mutoh 1614 64" four-color wide format
- Saber CNC router
- Esko iCut XP-24
- Durst Lambda photo imager and processor
- AGL heat laminator
- Sealeve 52H cold laminator
- Neschen AccuCure 60 UV Liquid Coater
- ITE TCC-2700 Laminator

Finishing

- Two Kluge 14 x 22 EHD foil stamping, embossing and die-cutting presses
- Two Heidelberg SBG 22 x 30¼ die-cutting presses
- Spiel Punchmaster w/15" dies
- Sickinger metal coiler

Mailing

- Kodak 4350 UV VersaMark variable data ink jet
- Kirk-Rudy 535 Tabmaster
- Secap Jet 1 tabber
- Master Mailer inserter and GBR 438 Sheet Feeder with 3-way matching reads
- Bell Howell 6 pocket mail inserter
- Heidelberg/Phoenix envelope feeding system
- Mail Right Ink Jet station
- Strapack D-53 Semiautomatic strapping machine

Page Stationery

- Chandler & Price 10 x 15 letterpress press
- Two Chandler & Price 8 x 12 letterpress presses
- Az PA 520 INOX platemaker
- Heidelberg 10 x 15 windmill
- Kutrimmer 1043 knife

EQUIPMENT • 2014

Prepress

- PC and Apple Macintosh workstations
- Heidelberg SupraSetter CHEM-FREE automatic thermal platesetter
- HP Z2100 6-color 24" color proofer

Pressroom

- Heidelberg 14 x 20 SM52-5PL five-color press with 2/3 perfecting and aqueous coating
- Heidelberg 12 x 18 Printmaster PM46-2 two-color press
- Ryobi 11 x 17 3200 CD two-color envelope press
- Tec Lighting Offline 21" UV coater

Digital

- 12 x 18 seven-color variable data digital press

Finishing

- 2 Polar/Heidelberg programmable automatic 30.5" paper cutters
- Duplo 4000 high speed collator and booklet maker
- Morgana DigiFold Pro scoring and folding machine
- Stahl/Heidelberg 20 x 26 4/4 parallel folder with right angle 8-page section and gate fold attachment
- Challenge 3-hole drill press
- Scott Index tab cutting machine
- Automatic shrink wrapping station

Worth Higgins & Associates

School	Contact	Phone
UMW	Kathy Johnson	540-654-1932
Longwood College	David Whaley	(434) 395-2024
GMU	Rosalynn Dhramapitaksook	(703) 993-2113
William & Mary	Amelia Rooks	757-221-7479
VCU	John Hornback	804-628-2878
UVA	Susan Wormington	434-924-1060
VMI	Dianah Kelly	540.464.7137
JMU	Ramona Messenger	540-568-1789

Note: we do business with
multiple contacts at each
school

Email Address	Length of Service	2014 Sales Volume
<u>kjohnson@umw.edu</u>	5+	\$34,450
<u>whaleynd@longwood.edu</u>	5+	\$41,245
<u>rdhrama1@gmu.edu</u>	5+	\$95,410
<u>aerooks@wm.edu</u>	5+	\$64,329
<u>jhornback@vcu.edu</u>	5+	\$129,904
<u>wormingtons@arden.virginia.edu</u>	5+	\$129,653
<u>KellyDA@vmi.edu</u>	1 year	\$11,960
<u>messenrd@jmu.edu</u>	2-3 years	\$23,664

Worth Higgins & Associates, Inc.
2015 On Time Delivery

Drop Dates	# On Time	# Of Early	# of Late	Total Jobs	% On Time	UPS	FedEx	Freight
Jan. 02 - Jan. 08	18	37	-	55	100%	41	-	-
Jan. 09 - Jan. 15	18	23	-	41	100%	29	-	-
Jan. 16 - Jan. 22	25	32	-	57	100%	28	-	-
Jan. 23 - Jan. 29	32	41	-	73	100%	39	-	-
Jan. 30 - Feb. 05	20	27	-	47	100%	38	-	-
Feb. 06 - Feb. 12	31	31	-	62	100%	46	-	-
Feb. 13 - Feb. 19	24	12	-	36	100%	23	-	-
Feb. 20 - Feb. 26	28	15	-	43	100%	27	-	-
Feb. 28 - Mar. 05	27	29	-	56	100%	33	-	-
Mar. 06 - Mar. 12	99	28	-	127	100%	105	-	-
Mar. 13 - Mar. 19	41	40	-	81	100%	62	-	-
Mar. 20 - Mar. 26	17	25	1	43	98%	35	-	-
Mar. 27 - Apr. 02	24	32	-	56	100%	32	-	-
Apr. 03 - Apr. 09	16	29	-	45	100%	30	-	-
Apr. 10 - Apr. 16	37	26	-	63	100%	50	-	-
Apr. 17 - Apr. 23	17	30	-	47	100%	41	-	-
Apr. 24 - Apr. 30	19	31	-	50	100%	44	-	-
May 01 - May 07				-				
May 08 - May 14				-				
May 15 - May 21				-				
May 22 - May 28				-				
May 29 - June 04				-				
June 05 - June 11				-				
June 12 - June 18				-				
June 19 - June 25				-				
June 26 - July 02				-				
July 03 - July 09				-				
July 10 - July 16				-				
July 17 - July 23				-				
July 24 - July 30				-				
July 31 - Aug. 06				-				
Aug. 07 - Aug. 13				-				
Aug. 14 - Aug. 20				-				
Aug. 21 - Aug. 27				-				
Aug. 28 - Sept. 03				-				
Sept. 04 - Sept. 10				-				
Sept. 11 - Sept. 17				-				
Sept. 18 - Sept. 24				-				
Sept. 25 - Oct. 01				-				
Oct. 02 - Oct. 08				-				
Oct. 09 - Oct. 15				-				
Oct. 16 - Oct. 22				-				
Oct. 23 - Oct. 29				-				
Oct. 30 - Nov. 05				-				
Nov. 06 - Nov. 12				-				
Nov. 13 - Nov. 19				-				
Nov. 20 - Nov. 26				-				
Nov. 27 - Dec. 03				-				
Dec. 04 - Dec. 10				-				
Dec. 11 - Dec. 17				-				
Dec. 18 - Dec. 24				-				
Dec. 25 - Dec. 31				-				
TOTALS:	493	488	1	982	100%	703	-	-

Worth Higgins & Associates
2014 Spoilage Report

	FINAL SALES	FINAL SPOILAGE	PERCENTAGE	HOURS
JANUARY	\$2,652,106.22	\$25,948.81	0.00978	141.7
FEBRUARY	\$1,497,306.13	\$9,329.00	0.00623	33.84
MARCH	\$2,344,523.64	\$9,647.71	0.00411	57.59
APRIL	\$2,118,785.31	\$14,167.50	0.00669	97.3
MAY	\$2,111,209.00	\$15,992.75	0.00758	71.77
JUNE	\$2,034,152.00	\$4,882.37	0.0024	50.29
JULY	\$1,777,977.00	\$18,004.90	0.01012	76.69
AUG	\$1,831,459.00	\$15,195.93	0.00829	84.9
SEPT	\$2,627,469.00	\$19,253.00	0.00733	81.66
OCT	\$2,858,917.00	\$14,293.67	0.005	181
NOV	\$1,866,759.62	\$10,095.49	0.005	71.55
DEC	\$2,326,651.11	\$27,584.38	0.012	122.33
	\$26,047,315.03	\$184,395.51	0.007044	1070.62

Worth Higgins & Associates

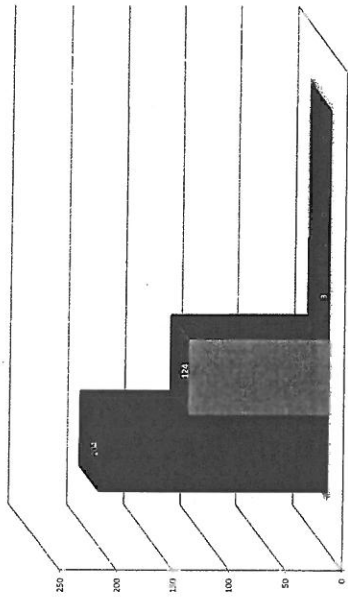
2015 Spoilage Report

	FINAL SALES	FINAL SPOILAGE	PERCENTAGE	HOURS
JANUARY	\$1,912,462.86	\$17,994.14	0.0094	34.63
FEBRUARY	\$1,641,833.03	\$5,981.24	0.0036	36.18
MARCH	\$2,190,976.63	\$6,982.22	0.0032	34.35
APRIL		\$12,570.69		50.68
MAY				
JUNE				
JULY				
AUG				
SEPT				
OCT				
NOV				
DEC				
	\$5,745,272.52	\$43,528.29	0.0054	155.84

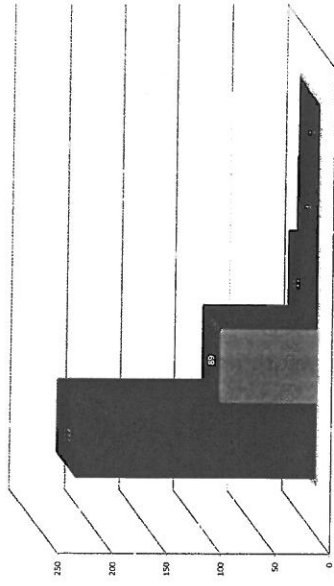
Worth Higgins & Associates, Inc. 2011 Customer Satisfaction Survey



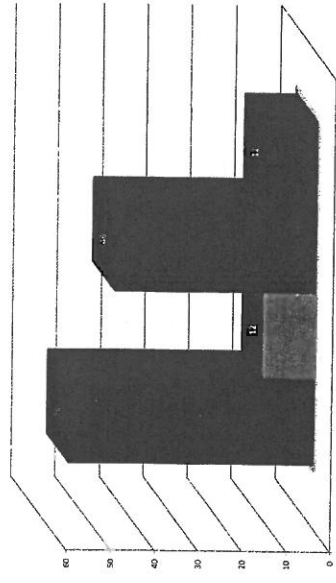
33% response rate



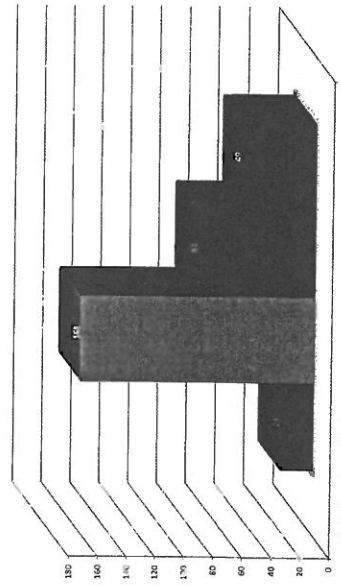
33% response rate



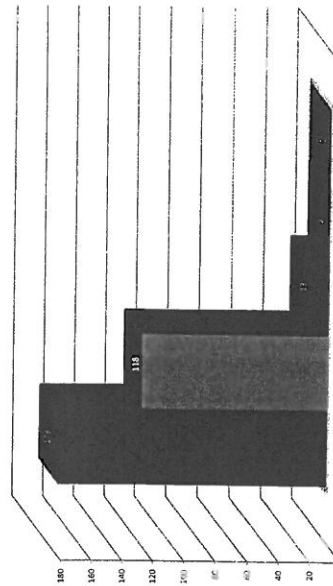
33% response rate



33% response rate



33% response rate



Worth Higgins & Associates

VII Evaluation and Award Criteria

Innovation and technology are driving values for our company. While conventional print and mail are our core business, we are constantly investing in alternative methods of communication, both on paper and online. Four recent acquisitions have brought a range of new capabilities, experienced personnel and a broader client base to the company.

Continuous improvement is a cornerstone of the Quality Management System at Worth Higgins & Associates. Supervisors record corrective action, continuous improvement or preventive action on the company intranet. Thirty-five instances of continuous improvement were recorded in 2014.

Employees have logged over 855 hours of training in 2014, on a corporate wide goal of 32 hours of training for each employee for the year. We take advantage of the efficiencies of automation by retrofitting existing equipment or investing in new equipment.

Current improvement initiatives include:

- improvements in inventory management workflow
- upgrading data management and variable data workflow from order entry to digital output
- strengthening communication between Sterling and Richmond plants
- increasing utilization of fast track proof output process for conventional orders
- implementing Salesforce.com and sales tool kit to elevate customer experience and prospect conversion
- enhancing forecasting and financial data analysis.

Our clients benefit from innovative solutions specific to their own challenges:

1. JP Morgan-Chase wanted an upscale look for their Sapphire Visa Card direct mail credit card solicitation. The bank envisioned an outside envelope printed on Neenah Esse, pearlized, with the Sapphire Visa graphic highlighted in spot gloss UV coating. Limited paper availability and high cost forced the project onto a conventional white coated sheet instead. Buyers turned to Worth Higgins & Associates, charging us with replicating the look of Esse as closely as possible. Producing both a pearl background and spot gloss UV was easy to achieve in two passes. But the campaign's high quantity and rush to market again caused unacceptable schedule and budget issues. Worth Higgins & Associates collaborated with coating vendors to develop a method for running pearl coating and spot gloss UV coating in the same pass, reducing press time by 50% and saving JP Morgan Chase over five million press impressions representing over \$187,000 dollars.

2. The launch of 46 new product lines at Genworth Financial required marketing collateral which varied from state to state depending on regulations. Internal compliance delays at Genworth were preventing the release of approved art to Worth Higgins & Associates and jeopardizing release deadlines. The decision was made to produce partial runs of the jobs digitally at a cost of over \$75,000. Worth Higgins & Associates presented an alternative solution: print the brochures conventionally in a very condensed 48 hour cycle with shared make-readies, reducing the cost to less than \$25,000. The solution was approved, launch dates were met, and the Genworth print production team was recognized for the savings at a company awards meeting.

3. Art directors at Genworth Financial designed a pocket folder with an expandable pocket to hold collateral tailored specifically to each sales presentation. The pocket configuration required hand assembly. With a projected annual usage of over 500,000, the cost and turnaround of handwork was prohibitive. Working collaboratively with Genworth to preserve the integrity of the design, Worth Higgins & Associates proposed a design alteration which would enable automated conversion of the pocket. The time to market was reduced and the assembly cost decreased, saving the company \$155,000 annually.

Worth Higgins & Associates earned G7 Master Printer status in 2010. G7 is a qualification which signifies that our printing presses and proofing systems are calibrated to help insure that images match from media to media, machine to machine. It is the very best color management system available today, and is especially valuable in insuring that branding requirements are met consistently. G7 is device independent: it is the same for any imaging technology regardless of substrate, colorant or screening technology. Both proofs and presses at Worth Higgins & Associates are calibrated to the GRACOL standard using the G7 method (colorimetry technology and G7 process controls.) G7 solves a common problem for print buyers: achieving consistent color quality regardless of the media, technology, printer or location. Ultimately, G7 improves print quality and consistency, shortens make-ready time, and reduces paper and ink waste. G7 at Worth Higgins & Associates helps ensure that what gets approved is what gets printed.

Worth Higgins & Associates conducts a bi-annual Customer Satisfaction Survey where clients are asked to rate our performance, the quality of our work, the level of service provided and the competitive advantage that we bring to the table. We also conduct quarterly Key Account Reviews where our president and the account executive meet with client representatives to recap the most recent quarter and plan for the future. The foundation for these meetings is a customized document that reports the volume of work produced for each buyer, the on-time delivery rate and opportunities for improvement (from both perspectives.) With an eye towards upgrading service we also discuss invoicing and purchasing procedures, new technologies, innovation, engineering and communication. These reviews can be expanded to include reporting paper, printing, letter shop, fulfillment, shipping and postage costs.

Any of the following performance criteria can be provided at these meetings:

- On-time delivery of estimates
- Cost of author's alterations
- Accuracy of proofs
- Color variation profile
- Paper cost savings
- Job planning & efficiency cost savings
- In-bound freight cost and savings
- Non-chargeable rework
- Transactional errors
- Over runs/under runs
- Customer Concerns

Worth Higgins & Associates is certified as a small business by the state of Virginia (SWAM 0091195, expires 11/14/16.) Less than 1% of the company's gross sales are outsourced each year, insuring job security for our own diverse workforce. Our clients have access to a wide variety of communications solutions from a single source of supply, while we maintain complete control over quality, schedules and competitive pricing.

The 98% on-time delivery record (of both proofs and finished product) at Worth Higgins & Associates is evidence of our ability to meet deadline requirements at UMW. As Virginia's largest sheetfed commercial printer we can take advantage of equipment redundancies in three facilities, print-on-demand capabilities, round the clock production and the efficiency of digital technology to respond effectively to even the most challenging deadline requirements. An average order can be produced in seven to ten working days and we are committed to delivering proofs within 48 hours of order entry.

The prepress process at Worth Higgins & Associates begins with preflight, where FlightCheck software automatically inspects customer files for resolution, font availability, color break and missing assets. Clients are notified immediately so that issues can be corrected with minimal loss of time or additional expense. Digital workflow (including direct-to-plate technology and fully automated plate making) in our pre-press department increases the accuracy of contract color proofs, increases the accuracy of trapping and image assembly and increases speed in processing customer files. A hierarchy of proofing options, from soft proofing (remote) and low-resolution HP proofs to high resolution EPSON proofs offers customers the flexibility to choose the proof that best fits the requirements of the job. A state-of-the art CIP3 system electronically integrates pre-press and pressroom equipment at Worth Higgins & Associates, automatically communicating job specifications from department to department, saving time and reducing the opportunity for error.

Rampage Remote, the web based interface at Worth Higgins & Associates, seamlessly connects customers to prepress, customer service and sales. Internal and external stakeholders can proof jobs, collaborate with other team members and approve or reject component files within projects using only a standard web browser. Advantages include extended geographic reach, improved turnaround times,

and reduced material usage. Using a secure login, Rampage Remote enables an unlimited number of users to proof file data on demand, pan, zoom, measure, annotate, create change requests, approve/reject images, and simultaneously collaborate across multiple locations.

Worth Higgins & Associates is one of the largest users of Printable (online ordering) technology in the United States, providing web-to-print solutions since 2003. Over 50,000 registered users on approximately 70 live storefronts in education, healthcare, finance, hospitality currently order static, versioned, and inventoried materials online through Worth Connects.

Electronic print procurement systems at Worth Connects allow customers to order marketing materials from existing inventory or produce personalized materials on-demand, online. Sites are customized to customer's requirements and graphic standards, enabling marketing managers to control brand quality, manage material content and protect corporate security. Sites can feature reorder functions, soft proofing, electronic invoicing, approval levels, quantity limits, standard copy or personalization options and periodic usage reports. They can be updated or expanded to include new products.

Versioned or variable templates on Worth Connects storefronts can be customized by the user to create personalized stationery or collateral. Version options are offered in a drop down menu. The sites offer preview functions, soft proofing, a requisition approval process, credit card payment options and delivery. Users on Worth Connects storefronts can choose from static ads, versioned templates or personalized ads.

Worth Connects' requisition/approval feature gives managers complete control over each transaction. Product availability and budgets can be limited by user group. Users can have different permissions (access to other users logins, editable user names and passwords, etc.) Products can automatically be removed from availability by pre-set expirations dates.

Worth Connects online storefronts have warehousing features which track inventory levels, provide real time reports of product available and automatically send email notifications when levels reach a predetermined re-order point. Users can order from inventory on hand, verify inventory levels, view Jpegs of available product and receive email notification when the order is shipped. Worth Connects sites feature pre-set incremental ordering thresholds. Email notifications are sent when inventory levels fall below a pre-determined re-order threshold.

Worth Connects' integrated marketing campaigns help make marketing more efficient and effective. Campaigns can include all or a portion of the following components: direct mail, mail list cleansing and de-duping, email newsletters, email campaigns and PURL campaigns with lead-generating survey questions. A question on PURL survey can have "weighted" answers that identify a respondent as a "hot" or "cool" lead. Answers can be routed to a specific email for immediate follow-up. Direct mail can feature PURLs as a means of distributing the information learned in the survey with a special offer. Likewise, an email campaign could be used as the dispersion method for the PURL survey or special offer.

PURL technology and custom emails from Worth Connects help build customer intimacy. They are typically part of a multi-stage customer relationship management campaign. An email, followed by personalized direct mail with an automated PURL response can be deployed to improve the quality of lead generation, segment markets or cross sell to an existing customer base. A marketing dashboard tracks the status and results of the campaign. Results can be exported to an Excel file for further insight.

Worth Connects helps increase customer intimacy by delivering a relevant, personalized message. Customized campaign dashboards enable marketers to measure and evaluate results in real-time, segment markets, qualify leads, cross sell and modify campaign strategy on-the-fly.

UMW 16-381/PRINT SERVICES

ATTACHMENT A

OFFEROR DATA SHEET

1. QUALIFICATIONS OF OFFEROR: Offerors must have the capability and capacity in all respects to fully satisfy the contractual requirements.

2. YEARS IN BUSINESS: Indicate the length of time you have been in business providing these types of goods and services.

Years 14 Months 11

3. REFERENCES: Indicate below a listing of at least five (5) organizations, either commercial or governmental/educational, that your agency is servicing. Include the name and address of the person the purchasing agency has your permission to contact.

The College of William & Mary
Amelia Rooks
Creative Services
aerooks@wm.edu
757-221-7479
length of service: since 2005

University of Virginia
Jeff Chidester
Chair, National Discussion and Debate Series
Miller Center for Public Affairs
2201 Old Ivy Road
Charlottesville, VA 23903
Phone 434-924-7330
jchidester@virginia.edu
length of service: over five years

University of Mary Washington
A. J. Newell
Director of Design Services
1301 College Avenue
Fredericksburg, VA 22401-5300
540-654-1934
Anewell@umw.edu
length of service: over five years

Virginia Commonwealth University
John Hornback

Procurement
PO Box 980616
Richmond, VA 23284-0616
804-628-2878
jhornback@vcu.edu
length of service: over 20 years

University of Richmond
Jan Hatchette
Marketing Project Manager
Puryear Hall
University of Richmond, Virginia 23173
804-289-8660
jhatchet@richmond.edu
length of service: over 20 years

4. List full names and addresses of Offeror and any branch offices which may be responsible for administering the contract.

Worth Higgins & Associates, Inc.
45945 Trefoil Lane, Unit 166
Sterling, Virginia 20166

5. RELATIONSHIP WITH THE COMMONWEALTH OF VIRGINIA: Is any member of the firm an employee of the Commonwealth of Virginia who has a personal interest in this contract pursuant to the Code of Virginia, Section 2.2-3100-3131?

() Yes (*) No

UMW 16-381/PRINT SERVICES
Worth Higgins & Associates, Inc.
PRICING SCHEDULE

JOB NAME	QUANTITY	PRICE FOR OFFSET	PRICE FOR DIGITAL
POSTCARD, 4X9	2,500	\$978	\$600
	5,000	\$1,188	\$900
	7,500	\$1,383	\$1,200
	10,000	\$1,530	\$1,400
POSTCARD, 6X8	2,500	\$994	\$650
	5,000	\$1,210	\$950
	7,500	\$1,413	\$1,250
	10,000	\$1,565	\$1,500
POSTCARD, 11X6	2,500	\$1,019	\$750
	5,000	\$1,260	\$1,100
	7,500	\$1,484	\$1,400
	10,000	\$1,688	\$1,600
BROCHURE	500	\$820	\$225
	1,000	\$846	\$375
	1,500	\$879	\$495
	2,500	\$933	\$700

UMW 16-381/PRINT SERVICES
Worth Higgins & Associates, Inc.
PRICING SCHEDULE

JOB NAME	QUANTITY	PRICE
COMMENCEMENT BOOKLETS	8,800	\$2,510
UNDERGRADUATE TEXT PAGES	7,500	\$5,550
GRADUATE TEXT PAGES	1,300	\$750
UNDERGRADUATE ACADEMIC CATALOGS	1,500	\$7,500
GRADUATE ACADEMIC CATALOGS	500	\$4,666
**ADD \$15 PER QTY. IF THE JOB HAS A 2ND COLOR		

UMW 16-381/PRINT SERVICES
Worth Higgins & Associates, Inc.
PRICING SCHEDULE

JOB NAME	QUANTITY	PRICE
STATIONERY LETTERHEAD #1	500	\$190
	1,000	\$225
	2,500	\$287
	5,000	\$413
STATIONERY LETTERHEAD #2	500	\$175
	1,000	\$210
	2,500	\$255
	5,000	\$370
STATIONERY LETTERHEAD #3	500	\$30
	1,000	\$50
	2,500	\$130
	5,000	\$228
ENVELOPE TO MATCH STATIONERY #1	500	\$220
	1,000	\$265
	2,500	\$375
	5,000	\$550
ENVELOPE TO MATCH STATIONERY #2	500	\$295
	1,000	\$315
	2,500	\$470
	5,000	\$650

UMW 16-381/PRINT SERVICES
Worth Higgins & Associates, Inc.
PRICING SCHEDULE

JOB NAME	QUANTITY	PRICE
WINDOW ENVELOPE TO MATCH STATIONERY LETTERHEAD #1	500	\$325
	1,000	\$350
	2,500	\$525
	5,000	\$750
WINDOW ENVELOPE TO MATCH STATIONERY LETTERHEAD #2	500	\$310
	1,000	\$330
	2,500	\$490
	5,000	\$695
COURTESY REPLY MAIL #9 - 1 COLOR **ADD \$15 PER QTY. IF THE JOB HAS A 2ND COLOR	500	\$350
	1,000	\$375
	2,500	\$595
	5,000	\$850

Housekeeping Cleaning Task

Bathrooms daily

- a. Clean and disinfect toilet seats and bowls, inside and out.
- b. Clean and disinfect sinks and counter tops daily.
- c. Replenish all paper products and soap supplies daily.
- d. Clean and polish all mirrors, chrome fixtures daily.
- e. Clean walls, doors, stalls inside and outside of dust, dirt and markings of any kind daily.
- f. spray all showers down with a disinfectant daily.
- g. scrub down showers once a week.
- h. Sweep and mop floors with disinfectant daily.
- i. Empty and clean trash receptacles and napkin dispensers daily.

Clean all high traffic areas and entrance ways daily.

- a. all carpet surfaces will be vacuumed dust mop and mop floors daily.
- b. Clean all door glass inside and out daily
- c. wipe all finger prints and marks off doors and walls daily.
- d. dust and clean tables daily.
- e. clean cob webs daily.
- f. clean the elevators daily, elevator tracks once a week.
- g. Empty and clean all trash receptacles on a daily basis, replace liners.
- h. polish brass once a week.

Kitchens daily

- a. Disinfect stoves sink microwaves' and counter tops daily.
- b. wipe down out side and top of refrigerators daily.
- c. sweep and mop floors with disinfectant daily.
- d. empty and clean all trash receptacles daily replace liners if wet.
- e. clean the ovens once a week.

Class rooms

- a. Clean white and black boards and trays daily.
- b. Floors need to be sweep and mopped once a week and spot mopped every day.
- c. spray all desk tops daily with a disinfectant
- d. empty and clean all trash receptacles and replace wet liners daily.
- e. vacuum carpet once a week kick pan every day.
- f. kick pan daily.
- g. Dust desk, shelves, file cabinets, and other flat surfaces that is free of paper and material once a month.
- h. only place desk on days we mop.

Offices

- a. Empty and clean all trash receptacles and replace liners daily.
- b. Vacuum once a week.
- c. Clean window sills once a month.
- d. Dust desk, shelf, file cabinet and other flat surfaces that are free of paper and materials once a month.

Laundry rooms

- a. Sweep or dust mop daily.
- b. Mop floors three times a week.
- c. Empty and clean all trash receptacles.
- d. Wipe down washers and dryers every other day.

Housekeeping closet

- a. Sinks must be clean at all times.
- b. Shelves must remain clean at all times.
- c. Keep floors swept and mopped.
- d. Keep inventory of supplies.
- e. No dirty mops or mop water left in bucket!!!!
- f. No smelly rags!!!!

Hallways /Parlors

- a. Dust mop daily.
- b. mop at least twice a week.
- c. spot mop every day.

All stairwells must be cleaned Monday, Wednesday and Friday.
All stair rails must be dusted and cleaned once a month.
Clean Brass Once a week.
Clean water fountains daily.
Keep porches free of trash, leaves, and cigarette butts daily.

THANK YOU FOR EVERY THING YOU DO!!!!!!!!!!!!!!

Dress code for temps

Jeans or Khaki pants

Long shorts

Nice shirts or nice tee shirts

Tennis shoes

Driver's license; bring registration to get parking pass to be able to drive on campus.

Bring your lunch and something to drink

lunch: 8:30 - 9:30 am

Experience very helpful

No show No later than
(540) 654-1132 - 10min before or after

