

**JUSTIFICATION REVIEW DOCUMENT      Control No. HDEC05-13-15**

**Description of Acquisition:** Meat and Produce Signage Parts that can only be provided by Washington Poster Company for the Defense Commissary Agency (DeCA) stores located CONUS and OCONUS.

**Statutory Authority:** 10 U.S.C. 2304(c) (1)      **Amount:** \$ 199,000.00

**Prepared by:** Typed Name Michael F. Barnes      Title Contract Specialist

Telephone No. 804-734-8000 x 48138      Date 3/20/13

**PCO:** Typed Name Loria Samples Hile      Title Procuring Officer

Telephone No. 804-734-8000 x 48630      Date 3/20/13

**Technical:** Typed Name N/A      Title \_\_\_\_\_

Telephone No. \_\_\_\_\_      Date \_\_\_\_\_

**Requirements:** Typed Name N/A      Title \_\_\_\_\_

Telephone No. \_\_\_\_\_      Date \_\_\_\_\_

**Signatures Are Required Below:**

**REVIEWS:** I have reviewed this J&A and find the justification adequate to support other than full and open competition.

**Program Manager:** Typed name Bonita Moffett      Phone 804-734-8000x86278  
(If none, show N/A)

Signature       Date 3/20/2013

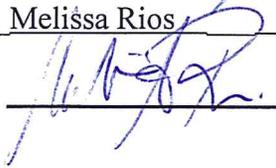
**Legal Counsel:** Typed name Ronald Horn      Phone 804-734-8000x48214

Signature       Date 3/20/13

**Chief of Contracting Office:** Typed name Michael G. Shaffer      Phone 804-734-8000x48884

Signature       Date 3/20/2013

**DeCA Competition Advocate:\*** Typed name Melissa Rios      Phone 804-734-8000x48680

Signature       Date 3/20/13

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DEFENSE COMMISSARY AGENCY

AC # 017

**FOR OTHER THAN FULL AND OPEN COMPETITION**

1. **Contracting Office** – This action will be awarded by the Supply, Revenue and Headquarters Support Branch of the Defense Commissary Agency.

2. **Type of Contract Action** – A new contract for meat and produce signage replacement parts for existing store signage and entire department setups for grand openings. This contract action will start March 20, 2013 and be utilized until June 30<sup>th</sup> 2013 with an optional 6 month extension. The type of contract action will be firm fixed price, by individual piece part, indefinite-delivery requirements. The type of funding that will be used for this contract action is DWCF store payment with the GPC card.

3. **Description of Supplies/Services** – The Agency needs to maintain a professional, consistent appearance in our commissary meat and produce departments. The Agency is currently in the process of conducting a competitive acquisition for new meat and produce signage; however, until that acquisition is completed and the new signage is installed in all the commissaries, the current meat and produce department signage must be maintained. This sole source action will support the existing signage in stores that will not be scheduled to receive the replacement signage and brand new setups for stores having grand openings. This requirement will have a total dollar amount of \$199,000.00.

4. **Authority Cited** – 10 U.S.C. 2304(c)(1) as implemented by FAR 6.302-1 (2)(a)(iii), Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements.

5. **Reason for Authority Cited** – The agency competed the current signage requirements for new stores and add/alt projects. Washington Poster Company (WP Signs), which is now a subsidiary of Blanc Industries, received over 90% of the awarded requirements. DeCA has a requirement to maintain the current meat and produce departments until it is time to replace them under the new competitive contract(s). The piece parts for the existing signage need to fit into existing tracking and other sign holders that are already installed on the meat and produce cases. WP Signs is the manufacturer of the meat and produce signage that is currently installed in our stores. Any parts purchased for repair or upgrade of the existing signage must be compatible with the product supplied by WP Signs. As such it is imperative that contractors are able to obtain and provide the matching parts that meet the compatibility of the existing meat and produce signage.

6. **Efforts to Obtain Competition** – The initial meat and produce signage contracts were competed and the majority of contracts were awarded to Blanc Industries. This requirement will be awarded to WP Signs until the new requirement is developed and awarded. The Program Office for this requirement is actively working on developing the

new signage requirement.

7. **Fair and Reasonable Cost Determination** – In accordance with FAR 12.209, 13.106-2, and 15.4, the contracting officer will ensure that the anticipated cost or price to the Government will be fair and reasonable. Pricing will be compared to price history for same or similar items in the same commissary locations and the Contracting Officer will negotiate the lowest price possible for volume purchasing. The determination of fair and reasonable pricing will be included in the decision summary documentation.

8. **Market Research** – Market research indicates there are two other companies who are capable of providing the replacement parts for the existing meat and produce department signage; however, due to the outlay of capital to design the graphics and the small amount of purchases that are made for these items annually, there is no expectation that these companies will provide parts.

9. **Other Factors** – Individual piece parts were previously acquired on a case-by-case basis by the individual stores. Because of the quantity of parts and the length of time the parts will be required, it was determined to be more cost effective for the Government to award a single delivery order type contract in order to take advantage of cost savings in ordering this commercial off the shelf signage.

10. **Interested Sources** – To date no sources have expressed written interest in the requirement as written.

11. **Actions to Increase/Foster Competition** – The agency is developing a competitive acquisition for meat and produce signage that will include replacement parts the necessary graphics and font. This will prevent future design limitations and should increase competition.

**Technical Certification** - Include the following statement:

"I certify that the supporting data under my cognizance which are included in this justification are accurate and complete to the best of my knowledge and belief."

Name N/A Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Requirements Certification** - Include the following statement:

"I certify that the supporting data under my cognizance which are included in this justification are accurate and complete to the best of my knowledge and belief."

Name N/A Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Fair and Reasonable Cost Determination and Contracting Officer Certification** - I hereby determine that the anticipated cost for this contract action will be fair and reasonable. I certify that this J&A is accurate and complete to the best of my knowledge and belief.

Name Loria Samples Hile Title Branch Chief

Signature *Loria Samples Hile* Date 3/20/13

**APPROVAL**

Based on the foregoing justification, I hereby approve the procurement of meat and produce signage replacement parts on an other than full and open competition basis pursuant to the authority of 10 U.S.C. 2304(c) (1), provided funds are available, or will be available, and provided that the services and property herein described have otherwise been authorized for acquisition.

APPROVED:  
(Signature) *Loria Samples Hile* Date 3/20/13

Typed Name Loria Samples Hile

Title Branch Chief