

REQUEST FOR PROPOSAL
RFP# 964283
Commercial Printing

RFP Timeline	
RFP Issue Date:	October 8, 2026
Deadline for Respondent Questions to MSU:	October 19, 2026
RFP Response Due Date:	October 28, 2026, 3:00 pm Eastern
Virtual Demonstrations	Estimated early December 2026
Estimated Contract Award	Estimated early January 2027

RFP Contact	
Name:	Kathy Perron
Unit:	MSU Procurement
Email:	Perronka@msu.edu
Phone:	517-884-6183

DESCRIPTION: Michigan State University (the “University” or “MSU”) is soliciting proposals through this Request for Proposal (“RFP”) for the purpose of purchasing commercial printing services. The requested services are more thoroughly described under the Scope of Work Section of this RFP. Firms intending to respond to this RFP are referred to herein as a “Respondent” or “Supplier.”

PROPOSAL INSTRUCTIONS

- PROPOSAL PREPARATION.** The University recommends reading all RFP materials prior to preparing a proposal, particularly these Proposal Instructions. Respondents must follow these Proposal Instructions and provide a complete response to the items indicated in the table below. References and links to websites or external sources may not be used in lieu of providing the information requested in the RFP within the proposal. Include the Respondent's company name in the header of all documents submitted with your proposal.

Document	Description	Response Instructions
Cover Page	Provides RFP title and number, important dates, and contact information for MSU	Informational
Proposal Instructions	Provides RFP instructions to Respondents	Informational
Respondent Information Sheet	Company and Contact Information, and Experience	Respondent must complete and submit by proposal deadline
Scope of Work	Describes the intended scope of work for the RFP	Respondent must complete and submit by proposal deadline
Master Service Agreement	Provides legal terms for a contract awarded through this RFP	Deemed accepted by Respondent unless information required in Section 9, Master Service Agreement is submitted by proposal deadline
MSU_RFP_2026 Commercial Printing Bid sheet	Collects Respondent's company information, catalog discount percentages and sample pricing information for Commercial Printing services	Respondent must complete and submit by proposal deadline

- EXPECTED RFP TIMELINE.**

Activity	Date
Issue RFP	October 8, 2026
Deadline for Respondent Questions to MSU	October 19, 2026
RFP Response Due	October 28, 2026, 3:00 pm Eastern
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- CONTACT INFORMATION FOR THE UNIVERSITY.** The sole point of contact for the University concerning this RFP is listed on the Cover Page. Contacting any other University personnel, agent, consultant, or representative about this RFP may result in Respondent disqualification.
- QUESTIONS.** Respondent questions about this RFP must be submitted electronically by email to the contact listed on the cover page of this RFP. In the interest of transparency, only written questions are

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accepted. Answers to all questions will be sent to Respondents via email. Submit questions by referencing the following: (i) Question Number, (ii) Document Name, (iii) Page Number, and (iv) Respondent Question. Please refer to Section 2 above for the deadline to submit questions.

5. **MODIFICATIONS.** The University may modify this RFP at any time. Modifications will be sent via email. This is the only method by which the RFP may be modified.
6. **DELIVERY OF PROPOSAL.** The Respondent must submit its proposal, all attachments, and any modifications or withdrawals electronically via email to the contact listed on the cover page of this RFP. **The price proposal should be saved separately from all other proposal documents and should be sent as a separate attachment from the other proposal documents.** The Respondent should submit all documents in a modifiable (native) format (examples include but are not limited to: Microsoft Word or Excel and Google Docs or Sheets). In addition to submitting documents in a modifiable format, the Respondent may also submit copies of documents in PDF. Respondents' failure to submit a proposal as required may result in disqualification. The proposal and attachments must be fully uploaded and submitted prior to the proposal deadline. **Do not wait until the last minute to submit a proposal.** The University may not allow a proposal to be submitted after the proposal deadline identified in the Cover Page, even if a portion of the proposal was already submitted.
7. **MANDATORY MINIMUM REQUIREMENTS.** The RFP may contain minimum qualifications, which will be identified as "**Mandatory Minimum Requirements**" in the Scope of Work Section of this RFP. If the RFP does contain mandatory minimum requirements, any proposal not meeting these minimum requirements will be deemed non-qualified and will not be considered. All proposals meeting these mandatory minimum requirements will proceed for review and evaluation consistent with Section 8, Evaluation Process.
8. **EVALUATION PROCESS.** The University will convene a team of individuals from various Departments within MSU to evaluate each proposal based on each Respondent's ability to provide the required services, taking into consideration the overall cost to the University. The University may require an oral presentation of the Respondent's proposal; conduct interviews, research, reference checks, and background checks; and request additional price concessions at any point during the evaluation process. The following criteria will be used to evaluate each proposal:

Criteria	Weight
Total Economic Value	40%
Supplier risk	15%
Adherence to legal terms	15%
Product Quality & Offerings	20%
Service and support	10%
	100%

9. **MASTER SERVICE AGREEMENT.** The University strongly encourages strict adherence to the terms and conditions set forth in the Master Service Agreement. The University reserves the right to deem a proposal non-responsive for failure to accept the Master Service Agreement. Nevertheless, the Respondent may submit proposed changes to the Master Service Agreement in track changes (i.e., visible edits) with an explanation of the Respondent's need for each proposed change. Failure to include track changes with an explanation of the Respondent's need for the proposed change constitutes the Respondent's acceptance of the Master Service Agreement. General statements, such as "the Respondent reserves the right to negotiate the terms and conditions," may be considered non-responsive.

- 10. CLARIFICATION REQUEST.** The University reserves the right to issue a Clarification Request to a Respondent to clarify its proposal if the University determines the proposal is not clear. Failure to respond to a Clarification Request in a timely matter may be cause for disqualification.
- 11. RESERVATIONS.** The University reserves the right to:
- a. Disqualify a Respondent for failure to follow these instructions.
 - b. Discontinue the RFP process at any time for any or no reason. The issuance of an RFP, your preparation and submission of a proposal, and the University's subsequent receipt and evaluation of your proposal does not commit the University to award a contract to you or anyone, even if all the requirements in the RFP are met.
 - c. Consider late proposals if: (i) no other proposals are received; (ii) no complete proposals are received; (iii) the University received complete proposals, but the proposals did not meet mandatory minimum requirements or technical criteria; or (iv) the award process fails to result in an award.
 - d. Consider an otherwise disqualified proposal, if no other proposals are received.
 - e. Disqualify a proposal based on: (i) information provided by the Respondent in response to this RFP; or (ii) if it is determined that a Respondent purposely or willfully submitted false or misleading information in response to the RFP.
 - f. Consider prior performance with the University in making its award decision.
 - g. Consider total-cost-of-ownership factors (e.g., transition and training costs) when evaluating proposal pricing and in the final award.
 - h. Refuse to award a contract to any Respondent that has outstanding debt with the University or has a legal dispute with the University.
 - i. Require all Respondents to participate in a Best and Final Offer round of the RFP.
 - j. Enter into negotiations with one or more Respondents on price, terms, technical requirements, or other deliverables.
 - k. Award multiple, optional-use contracts, or award by type of service or good.
 - l. Evaluate the proposal outside the scope identified in Section 8, Evaluation Process, if the University receives only one proposal.
 - m. Obtain and consider information from other sources concerning a Respondent, such as the Respondent's capability and performance under other contracts, the qualifications of any subcontractor identified in the Proposal, the Respondent's financial stability, past or pending litigation, and other publicly available information.
 - n. Utilize third parties to assist in the evaluation process, provided such parties are subject to confidentiality requirements.
- 12. AWARD RECOMMENDATION.** The contract will be awarded to the responsive and responsible Respondent who offers the best value to the University, as determined by the University. Best value will be determined by the Respondent meeting any mandatory minimum requirements and offering the best combination of the factors in Section 8, Evaluation Process, and price, as demonstrated by the proposal. The University will email a Notice of Award to all Respondents. A Notice of Award does not constitute a contract, as the parties must reach final agreement on a signed contract before any services can be provided. The awarded Respondent is prohibited from partnering with losing bidders unless the RFP specifically allows for such arrangement, and any violation of this prohibition may result in disqualification of the awarded Respondent.
- 13. GENERAL CONDITIONS.** The University will not be liable for any costs, expenses, or damages incurred by a Respondent participating in this solicitation. The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option, incorporate any part of the Respondent's proposal into the contract. This RFP is not an offer to enter into

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a contract. This RFP may not provide a complete statement of the University's needs or contain all matters upon which agreement must be reached. Proposals submitted via email are the University's property.

14. **FREEDOM OF INFORMATION ACT.** Respondent acknowledges that any responses, materials, correspondence or documents provided to the University may be subject to the State of Michigan Freedom of Information Act ("FOIA"), Michigan Compiled Law 15.231 *et seq.*, and may be released to third parties in compliance with FOIA or any other law. Questions about the Respondent's own performance can be directed to the RFP Contact indicated on page 1 of this document. Questions about the overall evaluation and any other post-award inquiries must be submitted via a formal FOIA request to the [Michigan State University FOIA office](#).

SCOPE OF WORK

Please address each of the sections below in a written response, which can be completed on a separate sheet (using the same section headings).

1. Background.

Founded in 1855, Michigan State University (MSU) is the nation's premier land-grant university and one of the top research universities in the world. MSU offers over 400 Academic programs, across 17 degree granting colleges. Over 51,000 students and grounds covering 5,200 acres make MSU one of the biggest and greenest campus in the nation. With over \$992M in research expenditure (2025), MSU's nationally recognized faculty and programs, and innovative research facilities push the boundaries of discovery and yield solutions that make daily life better. With a \$9.7B statewide total economic impact, MSU applies its vast knowledge and resources to create solutions in partnership with communities across the state and helps make Michigan a place of opportunity, economic growth and innovation. As the nation's pioneer land-grant university, MSU continues in that tradition through state-wide agricultural extension agencies, and experimental research stations funded separately by the state of Michigan.

Through this RFP, MSU seeks to enhance our strategic relationship with key suppliers of commercial printing services/Products. We aim to streamline our near \$3 Million in annual spend with partners, who we anticipate will see higher purchase volume, in exchange for competitive, enterprise-wide pricing, quality products, and value-added services.

This initiative represents a significant growth opportunity for our existing partners, as well as a new opportunity for companies not currently supplying MSU, and we are seeking suppliers who can demonstrate unique capabilities, partner with us to drive mutual, long-term benefits, and collaborate across several key commercial printing categories.

2. General Conditions and Information

- a. MSU anticipates a multi-award structure (i.e., multiple contracts are anticipated based on categories and sub-categories covered by this RFP).
- b. MSU anticipates intents to award agreements resulting from this RFP for a multi-year period, with subsequent renewal options.
- c. Discounts and/or rebates will continue on subsequent renewals at levels no more than the initial term.
- d. Throughout this RFP, MSU may provide historical or estimated spend data and/or quantities. MSU does not commit to a specific expenditure within a defined period. Historical amounts or estimates are merely indicative of historical or estimated volumes. MSU retains the right to spend at its own discretion.
- e. As a public entity and division of the State of Michigan, MSU reserves the right to prefer a Michigan-based business.

3. Mandatory Minimum Requirements

Minimum requirements

1. Supplier must have a secure website for data file transfer that is firewall and password protected.
2. Supplier must be able to store any pre-printed materials when necessary.

3. Supplier must be able to mail a project within 5-10 working days of receiving MSU's final data for a 100,000 pc, 3-way match.
4. Supplier must have the capability to provide digital and/or printed proofs upon request in a timely manner to support review, approval, and production timelines. Proofs should accurately reflect final production specifications. (Vendor must be able to offer a minimal number of proofs at no additional cost)
5. Supplier must be willing to cover the cost of postage up front so as not to delay the mailing of any project.
6. Supplier must ensure accurate, repeatable, and consistent color matching across different printing devices, materials, and press technologies.
7. Supplier must be able to adhere to MSU's Seasonal Peaks in demand

4. Desired Equipment and Supplies

- a. MSU seeks the supplies and equipment listed on the bid sheet. Items on this list are anticipated to be included in awarded contracts with fixed pricing for a specified amount of time

5. Pricing and Discount Structure

Please see the attached MSU_RFP_2026 Commercial Printing Bid sheet for the pricing and discount structure requested.

6. Procurement Methods

- a. MSU prefers agreements resulting from this RFP to cover multiple procurement methods, including, but not limited to:
 - i. Issuance of Purchase Orders
 - ii. eProcurement (e.g. online orders and online catalogs)
 - iii. Phone or email orders, to be paid at the time of order with MSU-issued Purchasing Card (PCard)

7. eProcurement Platform

- a. Spartan Marketplace (SMP) is MSU's eProcurement platform, and utilizes ESM platform to integrate supplier catalogs and MSU's financial system
- b. MSU desires, but does not require, suppliers with punchout catalogs and the following capabilities
 - i. Punchout integration through ESM
 - ii. Searchable SKUs within the catalog
 - iii. Customized pricing and discounts
 - iv. Ability to restrict/block commodities and/or specific SKUs
 - v. cXML or EDI through ESM

8. Value Added Services

- a. Supplier may propose additional value-added services which may be of interest to the university
- b. At its sole discretion, MSU shall determine which value-added services are to be included in any agreement resulting from this award

9. RFP Presentations

- a. Based on written proposals and documents submitted with this RFP, and at its sole discretion, MSU may identify a short list of suppliers who will be scheduled for presentations

- b. MSU shall provide a basic agenda for the presentation

10. Information Technology Reviews

- a. If respondents propose an online catalog or other software, MSU reserves the right to review information security and digital accessibility traits as part of our due diligence
- b. If proposing an online catalog or other software, supplier shall submit the following as part of a second round:
 - i. Higher Education Community Vendor Assessment Toolkit (HECVAT). Fillable copies are available at [Higher Education Community Vendor Assessment Toolkit](#)
 - ii. Voluntary Product Accessibility Template (VPAT) and Accessibility Conformance Report (ACR)

11. Sustainability

- A. MSU values suppliers that demonstrate a commitment to sustainability through formal programs, documented goals, measurable outcomes, and continuous improvement efforts.
Please provide supporting documentation if applicable
- i. The University is required to comply with the Americans with Disabilities Act of 1990 (ADA) and has adopted a formal policy regarding accessibility requirements for websites and software applications which is based on the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.2 Level AA.
- ii. If this purchase is related to a digital product or service, then the supplier is required to submit a completed VPAT as part of their proposal for MSU's review.
 - a. VPAT Version 2.5 or 2.5Rev should be used.
 - b. WCAG 2.2 Level AA should be included in the applicable standards/guidelines.
 - c. The report should be completed within the last two years to be considered current.
 - d. The report should include manual testing in the evaluation and methods.
- iii. Reports prepared by third-party accessibility professionals are preferred over reports prepared internally by the supplier. Detailed explanations of the evaluation methods and of criteria remarks/explanations should be present in internally prepared reports. As part of MSU's review of product accessibility, MSU may request access to a test or sample environment.



MASTER SERVICE AGREEMENT

Attached in separate document in bid package

Please refer to Section 9 of the RFP Instructions when reviewing the Master Services Agreement terms and conditions.