

## Request for Information and Recommendations

Date: Thursday, August 9, 2012

Vendors:

The Field Operations Director for the South Carolina Education Lottery (SCEL) is investigating making a change to the substrate used to produce jackpot signs. I am seeking information in order to learn what substrate products might best suit the needs of the Lottery.

The aim of considering a new substrate is to produce a jackpot sign that can easily be removed from a window in a retail business and moved to another location in the store or to another retail location. Some of the reasons a sign might need to be moved are window cleaning, window replacement, remodeling the business, or change of ownership. The new signs should be repositionable through several moves. Up until the last year, the signs used in a majority of licensed retail locations were single use signs, i.e. the substrate would tear when removed and would have to be replaced with a new sign. The signs under consideration will most likely hang from suction hooks to facilitate removal and repositioning.

The new signs would be expected to be in use for at least **three or four** years without fading or deteriorating. With your pricing and substrate recommendations, please include any recommendations concerning how to expand the life expectancy of a jackpot sign with regards to sun damage. If special protective coatings or inks are needed, please explain their use.

The current vinyl signs have a selective UV Clear to accommodate the adhesion of the J-channels. While SCEL is looking to move away from the vinyl signs, perhaps the clear coating or something similar would be recommended for the new substrate to protect the artwork from fading.

Currently, SCEL has two different jackpot signs produced:

1) used in the majority of retail locations, **8mil Dead Opaque White Vinyl with LoTack Adhesive** on front side. The adhesive will stick to glass and remove cleanly; and

2) **.060 white styrene** signs: hang from suction cups at retailers having windows with bars.

These signs have die cut windows or cutouts to allow the jackpot amounts to be seen from outside and inside the store. The cutouts will no longer be needed with a hanging sign, as the jackpot numbers can be placed on either side. SCEL also procures "Play Here" Pole Signs (30" x 36") out of 4mm white coroplast.

The size of the jackpot signs (1 and 2 above) has been 18" W x 32" T. As the goals of using a new substrate are to 1) extend the life of the jackpot signs, while 2) keeping costs down, if a slightly different size would make better financial sense by maximizing the sheet size of the recommended substrate, please bring size recommendations to my attention.

**Substrates:** At this time, the two substrates under consideration are Styrene or Coroplast. The current jackpot signs for windows with bars are produced from .060 white styrene. If you would recommend a

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different thickness, please provide your reasons. The Lottery uses 4mm white corrugated polypropylene (coroplast) for Pole Signs. I understand that a 3mm coroplast can be obtained. Would the thinner product be less expensive? Is there an obvious reason to use the thicker product? These two substrates are currently used by the Lottery, but **if you have other substrates to recommend, please do so and provide your reasons.**

**Printing Processes:** For the styrene signs, the Lottery has used **UV digital printing**, 4-color process with bleed, double-sided with the same art on both sides. The pole signs made of 4mm white corrugated polypropylene (coroplast) have been **screen printed with UV ink for outdoor use**. Please provide information on the printing process you are recommending. SCEL had a problem with the print fading and wearing off after one year on blue and yellow pole signs produced in February 2009 on corrugated polypropylene. The new signs are intended for indoor use, but the use “UV ink for outdoor use” may be recommended to reduce fading as half of the sign is blue. These signs are used in windows. Along the coast the signs are subject to full sun for a majority of the day.

The following page provides space to provide estimates for the different substrates. Please feel free to provide information and recommendations on another sheet. **Please note, no information on packaging, pre-production proofs, or delivery dates is included, as this is a fact-finding request. The final RFQ will be issued with specifications based on the information vendors provide. This request is solely to compare and contrast the advantages and disadvantages of the different substrates and printing methods recommended.**

On a personal note, I will not be in the office on Monday, August 13, in order to take my mother to the doctor. The due date on your recommendations is Thursday, August 21, 2012, at 11 a.m.

Please feel free to call me with any questions. There are no doubt other questions I should have asked or answered.

Thank you for your willingness to help identify what the available substrates are that would best fit the Lottery’s jackpot sign needs.

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**Project: Jackpot Window Signs, Experiment, FY13**

**Please provide information on the following materials in the following amounts:**

**Quantity:** 1,000 signs and 3,000 signs

**Size:** 18" x 32", with rounded corners @ a half inch (1/2") radius. **Or other size recommendation.**

**Material:** 1) 3mm white corrugated polypropylene (coroplast) with flutes running horizontally;  
 2) 4mm white corrugated polypropylene (coroplast) with flutes running horizontally;  
 3) .060 white styrene; and  
 4) Vendor's substrate recommendation.

**Ink/Process:** 4-color process with bleed, double-sided with same art on both sides  
 1) Coroplast: *Possibly* **Screen Printed with UV ink for outdoor use;**  
 2) Styrene: *Possibly* **UV digital;** or 3) Vendor's Substrate: \_\_\_\_\_

**Finishing:** Each sign should be cut to size with round corners at a half inch (1/2") radius; include two (2) quarter inch (1/4") drilled holes for two (2) suction cups (not requested).

**Artwork provided by:** SCEL

**Recommendations Due Date: Tuesday, August 21, 2012, at 11 a.m. ET.**

**Vendor:** \_\_\_\_\_; **Contact:** \_\_\_\_\_; **Phone:** \_\_\_\_\_

	<u><b>3mm COROPLAST SIGN:</b></u>		<u><b>4mm COROPLAST SIGN:</b></u>	
<b>QUANTITY:</b>	<b>1,000</b>	<b>2,000</b>	<b>1,000</b>	<b>2,000</b>
<b>Production Price:</b>	\$ _____	\$ _____	<b>Production Price:</b>	\$ _____
<b>Die Charge:</b>	\$ _____	\$ _____	<b>Die Charge:</b>	\$ _____
<b>Set-up/Other Charge:</b>	\$ _____	\$ _____	<b>Set-up/Other Charge:</b>	\$ _____
<b>Subtotal:</b>	\$ _____	\$ _____	<b>Subtotal:</b>	\$ _____
<b>Shipping:</b>	\$ _____	\$ _____	<b>Shipping:</b>	\$ _____
<b>Total (without taxes):</b>	\$ _____	\$ _____	<b>Total (without taxes):</b>	\$ _____

	<u><b>.060 STYRENE SIGN:</b></u>		<u><b>VENDOR'S SUBSTRATE:</b></u>	
<b>QUANTITY:</b>	<b>1,000</b>	<b>2,000</b>	<b>1,000</b>	<b>2,000</b>
<b>Production Price:</b>	\$ _____	\$ _____	<b>Production Price:</b>	\$ _____
<b>Die Charge:</b>	\$ _____	\$ _____	<b>Die Charge:</b>	\$ _____
<b>Set-up/Other Charge:</b>	\$ _____	\$ _____	<b>Set-up/Other Charge:</b>	\$ _____
<b>Subtotal:</b>	\$ _____	\$ _____	<b>Subtotal:</b>	\$ _____
<b>Shipping:</b>	\$ _____	\$ _____	<b>Shipping:</b>	\$ _____
<b>Total (without taxes):</b>	\$ _____	\$ _____	<b>Total (without taxes):</b>	\$ _____