

FOR OFFICIAL USE ONLY / SOURCE SELECTION INFORMATION - SEE FAR 2.101, 3.104, AND 42.1503 FOR OFFICIAL USE ONLY **CONTRACTOR PERFORMANCE ASSESSMENT REPORT (CPAR)** MODIFIED

EVALUATION Nonsystems

Name/Address of Contractor:

Vendor Name: GRAPHIC RESOURCE GROUP, INC.

Division Name:

Street: 528 ROBBINS DR

City: TROY

State: MI Zip: 480834514

Country: USA

CAGE Code: 55UE2

Unique Entity ID (DUNS): 607265519 Unique Entity ID (SAM):

Product/Service Code: R426 Principal NAICS Code: 541850

Evaluation Type: Final

Contract Percent Complete: 100

Period of Performance Being Assessed: 09/29/2018 - 09/28/2019

Contract Number: W912LC17P0046 **Business Sector & Sub-Sector:** Nonsystems - Prof/Tech/Mng Support

Contracting Office: W7MY USPFO ACTIVITY CO ARNG **Contracting Officer:** CHERYL PETERSON **Phone**

Number: 720-250-4036

Location of Work:

Throughout Colorado

Date Signed: 09/29/2017 **Period of Performance Start Date:** 09/29/2017

Est. Ultimate Completion Date/Last Date to Order: 09/28/2019 **Estimated/Actual Completion**

Date: 09/28/2019

Funding Office ID:

Base and All Options Value : \$546,700 **Action Obligation:** \$546,700

Complexity: Medium **Termination Type:** None

Extent Competed: Competed under SAP **Type of Contract:** Firm Fixed Price

Key Subcontractors and Effort Performed:

Unique Entity ID (DUNS): **Unique Entity ID (SAM):**

Effort:

Unique Entity ID (DUNS): **Unique Entity ID (SAM):**

Effort:

Unique Entity ID (DUNS): **Unique Entity ID (SAM):**

Effort:

Project Number: W912LC-17-P-0046

Project Title:

Design, lease and manage Mall Leases and Kiosks

Contract Effort Description:

Design, lease and manage spaces inside malls in Colorado for recruiting and retention purposes for the Department of Defense. Provided professional kiosks display exhibits in each managed space.

Small Business Subcontracting:

Does this contract include a subcontracting plan? No

Date of last Individual Subcontracting Report (ISR) / Summary Subcontracting Report (SSR): N/A

Evaluation Areas	Past Rating	Rating
Quality:	N/A	Exceptional
Schedule:	N/A	Exceptional
Cost Control:	N/A	Exceptional
Management:	N/A	Exceptional
Small Business Subcontracting:	N/A	N/A
Regulatory Compliance:	N/A	Exceptional
Other Areas:		

Variance (Contract to Date):

Current Cost Variance (%): 0 Variance at Completion (%): 0

Current Schedule Variance (%): 0

Assessing Official Comments:

QUALITY: The vendor submitted a quality proposal for a complex procurement. The KIOSKS were of the same high quality as the proposals submitted. The owner of the company is very experienced in developing KIOSKS and managing the various aspects of the project with supreme quality.

SCHEDULE: The vendor met every milestone on the schedule. There were no problems encountered. The vendor did an exceptional job.

COST CONTROL: There were not any negative issues with controlling costs. The vendor was very proactive in ensuring quality and value to the Government and controlled costs very effectively.

MANAGEMENT: The owner of the company provides quality performance in everything he does and it was a pleasure working with this company. He is very customer oriented and has consistent professional interactions with the government. He exhibits professionalism and integrity.

SMALL BUSINESS SUBCONTRACTING: Graphic Resources Group is a small business.

REGULATORY COMPLIANCE: Graphic Resources group complied with all contract clause requirements and the quality assurance surveillance plan. Additionally, they ensured all elements of contract execution were in line with statutes, laws, and local guidelines.

ADDITIONAL/OTHER: Graphic Resource Group did an exceptional job in contract execution and administration as well as providing exceptional oversight during the term of the contract. They were very easy to work with, receptive and responsive to the customer's needs. They presented a very professional product and provided high quality services.

RECOMMENDATION:

Given what I know today about the contractor's ability to perform in accordance with this contract or order's most significant requirements, I would recommend them for similar requirements in the future.

Name and Title of Assessing Official:

Name: SABRINA DERAMUS

Title: Contracting Officer

Organization: CO-ARNG USPFO

Phone Number: 720-250-4032 Email Address: sabrina.m.deramus.civ@mail.mil

Date: 02/03/2021

Contractor Comments:

This evaluation has been modified, please see the original evaluation to view the contractor comments.

Name and Title of Contractor Representative:

Name:

Title:

Phone Number: Email Address:

Date:

Review by Reviewing Official:

I reviewed the contract and performance of the vendor and have determined that based on all information available, an upgraded rating is warranted in all areas as the performance of the Graphic Resource Group, Inc was truly exceptional and exceeded all performance elements.

Name and Title of Reviewing Official:

Name: SABRINA DERAMUS

Title: Contracting Officer

Organization: CO-ARNG USPFO

Phone Number: 720-250-4032 Email Address: sabrina.m.deramus.civ@mail.mil

Date: 02/03/2021

Past Performance Evaluation

1. COMPANY OVERVIEW

Primary Name : GRAPHIC RESOURCE GROUP, INC. Alternate Name : (none) D-U-N-S® : 60-726-5519 Address : 528 Robbins Dr Troy, MI 48083 Telephone Number : +1 (248) 588-6100		Past Performance Evaluation Report Date : 12-26-2011 Order Number : 1672896	
		Company Information Year Started: 1990 Year of Current Control: 1990 Annual Sales: \$ 8,649,504 Total Employees: 17 SIC/Line of Business: 7336/Commercial art and graphic design	

2. SUPPLIER PERFORMANCE RATINGS

The supplier's overall performance rating is an assessment of predicted performance. Ratings are on a scale from 0 to 100, where 100 represents the highest level of customer satisfaction. The SIC-level benchmark indicates how the supplier's overall performance rating ranks in comparison against peers.

Overall Performance Rating	95		Bottom	SIC/Quintile 	Top
Overall, how satisfied do you feel about the performance of this company during this transaction?		SIC: 7336/Commercial art and graphic design			

Detailed Performance Ratings

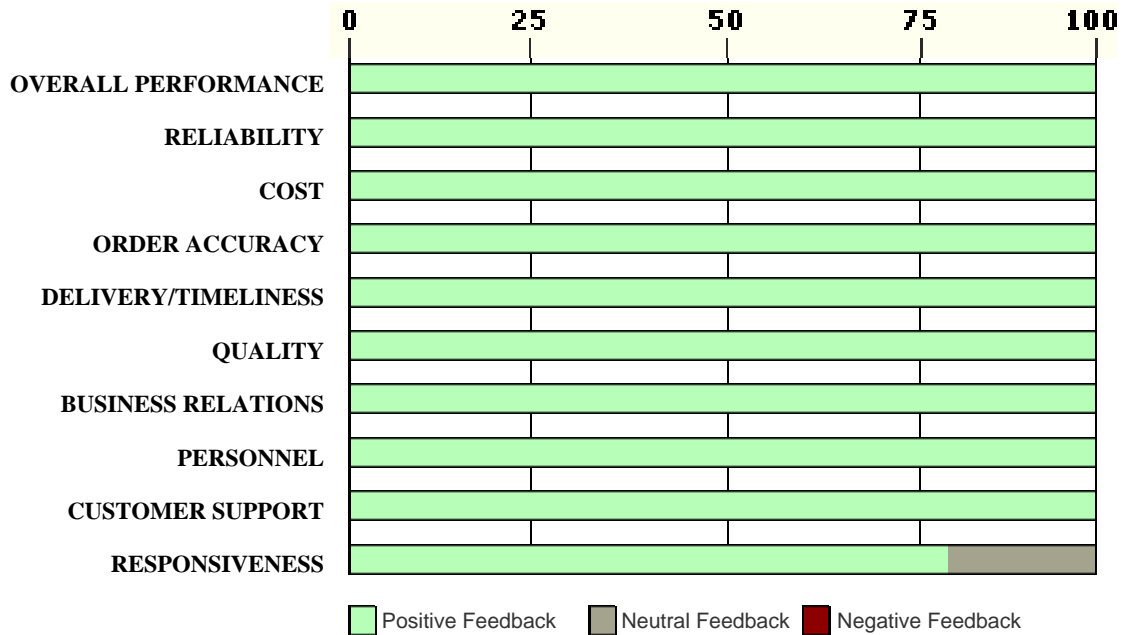
		0	25	50	75	100
RELIABILITY:						
How reliably do you think this company follows through on its commitments?	96					
COST:						
How closely did your final total costs correspond to your expectations at the beginning of the transaction?	95					
ORDER ACCURACY:						
How well do you think the product/service delivered matched your order specifications and quantity?	96					
DELIVERY/TIMELINESS:						
How satisfied do you feel about the timeliness of the product/service delivery?	96					
QUALITY:						
How satisfied do you feel about the quality of the product/service provided by this company?	97					
BUSINESS RELATIONS:						
How easy do you think this company is to do business with?	97					
PERSONNEL:						
How satisfied do you feel about the attitude, courtesy, and professionalism of this company's staff?	97					
CUSTOMER SUPPORT:						
How satisfied do you feel about the customer support you received from this company?	97					
RESPONSIVENESS:						
How responsive do you think this company was to information requests, issues, or problems that arose in the course of the transaction?	95					

Past Performance Evaluation

Business Name : GRAPHIC RESOURCE GROUP, INC.
 D-U-N-S® : 60-726-5519
 Report Date : 12-26-2011

3. DISTRIBUTION OF FEEDBACK

This supplier's ratings were based in part on survey feedback from past customers. This chart provides a breakdown of the survey responses received from customers in the last 12 months. For each of the survey questions, the responses, which were provided on a 0 to 10 scale, are categorized as "positive" (9 to 10), "neutral" (5 to 8), or "negative" (0 to 4). The percentages of responses falling into each category are shown below.



4. CUSTOMER REFERENCES SURVEYED

The most recent feedback obtained on this supplier came from companies in the following industries.

SIC/Line of Business:

7311/Advertising agencies

3714/Motor vehicle parts and accessories

8732/Commercial nonphysical research

3949/Sporting and athletic goods, nec

Number of surveys completed during the past 30 days is 5.

Note: The supplier ratings set forth above incorporate the responses and performance opinions of the surveyed customer references and not those of Dun & Bradstreet. Some references may not have provided ratings for all performance aspects.

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CONTRACTOR PERFORMANCE ASSESSMENT REPORT (CPAR)
INCOMPLETE-DRAFTED

Nonsystems

Name/Address of Contractor:

Company Name: GRAPHIC RESOURCE GROUP, INC.

Division Name:

Street Address: 528 ROBBINS DR

City: TROY

State/Province: MI Zip Code: 480834514

Country: USA

CAGE Code: 55UE2

DUNS Number: 607265519

PSC: R426 NAICS Code: 541850

Evaluation Type: Final**Contract Percent Complete:** 100**Period of Performance Being Assessed:** 09/29/2018 - 09/28/2019**Contract Number:** W912LC17P0046 **Business Sector & Sub-Sector:** Nonsystems - Prof/Tech/Mng Support**Contracting Office:** W7MY USPFO ACTIVITY CO ARNG **Contracting Officer:** CHERYL PETERSON **Phone Number:** 720-250-4036**Location of Work:**

Throughout Colorado

Award Date: 09/29/2017 **Effective Date:** 09/29/2017**Completion Date:** 09/28/2019 **Estimated/Actual Completion Date:** 09/28/2019**Total Dollar Value:** \$546,700 **Current Contract Dollar Value:** \$546,700**Complexity:** High **Termination Type:** None**Competition Type:** Competed under SAP **Contract Type:** Firm Fixed Price**Key Subcontractors and Effort Performed:****DUNS:****Effort:****DUNS:****Effort:****DUNS:****Effort:****Project Number:** W912LC-17-P-0046**Project Title:**

Design, lease and manage Mall Leases and Kiosks

Contract Effort Description:

Design, lease and manage spaces inside malls in Colorado for recruiting and retention purposes for the Department of Defense. Provided professional kiosks display exhibits in each managed space.

Small Business Subcontracting:

Does this contract include a subcontracting plan? No

Date of last Individual Subcontracting Report (ISR) / Summary Subcontracting Report (SSR): N/A

Evaluation Areas	Past Rating	Rating
Quality:	N/A	Exceptional
Schedule:	N/A	Exceptional
Cost Control:	N/A	Exceptional
Management:	N/A	Exceptional
Small Business Subcontracting:	N/A	Exceptional
Regulatory Compliance:	N/A	Exceptional

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Other Areas:

(1) : N/A
(2) : N/A
(3) : N/A

Variance (Contract to Date):

Current Cost Variance (%): 0 Variance at Completion (%): 0

Current Schedule Variance (%): 0

Assessing Official Comments:

QUALITY: The vendor submitted a quality proposal for a complex procurement. The KIOSKS were of the same high quality as the proposals submitted. The owner of the company is very experienced in developing KIOSKS and managing the various aspects of the project with supreme quality.

SCHEDULE: The vendor met every milestone on the schedule.

COST CONTROL: There were not any negative issues with controlling costs.

MANAGEMENT: The owner of the company provides quality performance in everything he does and it was a pleasure working with this company. He is very customer oriented and has consistent professional interactions with the government. He exhibits professionalism and integrity.

SMALL BUSINESS SUBCONTRACTING: Graphic Resources Group is a small business.

REGULATORY COMPLIANCE: Graphic Resources group complied with all contract clause requirements and the quality assurance surveillance plan.

RECOMMENDATION:

Given what I know today about the contractor's ability to perform in accordance with this contract or order's most significant requirements, I would recommend them for similar requirements in the future.

Name and Title of Assessing Official:

Name:

Title:

Organization:

Phone Number: Email Address:

Date:

Contractor Comments:

Name and Title of Contractor Representative:

Name:

Title:

Phone Number: Email Address:

Date:

Review by Reviewing Official:

Name and Title of Reviewing Official:

Name:

Title:

Organization:

Phone Number: Email Address:

Date:

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CONTRACTOR PERFORMANCE ASSESSMENT REPORT (CPAR) INCOMPLETE-RATED	NONSYSTEMS
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1. Name/Address of Contractor (Division):

Company Name: GRAPHIC RESOURCE GROUP, INC.

Division Name:

Street Address: 528 ROBBINS DR

City, State, Zip Code: TROY MI 480831927

Province/Country: USA

CAGE Code: 55UE2 DUNS+4 Number: 607265519

PSC: 9905 NAICS Code: 541890

2. Report Type: Interim Final Report Addendum**3. Period of Performance Being Assessed:** 09/28/2010 - 09/27/2011**4a. Contract Number:**

N0018910DZ058

4b. Business Sector & Sub-Sector:

Base Supplies

5. Contracting Office: FISC NORFOLK PHILADELPHIA OFFICE N00189**6. Location of Contract Performance:****7a. Contracting Officer:** BRIAN EXCELL**7b. Phone Number:** 215-697-9610**8a. Contract Award Date:** 09/28/2010**8b. Contract Effective Date:** 09/28/2010**9. Contract Completion Date:** 09/27/2012**11. Awarded Dollar Value:** \$876,403**12. Current Contract Dollar Value:** \$442,450**13. Competitive Non-Competitive****14. Contract Type:** FFP FPI FPR CPFF CPIF CPAF OTHER

MIXED/OTHER:

15. Key Subcontractors and Effort Performed:

CAGE:

CAGE:

CAGE:

16. Program Title:

Navy Alcohol & Drug Abuse Prevention, Personal Readiness Program, Summit, and Seminar supplies.

17. Contract Effort Description:

Personal Readiness Programs, Summits, and Seminars supplies.

Small Business Utilization

Does this contract include a subcontracting plan? No

Date of last Individual Subcontracting Report (ISR) / Summary Subcontracting Report (SSR): N/A

18. Evaluate the following Areas: Past Rating Rating Trend

	Past Rating	Rating	Trend
a. Quality of Product or Service	N/A	Exceptional	N/A
b. Schedule	N/A	Exceptional	N/A
c. Cost Control	N/A	Exceptional	N/A
d. Business Relations	N/A	Exceptional	N/A

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e. Management of Key Personnel	N/A	Exceptional	N/A
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f. Utilization of Small Business	N/A	N/A	N/A
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g. Other Areas:

(1):		N/A	
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(2):		N/A	
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(3):		N/A	
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(4):		N/A	
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(5):		N/A	
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(6):		N/A	
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(7):		N/A	
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(8):		N/A	
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19. N/A**20. Assessing Official Narrative:**

(i.e., PMS, PMA, or Equivalent Individual) Responsible for Program, Project, or Task/Job Order Execution

QUALITY OF PRODUCT OR SERVICE: Both management and Navy Sailors were very pleased with the quality of the material received as well as the way they were packaged. Contractor did a wonderful job making sure all items were delivered accordingly.

SCHEDULE: Contractor met all timelines accordingly. There were no issues or concerns with scheduling. The contractor and NADAP spoke often to ensure there were no issues.

COST CONTROL: Contractor found creative ways to reduce costs which afforded opportunities to increase quantity of items per shipment which enabled NADAP to provide additional material to Navy Sailors around the world.

BUSINESS RELATIONS: NADAP Staff and the contractor communicated very well and often. At any time, if there was a question from management to the contractor, the response was always swift and to the liking of management. This company worked well with an inexperienced NADAP staff and made the whole process easy to complete. NADAP is very happy with the services provided and recommends them for any future contract opportunities with other government agencies.

MANAGEMENT OF KEY PERSONNEL: Contractor management both materials and time very well. There were no issues with the way this contractor conducts business. They are very proactive in checking with the enduser on delivery as well as NADAP staff on a regular basis.

ADDITIONAL/OTHER: To be input by the Assessing Official

RECOMMENDATION: Given what I know today about the Contractor's ability to execute what they promised in their proposal, I definitely would award to them today given that I had a choice.

21. Name and Title of Assessing Official

Name: KEVIN B. HINES

Title: CONTRACTING OFFICER REPRESENTATIVE Organization: PERSONAL AND FAMILY READINESS N135F

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Phone Number: (901) 874-4250 Fax Number: (901) 874-4228

Email Address: kevin.b.hines@navy.mil Date: 10/21/2011

22. Contractor Comments:

23. Name and Title of Contractor Representative

Name:

Title:

Phone Number: Fax Number:

Email Address: Date:

24. Review by Reviewing Official:

25. Name and Title of Reviewing Official

Name:

Title: Organization:

Phone Number: Fax Number:

Email Address: Date:

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