



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

GI Direct appointed to Welsh Assembly printing services framework contract

August 2009

GI Direct, part of integrated direct marketing and multi-channel customer communications provider GI Solutions Group, has been appointed to the Welsh Assembly Government's printing services framework contract (contract number C-103/2008-09), which covers specialist direct mailing and bespoke printing requirements, including one piece mailers, inserts, door drops and mail packs.

The three-year framework agreement, which also includes digital printing and finishing, commenced on 1 August 2009 and includes the option to extend for a further year. It is designed to simplify the print procurement process.

The framework agreement was split into 'lots' on a specialist and regional basis. A total of 28 suppliers have been appointed to the framework with six pre-approved suppliers within the 'lot' in which GI Solutions Group were successful.

All suppliers went through a rigorous tendering process in accordance with EU procurement laws. The overall value of the contract is estimated at between £6m and £10m per annum with services required on a call off basis.

Patrick Headley, Sales Director, GI Direct, comments: "This is really good news for GI Direct and confirms our position as a leading supplier of print services to the public sector.

"Print communications are an essential part of any government's efforts at keeping in touch with its constituents and we look forward to supporting the Welsh Assembly's requirements in this area – and sharing our experience, knowledge and skills in delivering high quality printed materials."

- ENDS -

Notes to editors:

About GI Direct

GI Direct is one of the largest direct mail production houses in the UK, providing customer focussed solutions to a wide range of industries including financial services, charity and not-for-profit, mail-order, public sector and retail.

With 170 highly skilled people on a 170,000 sq. ft. site, GI Direct provides some of the most innovative and dynamic mail solutions available today...and tomorrow, supported by leading-edge technology. Our in-house manufacturing capabilities include digital, continuous and inline scitex personalisation. GI Direct can control every part of the production process, from concept to design and pre-press through to printing, enclosing and fulfilment.

For more information, please visit www.gi-solutionsgroup.com or www.creativeformats.com

