



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

# Request for Quotation

RFQ NUMBER  
 DNR211004

PAGE  
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF:  
 FRANK WHITTAKER  
 304-558-2316

RFQ COPY

TYPE NAME/ADDRESS HERE

AccuLink  
 1055 Greenville Blvd SW  
 Greenville, NC 27834

VENDOR

SHIP TO

DIVISION OF NATURAL RESOURCES  
 WILDLIFE RESOURCES SECTION  
 WILDLIFE CENTER-UPSHUR COUNTY  
 ROUTE 20 SOUTH  
 FRENCH CREEK, WV  
 26218 304-924-6211

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
07/21/2010				

BID OPENING DATE: 08/26/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	LS		966-30	\$88.95 / # forms	\$35,580.00
<p>PRINTING</p> <p>THE WEST VIRGINIA PURCHASING DIVISION, FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF NATURAL RESOURCES, IS SOLICITING BIDS FOR 400,000 DEER CHECKING TAGS PER THE ATTACHED SPECIFICATIONS.</p> <p>ALL TECHNICAL QUESTIONS MUST BE SUBMITTED IN WRITING TO FRANK WHITTAKER IN THE WV PURCHASING DIVISION VIA EMAIL AT FRANK.M.WHITTAKER@WV.GOV OR VIA FAX AT 304-558-4115. DEADLINE FOR ALL TECHNICAL QUESTIONS IS 08/03/2010 AT 4:00 PM. ALL TECHNICAL QUESTIONS WILL BE ADDRESSED BY ADDENDUM AFTER THE DEADLINE.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.</p> <p>NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION          PURCHASING DIVISION          BUILDING 15          2019 WASHINGTON STREET, EAST          CHARLESTON, WV 25305-0130</p>						

RECEIVED  
 2010 AUG 26 A 10:09  
 PURCHASING DIVISION  
 STATE OF WV

SEE REVERSE SIDE FOR TERMS AND CONDITIONS			
SIGNATURE <i>Thm F...</i>	TELEPHONE 252-321-5805 x203	DATE August 25, 2010	
TITLE President	FEIN 56-1291791	ADDRESS CHANGES TO BE NOTED ABOVE	

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**GENERAL TERMS & CONDITIONS  
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)**

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at [www.state.wv.us/admin/purchase/vrc/hipaa.htm](http://www.state.wv.us/admin/purchase/vrc/hipaa.htm) and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

**INSTRUCTIONS TO BIDDERS**

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).

*Theresa F. Quinn*

AccuLink August 25, 2010

Rev. 12/15/09



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

# Request for Quotation

RFQ NUMBER  
 DNR211004

PAGE  
 2

ADDRESS CORRESPONDENCE TO ATTENTION OF  
 FRANK WHITTAKER  
 304-558-2316

RFQ COPY  
 TYPE NAME/ADDRESS HERE

**AccuLink**  
 1055 Greenville Blvd SW  
 Greenville, NC 27834

DIVISION OF NATURAL RESOURCES  
 WILDLIFE RESOURCES SECTION  
 WILDLIFE CENTER-UPSHUR COUNTY  
 ROUTE 20 SOUTH  
 FRENCH CREEK, WV  
 26218 304-924-6211

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
07/21/2010				

BID OPENING DATE: 08/26/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:  SEALED BID  BUYER: 44 RFQ. NO.: DNR211004 BID OPENING DATE: 08/26/10 BID OPENING TIME: 1:30 PM  PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: ----- 252-355-1994 ----- CONTACT PERSON (PLEASE PRINT CLEARLY): ----- Tom O'Brien tom@accuLink.com -----  ***** THIS IS THE END OF RFQ DNR211004 ***** TOTAL: \$35,580.00						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Tom O'Brien</i>	TELEPHONE 252-321-5805 x203	DATE August 25, 2010
TITLE President	FEIN 56-1291791	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

The West Virginia Purchasing Division for the West Virginia Division of Natural Resources is requesting bids for the purchase of 400,000 Deer Checking Tags. All items are to be F.O.B. Destination. Freight or delivery charges must be included in the price of the goods. Delivery must be made within forty five (45) days of purchase order award.

### **General Specifications:**

### **Information for Bidders:**

### **Damaged Items:**

Damaged or defective items must be replaced at no additional expense to The West Virginia Division of Natural Resources.

### **Warranty:**

The printed materials must be guaranteed to be free of defects in workmanship and material for a minimum of one (1) year from date of acceptance. However, if manufacturer warranty periods are longer than the required minimum one year warranty, those warranties shall apply.

### **400,000 Deer Checking Tags**

Deer Checking Tags must meet the following specifications:

- Each tag must have a two part tab card set with carbon between the two parts and a right side perforated 5/8" tab.
- Tags will include the information as outlined on the attachment.
- Tags must be consecutively numbered. Tags shall start with 000001 (both parts of tag shall have the same number).
- Tags must be made into books of 25 consecutively numbered tags with a 175 lb. manila colored one piece front and back (the fronting and backing sheet will be attached on the right end by folding a short section of the backing around the end of the book and across the top from right to left, a distance equal to the 5/8" tab and stapling. The remainder of the fronting and backing will be folded around the book from left to right until it butts against the end previously stapled at the perforated tab). This will allow the top cover to be utilized as an insert between individual tab card sets.
- The final color, design, & format of printing and binding shall be approved by Gary M. Foster, WV Division of Natural Resources, P.O. Box 67, Elkins, WV 26241; phone: 304-637-0245 prior to printing.
- Bid shall include delivery of finished product to the Division's French Creek Office (address listed below) by October 1, 2010.

*Tom Fehr*  
 August 25, 2010  
 AccuLink

- The tags shall conform to the following dimensions and material specifications:
  - First part of form: 3 ¼" vertical; 7 ½" horizontal (excluding tab)  
20# light green register bond  
Deer tag number printed in red, all other printing in black
  - Carbon: Same vertical and horizontal dimensions as above  
.0013" thick material-U2 regular standard  
Black carbon paper—8 lb. minimum
  - Second part of form: Same vertical and horizontal dimensions as above  
.0054" thick material – 1025 Tyvek or equal. Material must be tear proof and water resistant.  
Card shall have 2 one-fourth inch holes spaced as follows:  
Center 1 ¼" from bottom edge, 3 ¼" from right edge
  - Deer Tag: Print on top manila cover in 5/8" red letters  
"USE THIS TAG TO CHECK DEER"

**Deer Checking Tags to be delivered to the following location:**

*West Virginia Division of Natural Resources  
West Virginia Wildlife Center  
Upshur County  
Rt. 20, P.O. Box 38, French Creek, WV  
Contact: Rob Silvester (304-924-6211) for delivery information*

**Cost of 400,000 Deer Checking Tags:**

Total Bid: \$ 35,580.00

*Tom F. Quinn*

August 25, 2010

AccuLink

<b>DEER</b> Tag No. <b>347627</b>		Check Station Name	Checked By Initials	West Virginia Div. of Natural Resources Wildlife Resources Section
<b>TYPE OF DEER</b> (Darken One Oval) <input type="checkbox"/> Antlerless Buck <input type="checkbox"/> Antlered Buck <input type="checkbox"/> Doe <input type="checkbox"/> Fawn <input type="checkbox"/> Crossbow <input type="checkbox"/> Bow	License Control/Tagline No. Name Serial or Box Number City State Zip Code	<b>TYPE OF HUNTER</b> (Darken One Oval) <b>RESIDENT</b> <input type="checkbox"/> Class A, X, XI <input type="checkbox"/> Lifetime AC/ABL <input type="checkbox"/> Landowner <input type="checkbox"/> Senior <input type="checkbox"/> Underage <input type="checkbox"/> Military <b>NON RESIDENT</b> <input type="checkbox"/> Class B, IX, X <input type="checkbox"/> Comp.	<b>TYPE OF SEASON</b> (Darken One Oval) <input type="checkbox"/> 1st Deer Bow <input type="checkbox"/> 1st Antlered Deer Gun <input type="checkbox"/> 1st Antlerless Deer (N, NN) <input type="checkbox"/> 1st Deer Muzzle <input type="checkbox"/> Additional Deer Bow (AB, ABG) <input type="checkbox"/> Additional Deer Gun (AG, RRG) <input type="checkbox"/> Additional Antlerless Deer (N, NN) <input type="checkbox"/> Additional Deer Muzzle (AM, RRM)	
<b>TYPE OF LAND</b> (Darken One) <input type="checkbox"/> Private Land <input type="checkbox"/> State WMA or State Forest <input checked="" type="checkbox"/> National Forest		<b>KILL INFORMATION</b> Date: _____ County: _____ Locality: _____		
Name of WMA or Forest				

**USE THIS TAG TO CHECK DEER**

*Thm T. Gln*  
 August 25, 2010  
 Accu Link



For Immediate Release

Contact: Stacey Gallagher, *Director of Marketing*

800.336.4641 Ext. 135

[sgallagher@psda.org](mailto:sgallagher@psda.org) [www.ppsda.org](http://www.ppsda.org)

## Print Solutions Magazine Announce 2009's Top 100 Trade Printers

Alexandria, VA – May 2, 2009 – *Print Solutions Magazine*, published by the Print Services & Distribution Association (PSDA), released the Top 100 Trade Printers in the May issue of the magazine. Each year, the publication compiles a definitive list of the country's largest printers by sales volume that resell their products to distributors. This year's list attracted a total of 144 trade printers nation-wide.

"We are very pleased with the response this year. This is the biggest, most comprehensive list we've ever published," said Rebecca Levin, managing editor of *Print Solutions Magazine*. "Our readers turn to this issue throughout the year as a guide to the industry and a credible list of vendor sources."

Rounding out the year's top ten trade printers are: Hims Inc., Dynamic Print Group, Western States Envelope & Label, Penn Business Products, Discount Labels, 4over Inc., PTHH Coats, Corp., PSTExpress Inc., Wise, and Printegra. For a complete list of the top 100, see below.

In addition to listing the Top 100 Trade Printers of 2009, the issue also features small, but exemplary, companies that show high sales-per-employee, year-over-year growth and strength in specific niche categories within the greater print industry. For complete coverage of the May issue, visit [www.printsolutionsmag.com](http://www.printsolutionsmag.com) to read the digital issue online.

###

### About Print Solutions Magazine

*Print Solutions Magazine* is the premier publication for the printing industry and has received more than 100 awards from numerous organizations, including the prestigious New York Business Editors and the American Society of Business Publications Editors. Each issue contains management, marketing and sales features to help readers improve their businesses, expand their markets, and learn new ways to sell print and related services. PSDA members receive complimentary subscriptions to *Print Solutions Magazine* while non-members can purchase a 12-month subscription for as low as \$29. To learn more about the publication, please visit [www.printsolutionsmag.com](http://www.printsolutionsmag.com).

### About PSDA

The Print Services & Distribution Association (PSDA) is an international organization of print distributors, trade printers, and suppliers working together to ensure that end users receive the products and services they need to succeed. Since 1946, PSDA has been the exclusive association for the print distribution industry. Our members are a knowledgeable, successful and dedicated group of business printing professionals leading the progress of the print distribution industry. PSDA assists with this success by providing members the highest quality of information and resources through our networking and educational events, online curriculum offerings, publications, and sourcing services. For more information about PSDA visit [www.ppsda.org](http://www.ppsda.org) or phone 800.336.4641.

55	*	Bradley Graphic Solutions Inc.	Bensalem	PA	\$12,800,000
56	*	Phoenix Data Inc.	Montgomery	PA	\$12,708,313
57	*	Stylecraft Printing	Canton	MI	\$11,600,000
58	*	Victor Printing Inc.	Sharon	PA	\$11,158,000
59		DIS Direct LLC	Itasca	IL	\$11,000,000
60	*	CE Printed Products	Carol Stream	IL	\$10,946,432
61	*	Apex Color	Jacksonville	FL	\$10,650,000
62		Bibbero Systems Inc.	Petaluma	CA	\$10,426,607
63		PrintElect	New Bern	NC	\$10,366,011
64	*	Allen-Bailey Tag & Label Inc.	Caledonia	NY	\$10,238,000
65	*	AccuLink	Greenville	NC	\$10,236,000
66		United Envelope Cincinnati	Long Island City	NY	\$10,200,000
66	*	McCourt Label Company	Lewis Run	PA	\$10,200,000
68	*	Team Concept Printing and	Carol Stream	IL	\$10,195,920
69		Midwest Direct	Cleveland	OH	\$10,000,000
70	*	AmeriPrint Corporation	Des Plaines	IL	\$9,975,500
71		Pictura Graphics	Minneapolis	MN	\$9,875,000
72	*	Labels West Inc.	Woodinville	WA	\$9,827,000
73		The Printing Plant	Cincinnati	OH	\$9,737,392
74		AmeriCAL Inc.	Omaha	NE	\$9,460,000
75	*	Hi-Tech Printing Co.	Fairfield	OH	\$9,340,361
76	*	Business Stationery LLC	Cleveland	OH	\$9,300,000
77		Spartan Printing Inc.	Arlington	TX	\$9,250,000
78	*	Dupli-Systems Inc.	Strongsville	OH	\$9,141,313
79	*	5 Day Business Forms	Anaheim	CA	\$9,067,000
80	*	USAdocufinish	Plainfield	IL	\$9,000,000
80		Adair Printing	Dexter	MI	\$9,000,000
82	*	Quick Tab II Inc.	Tiffin	OH	\$8,945,480
83	*	Graphic Dimensions Inc.	Atlanta	GA	\$8,594,000
84	*	Prodigital Printing	Edison	NJ	\$8,485,000
85	*	Envelope Mart	Northwood	OH	\$8,000,000
86	*	Luminer Converting Group	Lakewood	NJ	\$7,900,000
87	*	Falcon Press LLC	Nashville	TN	\$7,800,000
88		Primacompanies	Green Bay	WI	\$7,500,000
89	*	Shuman Heritage Printing Co.	York	PA	\$7,000,000
89		Express Color	Atlanta	GA	\$7,000,000
91		Qualprint	Pittsfield	MA	\$6,900,000
92		Presentation Folder Inc.	Orange	CA	\$6,899,155
93	*	ID Label Inc.	Lake Villa	IL	\$6,850,000
94	*	Marketing4	Elmhurst	IL	\$6,575,894
95		Lewis Color Inc.	Statesboro	GA	\$6,500,000
96	*	Quick Tech Graphics	Springboro	OH	\$6,487,821
97	*	Madison Forms	McFarland	WI	\$6,235,000
98		Foster Printing	Tustin	CA	\$6,127,000
99		OnDemand Printing Center Inc.	Los Angeles	CA	\$6,000,000
100	*	Major Business Systems Inc.	Hillsborough	NC	\$5,944,000



VENDOR PREFERENCE CERTIFICATE

Certification and application\* is hereby made for Preference in accordance with West Virginia Code, §5A-3-37. (Does not apply to construction contracts). West Virginia Code, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the West Virginia Code. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

- 1. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is an Individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or, Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or, Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
4. Application is made for 5% resident vendor preference for the reason checked: Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Acculink Signed: [Signature] Title: President Date: August 25, 2010

\*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

Bidder certifies that it is not entitled to any preference in the state of West Virginia.

STATE OF WEST VIRGINIA  
Purchasing Division

# PURCHASING AFFIDAVIT

**West Virginia Code §5A-3-10a states:** No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

**DEFINITIONS:**  
"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**EXCEPTION:** The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (**West Virginia Code §61-5-3**), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

**WITNESS THE FOLLOWING SIGNATURE**

Vendor's Name: AccuLink

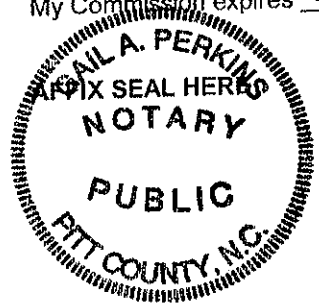
Authorized Signature: [Signature] Date: August 25, 2010

State of NC

County of Pitt, to-wit:

Taken, subscribed, and sworn to before me this 25<sup>th</sup> day of August, 2010.

My Commission expires Jan. 30, 2013, 2013.



NOTARY PUBLIC [Signature]

Two dimensions  
going beyond



'flat thinking'.

The current economic climate is forcing marketers to rethink how they reach their customers. What was considered savvy marketing yesterday is considered old news today. We must think outside the box and look to new avenues for generating revenue not only for ourselves but for our clients as well.

That's where 2D barcodes come in. Sure, you may be thinking that 2D is flat, and that is the simple point we are trying to make. But it goes way beyond that. 2D barcodes offer an unseen dimension, the ability to reach your customer base in new and exciting ways, tapping into evolving technology and enhancing it.

The emerging generation of consumers falls into the 15-35 year old range. And most consumers in that age range, own mobile phones. In fact, there are more mobile phones than TVs and computers combined in the USA today. One-fifth of consumers access the Internet on their cell phones every day, and among consumers who shop online, 58% have Web-enabled phones. This gives marketers unprecedented access to their customer base not just by text messaging, but also by web. Smart phones are the new personal computer, contact manager, entertainment center and mobile communication device all in one.

What form of technology can bring together traditional print, internet, relationship building and metrics? **2D codes.**

**acculink**

# Two-Dimensional...Going Beyond 'Flat Thinking'

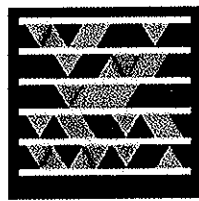
## What are 2D Barcodes (commonly referred to as QR codes)?

A QR-Code is a two dimensional barcode that is designed to have its contents decoded at high speed, allowing for accuracy in link recognition and convenient functionality. The acronym QR is derived from the term Quick Response. QR Codes were created by the Japanese company Denso Wave in 1994 as a way to track parts in vehicle manufacturing. Other industries began seeing how useful they were and started adapting the technology for their own use. From that point, mobile phone companies saw the potential in this technology and came up with QR code readers so that cell phone users could read these codes right from their phones. This technology is widely used in Asia and Europe and was voted trend of the year for 2009 in the UK.

There are many types of 2D barcodes available today, each with a unique look and varying degrees of data capacity. They are compatible with the alphabets and characters of multiple languages. Numeric codes can contain a maximum of 7,089 characters, while alphanumeric codes can only contain a maximum of 4,296 characters. Here are some examples:



QR



TAG



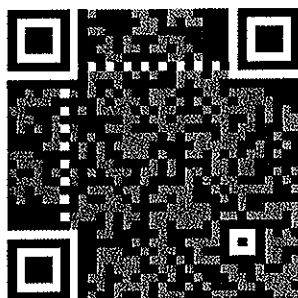
POSTNET



AZTEC



DATA MATRIX



- 1. Version Information
- 2. Format Information
- 3. Data and Error Correction Keys
- 4. Required Patterns:
  - 4.1. Position
  - 4.2. Alignment
  - 4.3. Timing

Standards are in place to ensure each 2D code has the correct information, patterns and positioning of data as shown to the left.

Two dimensional barcodes are being used in convenience-oriented applications aimed at mobile phone users (known as mobile tagging). The basic idea is simple. The user scans

a two dimensional barcode with a cell phone loaded with barcode reader software and it takes the user directly to a web page with marketing content. This might be coupons, promotional videos, a survey, a blog, or product purchase page. The URL can also be a link to download an MP3, dial a telephone number, or auto-fill your email client with a sender address. Two dimensional bar codes storing addresses and URLs have appeared in magazines, on signs, business cards, billboards, even coffee mugs and t-shirts.

## Two-Dimensional...Going Beyond 'Flat Thinking'

Because scanning a two dimensional code is much easier than entering a URL into a phone by hand, these codes are touted for their ability to reduce the barrier to response. This can translate into higher response rates from consumers with web-enabled phones. Interaction takes place immediately – creating a faster way to reach the consumer. People are more likely to respond to an ad at the point of initial interest, than waiting to access the content from a computer. Higher response rates increase a marketer's ability to form new relationships (via text messages, electronic coupons, email opt ins, etc) that may never have occurred via more traditional channels of advertising.



One of the biggest benefits of using two dimensional codes is that each code can be measured independently from the others. For instance, if you are running ads in different magazines, each with its own unique code, all of which send people to the same website, you can determine the location (or even the ad) from which the respondent came.

When creating two dimensional codes for marketing use, one must consider that many — but not all — of the functions we have mentioned can be created using free software from the Internet. But beware. Not all phones allow you to use all functionalities. For example, when we tested a two dimensional code that would trigger a Blackberry to send a SMS (Short Message Service) text message, the phone blocked the capability. So while the free capability is there, certain phones will not allow that kind of usage. Smart phones tend to handle QR functionalities better than traditional phones, and 2D barcode readers generally have software versions used on both phone types. Smart phones offer in-phone computers that give you the technology to move beyond what regular phones can handle. The browser functionality is more robust. This is an important consideration for codes pointing to URLs that contain video. Regular phones cannot run videos, but smart phones can.

**accuLink**  
weputitaltogether.

## Two-Dimensional...Going Beyond 'Flat Thinking'

### Is the incentive strong enough to get consumers engaged?

While today's cell phones don't typically come pre-loaded with 2D barcode reading software, evidence shows that consumers are willing to download readers if the incentive is strong enough.

A recent campaign by Letterbox Deals, a coupon catalogue company, shows that consumers are willing to download a 2D barcode reader in order to more easily engage with printed offers. Within a 1.3 million piece mailing offering a free Dell laptop, over 25% of the entries came from recipients who scanned a 2D barcode. Of those entries, over 60% downloaded a 2D barcode reader in order to respond to the drawing offer.'

Some have suggested this as a good way to send people to personalized URLs. Imagine using 2D Barcodes to create new and improved PURL campaigns? Instead of a URL listed on the postcard mailing, there is a 2D barcode that when scanned, takes the consumer to a GURL (Generalized URL). You have now created a faster way to generate traffic on a GURL that in turn can create opt ins (for sending emails to the consumer) and traffic to unique PURLs. By opting in, they get some kind of incentive, such as a text message code for 10% off an immediate purchase. Once they get home, there could be an email for a coupon with more offers and discounts. In addition to the coupon, the email can contain a link to a PURL. According to Q2 2009 US Email Trends and Benchmarks Results study, email open rates are on the rise for the fourth quarter in a row. Why not capitalize on that trend by getting email opt ins early?

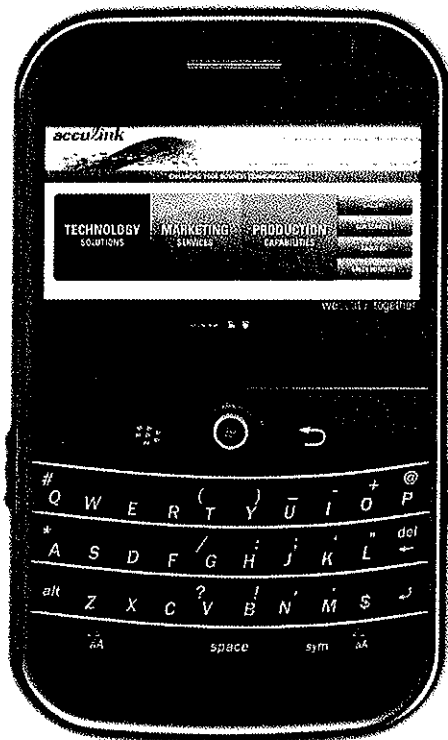
### How can this be used in everyday workplace interactions?

When looking at ways to engage the consumer, think in practical, everyday terms. One way is through business cards. Everyone has business cards from various businesses they work with. We all have too many to carry around, but no easy way to upload them to our contact manager device on our mobile phone. Until now: [www.b2vcards.com](http://www.b2vcards.com).

The screenshot shows a web browser window displaying the B2vCARD website. The page features the B2vCARD logo and the AccuLink logo. The main content area is titled "AccuLink's B2vCard Application" and describes how the application turns business cards into vCards. A prominent button says "CLICK HERE TO GET YOURS NOW". Below this, there is a video player with the title "B2vCards Demo" and a "vimeo" logo. To the right of the video player, there is a section titled "What is a 2D Barcode?" which explains that a 2D barcode is a QR Code or "Quick Response" Code that can be decoded by most camera-equipped mobile phones. At the bottom of the page, the slogan "we're in it together." is visible.

## Two-Dimensional...Going Beyond 'Flat Thinking'

This site enables the consumer to create a unique 2D barcode that when scanned, allows their profile from the 2D barcode to instantly be transferred to the contact manager address book on another mobile device. Imagine being at a trade show, handing out business cards to prospective clients so they can contact you for upcoming projects, only to have the card lost or misplaced. With a b2vCard, you now have a way for consumers to have your information on their phones before they even walk away from the booth. Instant gratification! Plus, with the 2D barcode being web based, even if you update your profile, there is no need to reprint your business cards – the code points to a specific URL that is always current.



### What are the drawbacks to 2D Barcodes?

While QR codes do offer a lot of advantages, like any medium, they have their drawbacks.

Among the challenges . . .

- Phones must have pre-installed QR reading software or the user must be willing to download the software.
- The software is device specific. Not all readers work with all phones.
- The QR code must be large enough to be read by the device.
- The Web pages to which the viewer is sent must be viewable on the mobile device the viewer is using.

While these points sound straightforward, anyone who has designed for mobile phones knows that they are not. Many camera-equipped mobile phones have the ability to 'read codes'. Some of the more popular phones that have this ability are: Palm, iPhone, Blackberry, LG, Nokia, Motorola, Samsung and many more. Some of the best reader apps available are: NeoReader, Scanlife, Microsoft Tag, QuickMark, I-Nigma, and Kaywa

Reader, many of which are designed to work on multiple devices. Whether they do so seamlessly or not is another story.

Many of these readers work well. Others are sporadic hits and misses. Some barcode reader software is able to work with some web pages but not others. Some readers work on some approved handsets, but not all. Software for computers often suffers from the same problems. Some programs may work for a PC but not a Mac. Others are open source.

**accuLink**

we put it all together.



## Two-Dimensional...Going Beyond 'Flat Thinking'

### Designing for the mobile web has its challenges

Then there are the issues associated with the mobile web in general. Designing for the mobile web requires an entirely different approach to site design. Not only does it generally require a separate URL (often a sub-site like [www.acculink.com/mobile](http://www.acculink.com/mobile)), but new rules and new protocols apply, such as: Wireless Application Protocol (WAP), Wireless Markup Language (WML), and XHTML-MP (XHTML — Mobile Profile). Cell phones have screens of different sizes and resolutions, even different shapes. Plus, the lack of mouse navigation means that the sites must be simpler and navigable by the use of buttons. Not to mention each cell phone service provider has differing capabilities to web access depending on service plan and location at time of access.

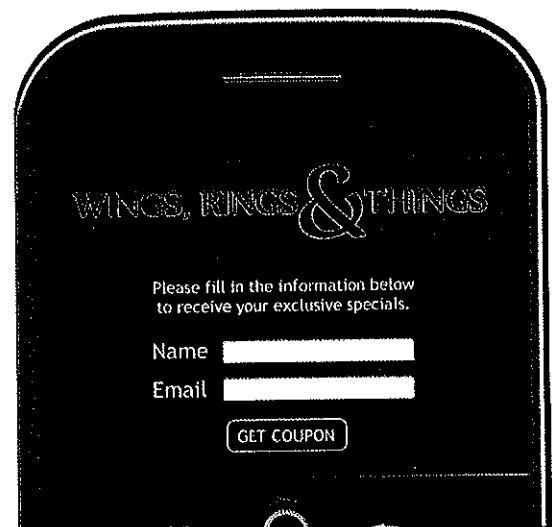
### What about the many types of phones available today?

Then there is the issue of whether the user has an iPhone? Nokia? Blackberry? Depending on the complexity of the web page, each device or class of device may require its own web design. Once you identify the devices in your target demographics, the process will become easier, but the initial set-up will require an investment.

When designing for the mobile web, keep in mind the following statistics on web surfing for mobile devices according to a recent study conducted by Nielsen:

- Two out of three consumers have encountered problems when accessing Web sites on their mobile phones in the last 12 months
- Slow load times were their number one issue, experienced by almost 75%
- More than half reported that the web site content was either too large or small for the size of their mobile phone's screen.
- More than 80% claimed they would access web sites more often from their phone if the experience was as fast and reliable as it is on a PC.
- In the meantime, publishers and marketers better get it right. Overwhelmingly, 85% of consumers said they are only willing to retry a mobile web site two times or less if it does not work the first time.<sup>2</sup>

*Rule of thumb:* when designing for the mobile web, keep your content simple, clean and easy to follow. Taking into consideration the area (screen size) with which it will be displayed and how long you will have the user's attention before they move on to something else.





## Two-Dimensional...Going Beyond 'Flat Thinking'

### Size is an issue

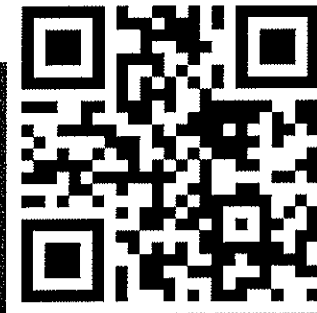
Another factor impacting 2D barcodes is the size of the code and the amount of information it contains. Although 2D barcodes can be scaled to any size, the smaller and more compressed they are, the more challenges they have being read or scanned. Likewise, the more information you have contained in your code, the tighter the black image becomes, even at larger sizes.

The readability depends on the software, the size of the image, the amount of data the code contains, and the resolution of the phone. Cell phones with image stabilization features tend to better handle smaller, more complex codes.

One emerging option for increasing readability is using four-color 2D barcodes, currently available through Microsoft Tag. These codes are more readable at smaller sizes, but are limiting in that they can only be read or scanned by Microsoft Tag reader software.

### Just for Fun

Want to see a QR code that will help you find out how to download the free app? Scan this QR code with your phone and you'll be taken to the app's download page. For more information on how to use this bar code, visit our blog at <http://www.acculink.com>.



*\*Results Show Recipients ARE Willing To Download QR Readers, November 6, 2009, CodeZ QR blog.*

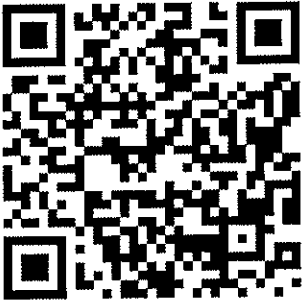
*\*Why the Mobile Web is Disappointing End-Users, Gomez, Inc., 2009. The full survey findings can be accessed at [http://www.gomez.com/wp-content/downloads/gomez\\_mobile\\_web\\_experience\\_survey.pdf](http://www.gomez.com/wp-content/downloads/gomez_mobile_web_experience_survey.pdf)*



To scan the code with your phone, go to [acculink.mobi](http://acculink.mobi) and download the FREE app.

**acculink**

weputitaltogether.



Thinking outside the box means going beyond flat thinking. This white paper is designed to help you think beyond normal boundaries, looking at technology as it evolves and seeing how you can make it work for you and your customers. As stated before, 2D barcodes offer the ability to reach your customer base in new and exciting ways, but in order to use it, you have to understand it. For additional information, please check out the following resources:

[www.acculink.com](http://www.acculink.com)

[www.acculink.mobi](http://www.acculink.mobi)

[www.B2Vcards.com](http://www.B2Vcards.com)

[www.acculink.blogspot.com/](http://www.acculink.blogspot.com/)

[www.printjunkie.net/forum/topics/qr-codes](http://www.printjunkie.net/forum/topics/qr-codes)

<http://tinyurl.com/yg27vww>

*(QR Code powerpoint presentation from Print Solutions 09 in Chicago)*

If you would like to learn more about how to improve YOUR business communications contact Lindsay Gray at 252-321-5805.

**Enhancing your business communications with  
Technology, Marketing and Production related services.**

**acculink**

1055 Greenville Blvd SW • Greenville, NC 27834 • 800.948.4110 • [www.acculink.com](http://www.acculink.com)