

Memorandum for Record – Limiting Competition at or below the Simplified Acquisition Threshold

1. Contracting Activity: Natick Contracting Division, ACC, Natick, MA 01760

2. Description of Action: DEVCOM SC Strategic Communication Visual Arts and Signage Services.

Nature: New Requirement

Contract Vehicle: Purchase Order

Pricing/Contract Type: Fixed Price

Funds: Operations & Maintenance, Army (OMA), FY: 2025

Name of Proposed Contractor(s) and Address: ICL Imaging Corp, 51 Mellen St, Framingham, MA 01702-8522

Sole-Source Acquisition: Yes

3. Description of Services:

Way-finding signage and Army branding with associated aesthetics and art for the Installation. Total:

██████████

4. Authority:

FAR 13.106-1(b)(1): For purchases not exceeding the simplified acquisition threshold (SAT), only one source reasonably available, urgency, exclusive licensing agreements, brand name, or industrial mobilization.

5. Reasons for Authority Cited:

This is a continuation of a series of prior requirements awarded at NSSC to provide critical way-finding signage and Army branding with associated aesthetics and art for the Installation. The newly constructed SFC Monti Research Facility and other renovated buildings at NSSC require a consistent theme and artistry along with the other buildings already completed on the Installation. ICL Imaging Corp. is a small business located in Framingham, MA, and has completed roughly ██████████ in prior signage and visual aesthetics at the Installation, with this new requirement being the final in that series.

With this in-mind, the service quality, color-consistency, and artistic stylings can vary greatly from source-to-source. The NSSC is seeking continuity in design, color, quality, and the vendor's familiarity with the Government's stylistic preferences. Due to the prior acquisitions associated with this Vendor and the ██████████ already spent under those requirements; the duplication of these costs associated with having a different artist render these services for the Installation would not be recouped through competition.

6. Publicizing Contract Actions: For FAR Part 13 actions, the public display and synopsis requirements of FAR 5.101 and FAR 5.203 apply and will be followed.

Requirement to post justification in accordance with FAR 8.405-6(b)(3), FAR 13.105(c), or FAR 16.505(a)(4)(iii)(A): Action is a brand name restriction, over \$25K - it will be redacted and posted with the solicitation.

7. Market Research: There are numerous contractors across the globe associated with the signage and specialty design field, with 3,471 of these entities being registered on SAM.gov.

8. Other Facts: N/A

9. Technical/Requirements Certification: I certify that the supporting data under my cognizance which are included in the justification are accurate and complete to the best of my knowledge and belief.

Typed Name: [REDACTED]

Date: 2/21/25

Title: Lead Program Specialist

Signature: 

10. Contracting Officer Certification/Approval:

I hereby determine that the anticipated cost or price to the Government for this contract action will be fair and reasonable based upon comparisons with other efforts of similar scope and duration.

I certify that this justification is accurate and complete to the best of my knowledge and belief, and that completing this purchase as a sole source is in the best interest of the Government. Additionally, I approve this justification to limit competition subject to the availability of funds and provided that the services or supplies herein described have otherwise been authorized for acquisition.

Typed Name: [REDACTED]

Date: 2/25/25

Title: Contracting Officer

Signature: 