



THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

MATERIALS MANAGEMENT DEPARTMENT

101 OLD VENICE ROAD

OSPREY, FLORIDA 34229

TELEPHONE (941) 486-2183 • FAX (941) 486-2188

MEMORANDUM

**TO: Members of the School Board
Lori White, Superintendent
Mitsi Corcoran, Chief Financial Officer**

FROM: Pat Black, CPPB, Director of Materials Management

TITLE: APPROVAL TO AWARD BID #11-0049 FOR SCHOOL UNIFORM SHIRTS

Bids to provide 'School Uniform Shirts' were received from nine vendors on March 22, 2011. The bids of American Apparel Design and Itchin' to bee Stitchin', Inc., were the best low bids meeting the advertised specifications. Reasons for not selecting the apparent low bid are included with the bid tabulation. This bid is for a period of one year with the option to renew for two additional one-year periods. The funds for these purchases are contained in the internal account budgets of the schools.

Requested by:
Schools

"Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the protest bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes."

Posting Date: 04-12-11

Fiscal Impact:

Not to exceed
\$60,000.00

Funding:

Internal Accounts

Recommended Motion: That the bids of American Apparel Design and Itchin' to bee Stitchin', Inc., to provide 'School Uniform Shirts' in an amount not to exceed \$60,000.00, be approved for award and purchase.

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	Ad-Wear & Specialty of Texas		American Apparel Designs	
		White	Color	White	Color
1.	GILDAN - 8800B - NO SUBSTITUTE - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	\$5.95	\$6.83	\$4.05	\$4.57
		All colors		All colors	
2.	ALTERNATE TO - GILDAN - 8800B - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each Mfg. Name: REJECT Style # Sizes Available: Colors Available:				
3.	GILDAN - 8800 - NO SUBSTITUTE - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	\$6.55 Add \$2.50 for XXL and XXXL	\$7.47 Add \$2.50 for XXL and XXXL	\$4.50 Add \$1.75 for XXL and XXXL	\$5.15 Add \$1.75 for XXL and XXXL
		All colors		All colors	

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	Bull Dog Printing		Designlab, Inc.	
		White	Color	White	Color
1.	GILDAN - 8800B - NO SUBSTITUTE - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	\$6.94		\$4.98	
		All colors		All colors	
2.	ALTERNATE TO - GILDAN - 8800B - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each Mfg. Name: REJECT Style # Sizes Available:	\$8.23			
	Colors Available:	Anvil, 4600B XS, S, M, L, and XL			
		White, Forest Green, Light Blue, Navy, Red, and Royal Blue.			
3.	GILDAN - 8800 - NO SUBSTITUTE - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	\$7.21 S-XL \$9.38 XXL-XXXL		\$5.74	
		All colors		All colors	

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	Itchin' to bee Stitchin', Inc.		Katie-Dids! Originals, Inc.	
		White	Color	White	Color
1.	GILDAN - 8800B - NO SUBSTITUTE - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each	\$5.00	\$6.25	\$5.10	
	Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	All colors		All colors	
2.	ALTERNATE TO - GILDAN - 8800B - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each				
	Mfg. Name: REJECT Style # Sizes Available:				
	Colors Available:				
3.	GILDAN - 8800 - NO SUBSTITUTE - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL	\$6.20 S-XL \$8.00 XXL, XXXL	\$7.50 S-XL \$9.25 XXL, XXXL	\$6.02 S-XL \$8.15 XXL, XXXL	
	Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	All colors except XXXL - no Light Blue		All colors	

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	Plexus Marketing, Inc.		Say What Screenprinting & Embroidery, Inc.	
		White	Color	White	Color
1.	GILDAN - 8800B - NO SUBSTITUTE - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each	\$6.75		\$7.50	
	Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	All colors		All colors	
2.	ALTERNATE TO - GILDAN - 8800B - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each			\$7.70	
	Mfg. Name: REJECT Style # Sizes Available:			Hanes, 054Y	
	Colors Available:			White, Black, Deep Forest, Deep Navy, Deep Red, Deep Royal, Light Blue, Maroon.	
3.	GILDAN - 8800 - NO SUBSTITUTE - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL	\$7.55		\$8.50 S-XL \$10.00 XXL, XXXL	
	Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	All colors		All colors	

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	The Incentive Mall	
		White	Color
1.	GILDAN - 8800B - NO SUBSTITUTE - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each	\$7.00	
	Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	All colors	
2.	ALTERNATE TO - GILDAN - 8800B - <u>Youth</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 2 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Youth sizes S, M, L, and XL each		
	Mfg. Name: REJECT Style # Sizes Available:		
	Colors Available:		
3.	GILDAN - 8800 - NO SUBSTITUTE - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL	\$7.20	
	Required Colors: Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White. Colors Available:	All colors	

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	Ad-Wear & Specialty of Texas		American Apparel Designs	
		White	Color	White	Color
4.	ALTERNATE TO - GILDAN - 8800 - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL				
	Mfg. Name: REJECT Style # Sizes Available:				
	Colors Available:				
5.	ANVIL - 4600B - NO SUBSTITUTE - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each	\$7.95	\$8.82	\$5.57	\$6.25
	Required Colors: White, Forest Green, Light Blue, Navy, Red, and Royal Blue. Colors Available:	All colors		All colors	
6.	ALTERNATE TO - ANVIL - 4600B - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each			\$5.45	\$6.19
	Mfg. Name: Style # Sizes Available:			Jerzees youth, 437Y, 5.6 oz., 50-50 jersey with spotshield.	
	Colors Available:			Colors as required Sizes: Youth S - XL	

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		White	Color	White	Color
4.	ALTERNATE TO - GILDAN - 8800 - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL	\$9.39 S-XL \$13.19 XXL - XXXL			
	Mfg. Name: REJECT Style # Sizes Available:	Anvil, 4600 S, M, L, XL, XXL, and XXXL			
	Colors Available:	White, Forest Green, Light Blue, Navy, Red, and Royal Blue.			
5.	ANVIL - 4600B - NO SUBSTITUTE - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each	\$8.23		\$6.98	
	Required Colors: White, Forest Green, Light Blue, Navy, Red, and Royal Blue. Colors Available:	All colors		All colors	
6.	ALTERNATE TO - ANVIL - 4600B - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each	\$6.94			
	Mfg. Name: Style # Sizes Available:	Gildan 8800B S, M, L, and XL			
	Colors Available:	Black, Forest Green, Gold, Light Blue, Light Pink, Maroon, Navy, Red, Royal, White.			

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	Itchin' to bee Stitchin', Inc.		Katie-Dids! Originals, Inc.	
		White	Color	White	Color
4.	ALTERNATE TO - GILDAN - 8800 - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL				
	Mfg. Name: REJECT Style # Sizes Available:				
	Colors Available:				
5.	ANVIL - 4600B - NO SUBSTITUTE - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each	\$7.00	\$8.50	\$6.44	
	Required Colors: White, Forest Green, Light Blue, Navy, Red, and Royal Blue. Colors Available:	All colors		All colors	
6.	ALTERNATE TO - ANVIL - 4600B - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each	\$5.10	\$6.45		
	Mfg. Name: Style # Sizes Available:	Hanes, 054Y XS, S, M, L, XL			
	Colors Available:	Ash, Black, Cardinal, Deep Forest, Deep Navy, Deep Red, Deep Royal, Kelly Green, Light Blue, Light Steel, Maroon, Navy, Pale Pink, Purple, Sand, White, Yellow.			

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Bid Tabulation: School Uniform Shirts - Bid #11-0049

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Item	Description	Plexus Marketing, Inc.		Say What Screenprinting & Embroidery, Inc.	
		White	Color	White	Color
4.	ALTERNATE TO - GILDAN - 8800 - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL			\$8.80 S-XL	\$10.70 XXL, XXXL
	Mfg. Name: REJECT Style # Sizes Available:			Hanes, 054 S, M, L, XL, XXL, 3X, 4X, 5X, 6X	
	Colors Available:			S-6XL - avail: White or Black. S-4X - avail: Ash, Deep Red, Deep Royal, Light Steel, Navy. S-3X - avail: Cardinal, Carolina Blue, Deep Forest, Kelly Green, Light Blue, Maroon, Pale Pink, Sand, Yellow.	
5.	ANVIL - 4600B - NO SUBSTITUTE - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each			\$9.05	
	Required Colors: White, Forest Green, Light Blue, Navy, Red, and Royal Blue. Colors Available:			All colors	
6.	ALTERNATE TO - ANVIL - 4600B - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each		\$6.75	\$8.24	
	Mfg. Name: Style # Sizes Available:		Hanes, 054Y XS, S, M, L, XL	Jerzees, 437Y S, M, L, XL	
	Colors Available:		Black, Forest Green, Navy, Royal, Light Blue, Maroon, White.	Black, Forest Green, Gold, Navy, Light Blue, Maroon, True Red, White.	

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Bid Tabulation: School Uniform Shirts - Bid #11-0049

Bid Opening: March 22, 2011 - 2 p.m.

Item	Description	The Incentive Mall	
		White	Color
4.	ALTERNATE TO - GILDAN - 8800 - <u>Adult</u> Knit Polo Shirt - 50% cotton/50% dry blend polyester pre-shrunk jersey, machine washable, 5.6 ounce, welt-knit collar and cuffs, 3 woodtone buttons, placket with reinforced bottom box, tumble dry care, with banded short sleeves, double-needled bottom hem, and embroidered school logo/I.D. Adult sizes S, M, L, XL, XXL, and XXXL		
	Mfg. Name: REJECT Style # Sizes Available:		
	Colors Available:		
5.	ANVIL - 4600B - NO SUBSTITUTE - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each		\$8.50
	Required Colors: White, Forest Green, Light Blue, Navy, Red, and Royal Blue. Colors Available:		All colors
6.	ALTERNATE TO - ANVIL - 4600B - <u>Youth</u> Stain Repel & Release Cotton Blend Knit Polo Shirt - 50% cotton/50% polyester, jersey, 5.6 ounce, soft fashion knit collar and welt sleeve bands, clean finished placket with 2 woodtone buttons, machine washable, tumble dry care, short sleeves, hemmed bottom, and embroidered school logo/I.D. Youth sizes XS, S, M, L, and XL each		
	Mfg. Name: Style # Sizes Available:		
	Colors Available:		

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA
SCHOOL UNIFORM SHIRTS - BID #11-0049

JUSTIFICATION FOR AWARD TO OTHER THAN APPARENT LOW BIDDER

ITEM	BIDDER	REASON FOR NOT AWARDING
2		Reject alternate item. Awarded shirt for #1.
3	Designlab, Inc.	Low on XXL and XXXL only. Awarded to American Apparel Designs as overall low on youth and adult shirts.
4		Reject alternate item. Awarded shirt for #3.
6	American Apparel Designs	American Apparel Designs did not submit a sample as required in the bid specifications.
7	Designlab, Inc.	Low on XXL and XXXL only. Awarded to American Apparel Designs as overall low for all youth and adult shirts.
	The Incentive Mall	Low on XXL and XXXL in color only. Awarded to American Apparel Designs as overall low for all youth and adult shirts.
8	American Apparel Designs	American Apparel Designs did not submit a sample as required in the bid specifications.
	Bull Dog Printing	Awarded bid item #3 to American Apparel Designs.
	Plexus Marketing, Inc.	Awarded alternate youth item #6 and adult item #8 to Itchin' to bee Stitchin', Inc., as overall low for the alternate shirt category.