

Roy Tailors Response to \$40 Price Difference in Soft Shell Jacket

Included in the price for the jacket is the following: the cost of two CPD emblems; the cost of the sergeant, specialist, and other ranking officer insignias; the cost of keeping those various rank insignias in stock; the cost of the name tapes; the cost of the velcro mic holder; the labor to sew on the two CPD emblems; the labor to sew on the different rank insignias; the labor to create the customized name tapes, which we do in-house; the labor to sew on the customized name tapes; and the labor to sew on the shoulder strap, which has to be placed on the jacket in a specific manner unique to the City.

In addition, the price includes measuring and fitting each officer, we guarantee all fittings so garments can be exchanged at no additional cost to the City, we keep track of the individual officers order histories, we package by individual officer separated by district, rank, and whatever other requirements the City has, and there is no charge for delivery. Further, the price is the same for any size garment, even the oversize garments and custom sizing garments, which incur substantial up-charges to us.

Beyond all this, the product you linked from Blumenthal's (I cannot say whether this is the exact same product), appears to charge shipping (\$4.95), appears to charge extra (approximately \$10) for the 2XL, and does not appear to even offer any sizes larger than 2XL or custom sizes at all. As a point of reference, we have made coats up to 5XL. Further, unlike what is generally provided online, our service and customization means the Cincinnati Police does not spend extra money or police personnel to administer its approximately 1,000 officer uniform program.

Thus, while price is important -- and an easy measurable -- there are other, crucial factors that effect value. Indeed, the City's bidding document for this contract lists 14 different "awarding criteria" that it used to evaluate bids (in the order provided by the City): (1) price; (2) compliance with bid conditions and specifications; (3) availability of local stock; (4) value and variety of stock; (5) prior experience in supplying a fleet operation; (6) ease of placing an order; (7) operating hours; (8) length of time required for delivery; (9) length of time to complete the service; (10) ability to make all alterations as required; (11) facility within 15 minutes of 310 Ezzard Charles Drive; (12) ability to perform all on-site; (13) perform alterations within 24 hours notification; and (14) references.

- Rachel Loftspring
Roy Tailors