

The State Bar of California  
**Membership Bar Card Packet**  
**Request for Proposal: Questions & Responses**

August 29, 2008

**Questions Specific to the Bar Cards**

**Is it 2 PMS colors plus black pre-printed on the face and black only on the back or are there PMS colors on the back of the card as well?**

*On the front of the Bar card there are 2 pms colors and black. On the back of the card there is 1 pms color and black. Please note the data printed with the PMS colors involve static information and the black requires variable data imaging.*

**Are the Photo ID Bar Cards for Year 2 and Year 3 to be imaged in black or 4 color process thermal imaging?**

*Please provide quotes for both black and white and color pictures.*

**Is it possible to review the electronic samples of the Photo ID Bar Card identified in Section E?**

*There are no electronic samples of the Photo ID Bar Card, as this card has not been made available to the membership. The design of the photo bar cards will be collaboration between the vendor and the State Bar. We regret any inconvenience caused by stating that it was possible to provide a copy of a photo bar card for your review.*

**Are you using High Coercivity or Low Coercivity type encoding?**

*Low Coercivity encoding*

**What Tracks are you recording (1, 2 or 3)?**

*Track III with member information*

**What do you "track" with the magnetic strip data in the card?**

*The magnetic strip contains Member Name, Member Bar number, and Member Status*

**Where do your members "use" this card and its encoded data?**

*The magnetic strip is not being used at the moment.*

**Questions specific to the Carrier**

**Do these same 3 colors (2pms + black) appear on the carrier?**

*The carrier contains 1 PMS color (State Bar of California Logo) and Black (Variable Data Imaging)*

### **Questions specific to the Insert**

**How many colors will be on Insert?**

*Up to four colors*

### **Questions specific to the Envelope**

**What colors appear on the return address of the Envelope?**

*Black*

### **Questions specific to Cost of Printing**

**What have you been paying in the past for the card production (excluding postage) costs?**

*We are currently using Oberthur Card Systems for the production and mailing of Member Bar cards. We cannot provide you with a copy of the current agreement with Oberthur. You may request a copy of the scoring used to select Oberthur in 2004.*

### **Questions specific to obtaining samples of the Member Bar Card Package**

**Is it possible to request a sample membership card package in order to discern paperweight, paper stock and coating, etc?**

*Samples will be made available next week. The following are details regarding card weight.*

<i>Size:</i>	<i>CR-80</i>
<i>Thickness:</i>	<i>0.030</i>
<i>Core:</i>	<i>White Laminated</i>
<i>Printing Specifications:</i>	<i>2 color front</i>
	<i>1 color back</i>
	<i>Black variable data printing on both back and front of card</i>
<i>Magnetic Strip:</i>	<i>Track III Low Coercivity</i>

*Please send an email to the attention of Laila Bartlett at [laila.bartlett@calbar.ca.gov](mailto:laila.bartlett@calbar.ca.gov) to request a sample Bar Card Packet.*

### **Questions specific to segmenting the manufacturing process**

**What is the State Bar's preference in having a separate vendor for designing and printing of the bar cards?**

*At this time we are looking for vendor with both design work and printing capabilities.*