



DIRECT PURCHASE OF APPAREL, UNIFORMS, ACCESSORIES, PRODUCTS AND SERVICES  
Executive Summary

**Lead Agency:** Region 4 ESC

**Solicitation:** 25-10

**RFP Issued:** May 15, 2025

**Pre-Proposal Date:** May 29, 2025

**Response Due Date:** July 3, 2025

**Proposals Received:** 4

**Awarded to:** Galls, LLC and ServiceWear Apparel, Inc.

Region 4 ESC Department of Procurement issued RFP 25-10 on May 15, 2025, to establish a national cooperative contract for the Direct Purchase of Apparel, Uniforms, Accessories, Products and Services.

The solicitation included cooperative purchasing language in Sections I, Scope of Work, National Contract

#### SCOPE OF WORK

Region 4 Education Service Center ("Region 4 ESC") requests proposals from qualified Offerors with the intent to enter into a Contract for the Direct Purchase of Apparel, Uniforms, Accessories, Products and Services. Region 4 ESC is seeking a provider that has the depth, breadth and quality of resources necessary to complete all phases of the Contract. Awarded Offeror(s) shall deliver products and services under the terms of this agreement. While this solicitation specifically covers the Direct Purchase of Apparel, Uniforms, Accessories, Products and Services, each awarded Offeror may offer their complete product and service offering, or balance of line. Region 4 ESC reserves the right to accept or reject any or all balance of line items offered.

Region 4 ESC is an education service center established by the Texas Legislature in 1967 to assist school districts and charter schools in improving efficiencies. Region 4 serves a seven-county area comprised of 47 public school districts and 43 open-enrollment charter schools, representing more than 1.2 million students, 111,000 educators and 1,500 campuses.

Through cooperative contracts Region 4 ESC extends the opportunity to operate more efficiently and economically to agencies nationwide as a lead agency with OMNIA Partners. The Contract is based on the need to provide the economic benefits of volume purchasing and reduction in administrative costs through cooperative purchasing to schools and other members. Although the awarded Offeror(s) may restrict sales to certain public units (for example, state agencies or local government units), any proposal that prohibits sales from being made to public school districts or other cooperative members (sometimes referred to as "Participating Public Agencies") may not be considered. Sales without restriction are preferred. These types of contracts are commonly referred to as being "piggybackable."

#### NATIONAL CONTRACT

Region 4 ESC, as the Principal Procurement Agency, defined in ATTACHMENT A, has partnered with OMNIA Partners, Public Sector, Inc., a Delaware corporation (“OMNIA Partners”) to make the resultant contract (also known as the “Master Agreement” in materials distributed by OMNIA Partners) from this solicitation available to other public agencies nationally, including state and local governmental entities, public and private primary, secondary and higher education entities, non-profit entities, and agencies for the public benefit (“Public Agencies”), through OMNIA Partners’ cooperative purchasing program. Region 4 ESC is acting as the contracting agency for any other Public Agency that elects to utilize the resulting Master Agreement. Use of the Master Agreement by any Public Agency is preceded by their registration with OMNIA Partners (a “Participating Public Agency”) and by using the Master Agreement, any such Participating Public Agency agrees that it is registered with OMNIA Partners, whether pursuant to the terms of a Master Intergovernmental Cooperative Purchasing Agreement, a form of which is attached hereto on ATTACHMENT A, or as otherwise agreed to. ATTACHMENT A contains additional information about OMNIA Partners and the cooperative purchasing program.

OMNIA Partners is the largest and most experienced purchasing organization for public and private sector procurement. Through the economies of scale created by OMNIA Partners’ public sector subsidiaries and affiliates, our participants have access to competitively solicited and publicly awarded cooperative agreements. For all public sector contracts, the lead agency contracting process continues to be the foundation on which we were established. OMNIA Partners is proud to offer more value and resources to state and local government, higher education, K-12 education and non-profits.

OMNIA Partners provides shared services and supply chain optimization to government, education and the private sector. With corporate, pricing and sales commitments from the Supplier, OMNIA Partners provides marketing and administrative support for the Supplier that directly promotes the Supplier's products and services to Participating Public Agencies through multiple channels, each designed to promote specific products and services to Public Agencies on a national basis. Participating Public Agencies benefit from pricing based on aggregate spend and the convenience of a contract that has already been advertised and publicly competed. The Supplier benefits from a contract that generally allows Participating Public Agencies to directly purchase goods and services without the Supplier's need to respond to additional competitive solicitations. As such, the Supplier must be able to accommodate a nationwide demand for services and to fulfill obligations as a nationwide Supplier and respond to the OMNIA Partners documents (ATTACHMENT A).

Notice of the solicitation was sent to potential offerors, as well as advertised in the following:

- Region 4 ESC website
- OMNIA Partners website
- USA Today, nationwide
- Arizona Business Gazette, AZ
- San Bernardino County Sun, CA
- Honolulu Star-Advertiser, HI
- The Herald-News – Will County (IL)
- The Advocate – New Orleans, LA
- The New Jersey Herald, NJ
- Albany Times Union, NY
- Daily Journal of Commerce, OR
- The State, SC
- Deseret News, UT

- Richmond Times-Dispatch, VA
- Seattle Daily Journal of Commerce, WA
- Abilene Reporter, TX or Houston Community Newspapers, TX
- Helena Independent Record, MT
- Las Vegas Review-Journal
- Kennebec Journal, ME

Socio-economic Outreach: To encourage participation of small businesses, minority owned businesses and women owned businesses were notified of the Request for Proposals.

On July 3, 2025, proposals were received from the following offerors:

- Absolute Color Mailplex
- Brand IQ, Inc (Brand IQ, LLC)
- Galls, LLC
- ServiceWear Apparel, Inc (SMS Holdings)

The proposals were evaluated by an evaluation committee. Using the evaluation criteria established in the RFP, the committee elected to enter into negotiations with Galls, LLC and ServiceWear Apparel, Inc and proceeding with contract award(s) upon successful completion of negotiations.

Geographic Preferences: No geographic preferences were included in the evaluation of the responses.

Region 4 ESC, OMNIA Partners and the following offerors successfully negotiated a contract: Galls, LLC and ServiceWear Apparel, Inc. Region 4 ESC executed the agreements, each with a contract effective date of October 1, 2025.

Contract includes: The suppliers provided federal funds certifications which are available on the OMNIA Partners website for review.

Term:

Initial three-year agreement from October 1, 2025, through September 30, 2028, with the option to renew for additional terms up to two (2) years after the end of the initial term through September 30, 2030. The anticipated full term of the contract is five (5) years.

Pricing/Discount: Pricing discounts vary by supplier.

