



TERMS OF REFERENCE FOR PROVISION OF PRINTING SERVICES FOR AAAG

1. BACKGROUND

Since its launch in 2023, AAAG has evolved into a leading Pan-African organisation for advancing public financial management, accountability, and transparency. As the Association's membership and visibility expand, limitations in the current brand identity have become increasingly evident.

Following a comprehensive brand audit which confirmed recurring challenges, including misinterpretation of the current logo, low recognisability, technical difficulty of application across formats, and inconsistent use, AAAG is undergoing a rebranding to strengthen brand visibility, institutional credibility and positioning.

In preparation of the new brand deployment, AAAG seeks the services of a professional branding and printing company to print and install brand assets and products at its offices in Lusaka, Zambia.

2. OBJECTIVE OF THE ASSIGNMENT


The objectives of this assignment are to:




- Print all required branded materials for the AAAG Office.
- Deliver and install visually consistent, high-quality products aligned with the new Brand Identity of AAAG.


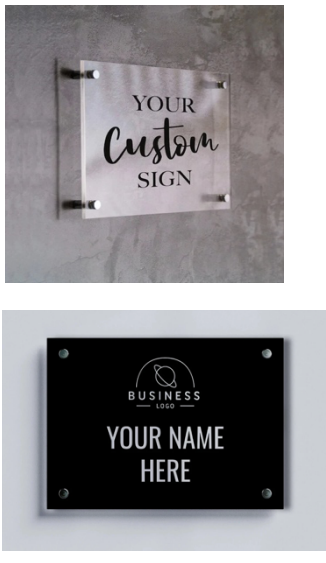
3. SCOPE OF WORK


The selected company will be responsible for the following:



a. Printing and Installation of AAAG Branded Assets and Materials:

ITEM	Sizes & other specifications	Illustration	QTY
Design and printing of Pull up banners (standard size, strong base). AAAG shall provide model designs for adaptation	Visible graphic area: 85 cm (width) X 200 cm by 2000mm (Height) Stable base Retractable Printed on non-curl PVC or premium polyester fabric large, heavy-duty aluminum wide base Supplied with carry bag		4

<p>Design and Printing of X-frame banner. AAAG shall provide model designs for adaptation</p>	<p>X-frame, strong, standard size (1.6m x 0.6m). Lightweight Frame; printed on minimum 440gsm Quality Polyester Should be supplied with Corner Eyelets and carry bag</p>		<p>4</p>
<p>Design and Printing of telescopic double size flying banner. AAAG shall provide model designs for adaptation</p>	<p>Standard size (3-3.5m) Supplied with a carry bag, and ground spike Printed on 10–115gsm knitted polyester or airmesh Double size</p>		<p>4</p>
<p>Printing of Backdrop banner (with stand and carry bag) / Straight Aluminium Banner wall Frame</p>	<p>Sizes: 3x2.25m Freestanding frame that holds a large printed fabric banner Can be easily assembled and disassembled without any tools polyester or PVC display fabric Equipped with stabilizing feet to ensure stability and prevent wobbling or tipping 16mm Aluminium Poles Foldable (can be easily folded into a small size for easy storage) Supplied with carry bag and Velcro (at least 50mm velcro reinforced with 50mm webbing)</p>		<p>1</p>

<p>Printing and installation of small country flags on wooden materials & Wall mount Map of Africa in 3D Lego Style</p>	<p>Flag Size: 12 Cm X 08 Cm (Landscape) with Country label (engraved acrylic/brass finish or matte black with white typography) and a Padding/gap of 2.5 – 3 cm</p> <p>Each flag mounted separately on Wood or acrylic</p> <p>Flag Tiles shall have a matte finish and be 12 × 8 cm & 5–10 mm thick</p> <p>All flags mounted individually as floating wooden tiles with 1–2 cm wall offset using spacers</p> <p>Creates shadow depth and a museum-quality appearance</p> <p>Installation: 11 rows & columns extendable up to 5</p> <p>Spacing: minimum 2.5 cm horizontal spacing + minimum 3 cm vertical spacing</p> <p>3D Map Wall-mounted 3D map of Africa with AAAG Member Countries progressively added (Country indicated by flag colours or AAAG Brand color covering entire country borders to indicate membership). Map comes with ability to remove or add countries</p>		<p>25 small flags & 1 3D map of Africa</p>
<p>Production and installation of directional signage on AAAG Office</p>	<p>Arrow Direction Acrylic Panel Sign</p> <p>Floating Wall mounted A4 size (210 X297mm)</p> <p>Colored acrylic sign (Black or dark green) for a sleek, modern look</p> <p>Finished in matte or gloss</p> <p>vinyl lettering</p>		<p>1</p>

<p>Wall mount Acrylic signage with AAAG Logo (Design, production and installation)</p>	<p>Wall mounted A4 size (80X60cm)</p> <p>Colored acrylic sign (Black or dark green) for a sleek, modern look</p> <p>3D raised AAAG logo preceded by the word "Welcome" in at least 3 languages</p> <p>Finished in matte or gloss (5–10 mm matte black)</p> <p>vinyl lettering Floating Mount</p>		<p>1</p>
<p>Design, Printing and installation of branded two-way stickers on AAAG Office door</p>	<p>Door Dimensions Side A: 2.25 m × 66 cm Side B: 2.25 m × 66 cm</p> <p>Material Premium quality two-way vision vinyl sticker Durable self-adhesive perforated vinyl UV-resistant and waterproof Suitable for indoor office application</p> <p>Finish Matte or semi-matte finish preferred Non-glare professional appearance Visibility Requirement</p> <p>The material shall:</p> <ul style="list-style-type: none"> ▪ Provide privacy from outside view; ▪ maintain sufficient natural light penetration 		<p>2 (One door with 2 parts)</p>
<p>Production of AAAG Stamp</p>	<p>Design and produce an Official round self-inking automatic stamp/seal based on AAAG logo Should integrate icon and full name of the Association Professional-grade stamp construction Durable casing and handle Clear and consistent ink impression Resistant to ink leakage and rapid wear</p> <p>Ink Color: Dark green is preferred</p> <p>Stamp shall maintain readability</p>		<p>1</p>

<p>Printing of Staff Card & lanyards</p>	<p>Staff Card Card Type: CR80 standard PVC smart cards, ISO/IEC 7810 compliant Credit-card size: 85.60 mm × 53.98 mm Printed on Premium PVC or composite PVC (Durable, waterproof, scratch-resistant finish Minimum thickness: 760 microns (30 mil) Full-colour printing on both sides, High-definition dye-sublimation or retransfer printing, Edge-to-edge printing capability & Matte or semi-gloss professional finish Cards must support electronic access control for office entry. Embedded RFID or proximity chip compatible with existing access control system Contactless functionality & Unique card encoding capability Each card shall be personalised for each staff member</p> <p>NOTE:</p> <ul style="list-style-type: none"> ▪ Supplier must confirm compatibility with the existing office electronic door access system prior to production ▪ Work with IT to Configure and encode cards where applicable <p>Lanyards Neck Strap Round Woven Lanyard and Keychain Neck Strap Shall include a space for logo Fade-resistant and durable print quality Safety breakaway buckle Card holder attachment compatible with supplied ID cards.</p>	 	<p>13</p>
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NOTE: The successful bidder will submit samples for each of the items and shall obtain approval before final production.

4. DELIVERABLES AND TIMELINE

All items should be delivered within twenty-one (21) days upon receipt of the purchase order. All designs and printing must align with AAAG Branding guidelines

5. REQUIRED QUALIFICATIONS

The selected firm must have:

- Demonstrated ability to deliver quality prints.
- Experience working with international organizations
- Technical capacity for high-quality printing
- Adequate in-house team and equipment

6. REPORTING

The selected firm will work under the direct supervision of the AAAG Secretariat and will directly report to the AAAG's Manager, Corporate Communications and Stakeholder Engagement

7. TERMS OF PAYMENT

The bidder will provide a comprehensive breakdown of the proposed financial proposal, inclusive of all taxes, fees and expenses. Payment will be made in one single instalment upon approval of the deliverables:

- 100% upon satisfactory delivery and installation of all materials. Payment is done by bank transfer

8. SUBMISSION OF PROPOSALS

Interested companies should submit:

- Quotation (detailed costs per item).
- Company registration and tax clearance certificates
- Company brief profile

Send your quotation via email to info@aaag.africa and copy to gandy.mulemba@aaag.africa not later than May 26th 2026 at 1700HRS CAT.

For any questions or clarifications, please contact Mr. Jean Pierre Bucyensenge on email jean.bucyensenge@aaag.org.zm or by phone at +260 958 120 115/976 828 593

AAAG reserves the right to reject any or all proposals, request additional information, or negotiate terms before making a final selection. Submission of a proposal does not constitute an award or a legally binding agreement. We appreciate your interest in partnering with AAAG to enhance African public financial management.