

## From the Editor

2012 is coming to a close and the holiday season is here! In this issue of *GSA Steps*, you will find informative articles about the new EPEAT standards, GSA eBuy and the use of Open Market items, helpful videos on eOffer/eMod, the Point of Sale Transactional Pilot (PoST), and a reminder of important contract documents to maintain and where to find them electronically. In addition, you will also learn about the new Federal Trade Commission revisions of the Guide to Environmental Marketing, helpful tips to accessing the System for Award Management, and the GSA Sustainability Forum on Interact. Enjoy this 34th issue of *GSA Steps* and have a safe and warm holiday season. We look forward to sharing more interesting issues with you in 2013!

If you would like to provide feedback and/or have suggestions for subjects to cover in future newsletters, please feel free to contact [contract.relations@gsa.gov](mailto:contract.relations@gsa.gov).



## In This Issue

Do Not Quote Open Market Items through GSA eBuy

*Page 2*

Where are my Contract Documents?

*Page 3*

New EPEAT Standards for Imaging Equipment and Televisions

GSA Sustainability Forum on Interact

*Page 4*

Federal Trade Commission Issues Revised "Green Guides"

*Page 5*

eOffer/eMod Launches new In-depth Help Videos.

Are You Accessing the Correct Website for the System for Award Management?

*Page 6*

Point of Sale Transactional Pilot (PoST)

*Page 7*

## Is Your Freight Frustrated?

Have you ever wondered how freight becomes frustrated? Do you want to know what you can do to make sure your product gets to your customer? Please check out the new Frustrated Freight Guide now available on the Vendor Support Center website at [vsc.gsa.gov](http://vsc.gsa.gov). ■



## Do Not Quote Open Market Items through GSA eBuy

GSA's eBuy is a Request for Quote (RFQ)/Request for Information (RFI) system designed to allow government buyers to request information, find sources, and request and receive quotes from GSA contractors who have been awarded a Multiple Award Schedule (MAS) contract.

It is important for GSA contractors responding to RFQs/RFIs through eBuy to quote only Schedule contract items through the system. Contractors should not quote prices for any products or services that have not been awarded on their MAS contract; such items are commonly referred to as "open market items." The purpose of the eBuy system is for quoting Schedule contract items only.

### Why does it matter?

The Federal Acquisition Regulation (FAR) Subpart 8.404(a) states that ordering activities "shall not" seek competition outside of the Schedules program. This means that when placing orders against MAS contracts ordering activities may not consider or compare open market items with Schedule items. GSA advises ordering activities to exclude any open market quotes they receive through eBuy and consider them nonresponsive.

It is in everyone's best interest to ensure that all quotes submitted through the eBuy system are for contract items only. Open market quotes clog up the system, waste the contractor's time in preparing them, and waste the ordering activity's time in having to sift through them and try to verify if the items are on Schedule or not.

### Quote only your own offerings

Another eBuy issue that crops up occasionally is where one contractor quotes items from another contractor's Schedule contract without any formal agreement. It is not permissible for contractors to sell other contractor's products or services without an authorized dealer agreement; the dealer's name and address should be listed on the approved Schedule price list. If quoting in this situation it is recommended that you provide a copy of such agreement and evidence that it has been submitted to GSA via the price list, so that buyers will be able to understand the relationship.

Contractors may also work together through a Contractor Team Arrangement (CTA). When quoting as a team, the Teaming Agreement document (signed by all parties) should be included as part of the quote. Under a CTA each contractor is selling its own product or service from its own Schedule contract, though usually one contractor has been named "team leader." For more information on CTAs see [www.gsa.gov/cta](http://www.gsa.gov/cta).

### Update your contact information

eBuy is a great resource for contractors to receive and respond to RFQs. However, the RFQ can't be delivered to non-working e-mail addresses. You should ensure that your contact information is up-to-date in your eBuy profile so that RFQs may be successfully delivered. The information in eBuy is populated from GSAAdvantage!®. You should make sure that your Schedule Input Program (SIP) file is current and up-to-date in GSAAdvantage!® so that your company will be visible in eBuy. ■

GSA eBuy  
Compliance: (FAR) Subpart 8.404(a)  
No Open Items  
Quote MAS items only!

## Where are my Contract Documents?

Do you have a Multiple Award Schedule Contract with GSA? If you can answer yes to this question then the next question you should ask is: Do I know where my contract documents are? However, a better question to ask is: What documents do I need, and where can I find them?

### What documents do I need?

- The actual signed contract, Standard Form (SF) 1449. This form is the contract which both an Authorized Negotiator within your company and the Procurement Contracting Officer signed and includes at least the following documents:
  - The Final Proposal Revision or Clarification of Offer letter;
  - Completed solicitation with approved terms and conditions;
  - Approved pricing or price list; and
  - Subcontracting Plan (if applicable).
- Modifications:
  - Any administrative or legal modifications (i.e., updating contact information);
  - Any approved modification you make to your price list (with approved corresponding price list) and terms and conditions; and

- Record of all Mass modifications you have completed.
- Any certification (or annual re-certification) completed through System for Award Management (SAM). SAM replaced CCR and ORCA.

### Where can I find them?

If you were awarded your contract through eOffer, you can access your eOffer profile to see your contract including, at a minimum, the actual signed contract (SF1449) and all the documentation under the “What documents do I need” section. If you were not awarded your contract through eOffer and cannot locate your paper files, contact your Procurement Contracting Officer for assistance. If you renewed your contract through eMod, a copy of the renewed signed contract (SF30 to extend the contract) with corresponding information should be in your eMod profile. Also, any modifications completed in eMod should be stored there as well. To see which Mass modifications you have accepted, go to your profile at the Vendor Support Center ([vsc.gsa.gov](http://vsc.gsa.gov)). We recommend you not print these modifications since they are long, so keep an electronic copy. All certifications completed in SAM should be stored in SAM.gov.

If you previously had hard copy historical information or have not yet refreshed your contract in eMod, you will want to have all paper or electronic copies of this information accessible. If you are missing any of the documentation mentioned in this article, check with your Procurement Contracting Officer to see if they can assist by providing a copy.

It is always recommended that you have an electronic copy or backup of these contract documents on your computer, so that you can access them during a Contractor Assistance Visit completed by your Industrial Operations Analyst (IOA). Remember, in the end, it is your responsibility to maintain a record of all contract documents. ■







## GREEN CORNER

### New EPEAT Standards for Imaging Equipment and Televisions

The Electronic Product Environmental Assessment Tool (EPEAT) is a multi-attribute, multi-tier environmental and energy efficiency rating system and registry for electronic equipment. The criteria address more than energy efficiency and, in essence, define what it means for products to be environmentally preferable. Under Executive Orders 13423 and 13514, when agencies purchase products covered by an EPEAT standard, 95% of their purchases of those products are required to be EPEAT-registered products.

The original EPEAT standard covered personal computers, laptops/notebooks, and monitors. In August, standards for imaging equipment and televisions were completed. The registry for imaging equipment will be open to manufacturers and re-sellers later this month and will be open for public use in mid-January 2013. The registry for televisions is scheduled to open to manufacturers and re-sellers in January 2013 and will be open to the public in March 2013. In addition, a standard for servers is under development.

GSA offers imaging equipment and televisions through several contracting vehicles, including Multiple Award Schedules 36 and 70 and the imaging equipment Federal Strategic Sourcing Initiative blanket purchase agreements. We will be adding EPEAT-registered products once the registries open.

For more information, visit the EPEAT website, [www.epeat.net](http://www.epeat.net). ■



### GSA Sustainability Forum on Interact

Looking for ways to support federal customers with their sustainability needs? Want to increase your ability to engage customers on this topic?

Join the new GSA Sustainability Forum on Interact, <http://interact.gsa.gov/sustainability>. At the Forum, the federal and vendor communities discuss the current state of sustainability, including ideas for improving agencies' ability to address ongoing challenges, meet "green" mandates and share best practices. The Forum also serves as a library for sustainability-related training materials, webinars, presentations and other reference documents.

*Impact Federal Sustainability!  
Join the Conversation!*



## GREEN CORNER *continued*

### Federal Trade Commission Issues Revised “Green Guides”

The Federal Trade Commission (FTC) issued revised “Green Guides” that are designed to help marketers ensure that the claims they make about the environmental attributes of their products are truthful and non-deceptive. The guides include updates, as well as new sections on the use of carbon offsets, “green” certifications and seals, and renewable energy and renewable materials claims. The revisions to the FTC’s Green Guides reflect a wide range of public input, including hundreds of consumer and industry comments on previously proposed revisions.

#### Revisions to previous guidance

Among other modifications, the guides caution marketers not to make broad, unqualified claims that a product is “environmentally friendly” or “eco-friendly” because the FTC’s consumer perception study confirms that such claims are likely to suggest that the product has specific and far-reaching environmental benefits. Very few products, if any, have all the attributes consumers seem to perceive from such claims, making these claims nearly impossible to substantiate.

The guides also:

- Advise marketers not to make an unqualified degradable claim for a solid waste product unless they can prove that the entire product or package will completely break down and return to nature within one year after customary disposal;
- Caution that items destined for landfills, incinerators, or recycling facilities will not degrade within a year, so marketers should not make unqualified degradable claims for these items; and
- Clarify guidance on compostable, ozone-safe and ozone-friendly, recyclable, recycled content, and source reduction claims.

#### New sections

The guides contain new sections on: 1) certifications and seals of approval; 2) carbon offsets; 3) “free-of” claims; 4) non-toxic claims; 5) made with renewable energy claims; and 6) made with renewable materials claims.

#### How do the “Green Guides” affect your Multiple Award Schedule contract?

Clause 552.238-72 is included in your MAS contract and requires you to highlight certain environmental attributes and eco-labels in *GSA Advantage!*<sup>®</sup> and other platforms. Think of Clause 552.238-72 as establishing the list of environmental attributes and ecolabels that must be used to identify green products under contract. The “Green Guides” supplement this list by establishing the ground rules for how you can communicate about these environmental attributes and ecolabels with customers.

Here’s a quick way to sum it all up: identify green products in accordance with Clause 552.238-72 and don’t mislead customers about the environmental attributes of your products! ■


ftc

eco in the market  
green guides review

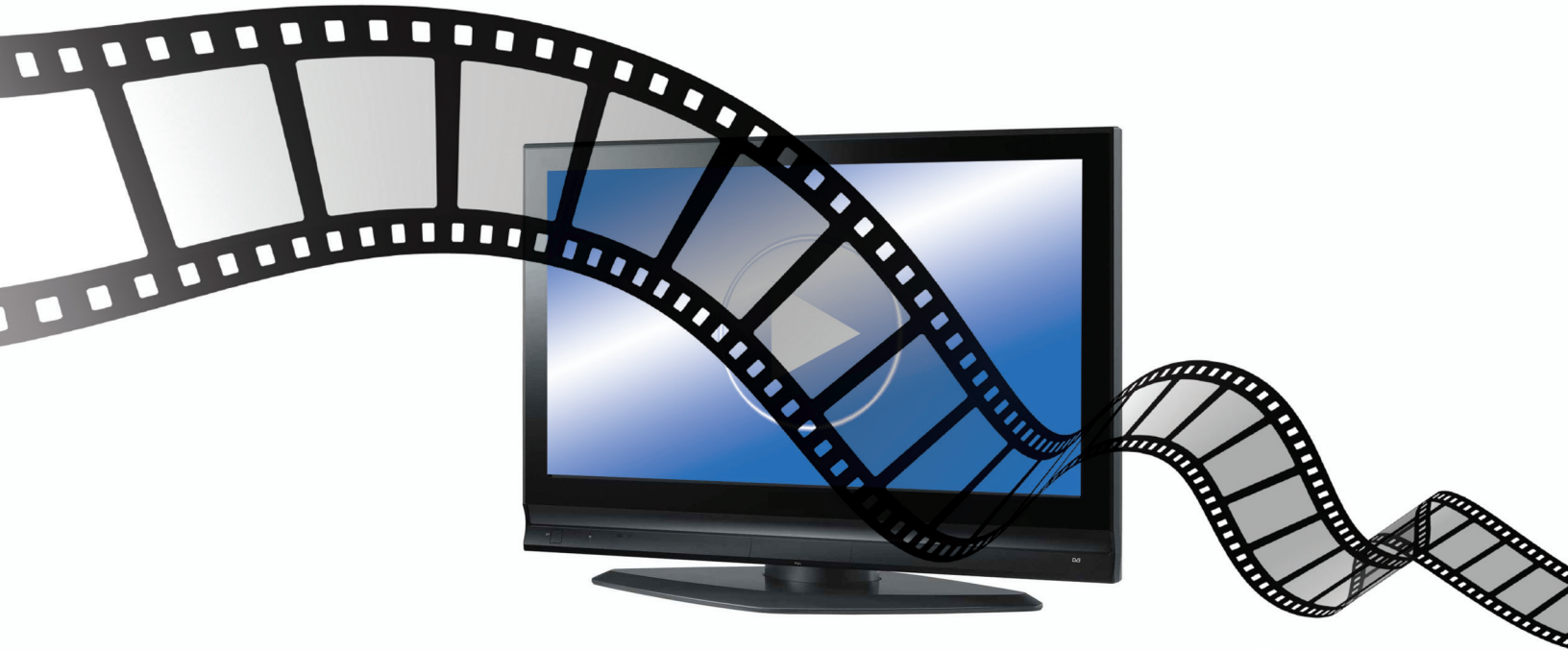


## eOffer/eMod Launches new In-depth Help Videos

In a direct response to customer requests, GSA developed and deployed a comprehensive series of page-specific help videos for eOffer/eMod. These videos are the first step in the move to an in-depth support mechanism that puts users in control of their own experiences. The first set of videos is designed to walk a user through the usage of each page within the system. Future deployments will add videos concerning elements of policy, best practices, and more.

To access the new videos, click the  button in the top right corner of the screen, under the header. A new window will pop up and begin streaming the video. Make sure to set all gsa.gov sites as exceptions in your pop-up blocker, and tune your audio settings appropriately.

GSA welcomes your feedback on these videos, as well as ideas for future videos. Feel free to e-mail [amsystemssupport@gsa.gov](mailto:amsystemssupport@gsa.gov) with your comments and suggestions. ■



## Are You Accessing the Correct Website for the System for Award Management?

The System for Award Management (SAM) is a free website that consolidated the capabilities you used to find in CCR/FedReg, ORCA, and EPLS.

Recently, contractors reported being charged a registration fee for SAM. If you are asked to pay \$599, you are viewing the wrong website, as there should not be a fee associated with the SAM.

The correct website is [www.sam.gov](http://www.sam.gov), and can be identified by the “Uncle Sam” hat logo.

When searching for “SAM” or “www.sam.gov” in search engines such as Yahoo or Google, pay close attention to the results generated. In some cases, it may appear as though you are accessing the correct site; however, remember to ensure the Web address is actually [www.sam.gov](http://www.sam.gov) and you will be able to register without a fee!

For more information about SAM, please visit [www.sam.gov](http://www.sam.gov). ■

## Point of Sale Transactional Pilot (PoST)

### What is PoST and does it apply to me?

In 2011, the Office of General Supplies and Services, in conjunction with the Office of Charge Card Management and the Office of Acquisition Management, developed language to improve the value proposition of three Multiple Award Schedules (MAS) by providing better pricing and more information to MAS Customer agency on a pilot basis. The PoST pilot applies to the following Schedules and Special Item Numbers (SINs):

- 1 Schedule 67 Photographic Equipment SINs 19 100 & 20 316
- 2 Schedule 51 V Hardware Superstore SINs 10501 & 10502
- 3 Schedule 58 I Professional Audio/Video Telemetry/Tracking, Recording/Reproducing and Signal Data Solutions Part I Products

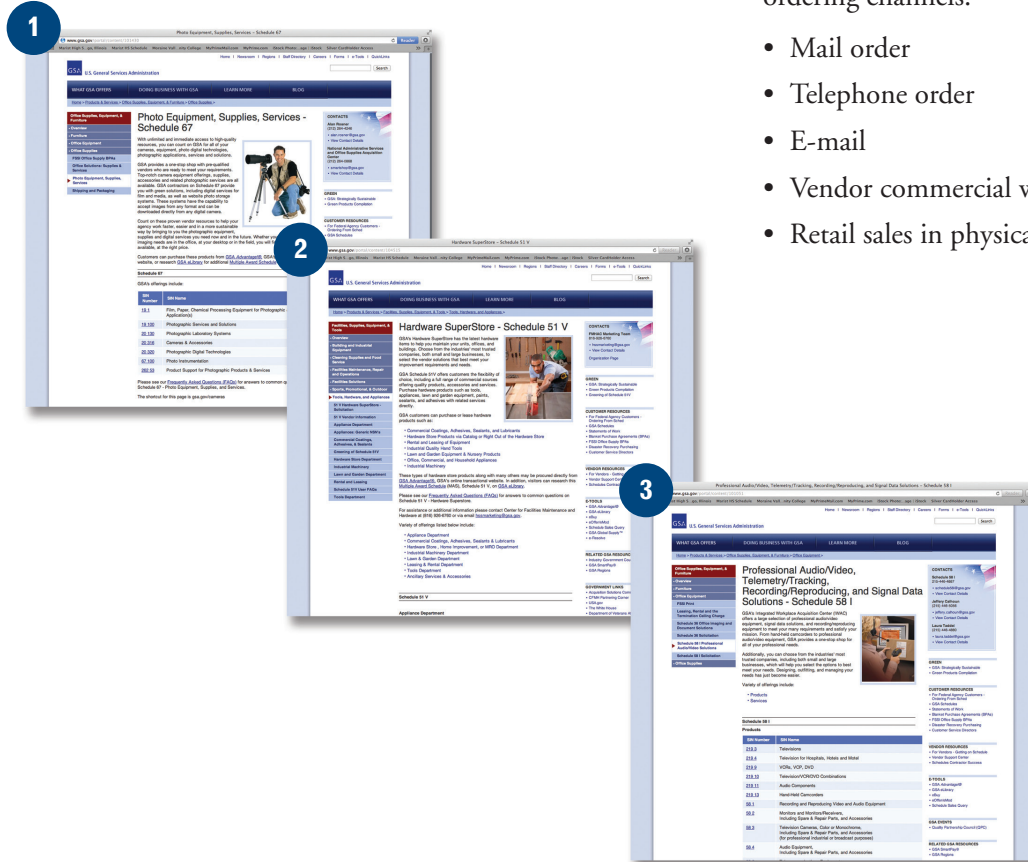
### What do I need to do?

If you were awarded one of the Schedules and SINs listed above, you need to comply with the new language found within the SIN descriptions of the solicitation. There are two main requirements for vendors: Point of Sale Discounts and Transactional Data.

#### Point of Sale Discounts:

As MAS contractors you are contractually obligated to provide the GSA Schedule price for all orders placed through standard contractor ordering channels when the GSA SmartPay® purchase card is presented. This discount is known as a Point of Sale discount. Therefore, vendors need to automatically provide the GSA Schedule price or lower sale price (unless a lower price was separately negotiated by the ordering agency) and tax exemption (where applicable) when presented with a GSA SmartPay purchase card in the following ordering channels:

- Mail order
- Telephone order
- E-mail
- Vendor commercial website
- Retail sales in physical storefront





## Point of Sale Transactional Pilot (PoST) *continued*

### Transactional Data:

Collecting Level-3 transactional data occurs when the GSA SmartPay® purchase card is presented. This is the first step towards implementing the data collection steps recommended by Government Accountability Office (GAO). Therefore, vendors need to have the capability to capture and provide Level-3 data (sales data at line-item level) at point of sale to its order processor (e.g., merchant bank) for all purchases made with the GSA SmartPay purchase card.

All Level-3 data must also be available for reporting to the Government. At a minimum, fields must include:

- ✓ Unit cost
- ✓ Quantities
- ✓ Unit of measure
- ✓ Product codes
- ✓ Product descriptions
- ✓ Ship-from zip code
- ✓ Freight amount
- ✓ Order date
- ✓ Discount amount
- ✓ Debit/credit indicator
- ✓ Total purchase amount
- ✓ Merchant's name
- ✓ Merchant's city
- ✓ Merchant's state
- ✓ Merchant category / business code
- ✓ Merchant taxpayer identification number (TIN)
- ✓ Customer
- ✓ Payment date
- ✓ 1099 status and merchant zip code
- ✓ Transaction number

It is important to note that the fields listed above are intended to mirror commercial Level-3 data reporting requirements. Therefore, if you are compliance with your commercial provider for the provision of Level-3 data, you should also be in compliance with the pilot. By leveraging an existing commercial standard and transmitting data via a Merchant/Acquirer system, no transactional data is due to GSA directly.

### How long do I have until I need to be in full compliance?

Current contactors affected by the pilot are encouraged to participate as soon as possible; however, it will be mandatory for all vendors present on the Schedules and SINS identified above, nine months after contract award or acceptance of the Mass Mod implementing the pilot. The Mass Mods which incorporated the PoST related language to existing contracts are (either A173 (Schedule 67 Refresh 9), A187 (Schedule 51V Refresh 11), or A198 (Schedule 58 I Refresh 16)). Please visit the Vendor Support Center ([vsc.gsa.gov](http://vsc.gsa.gov)) to see if you have accepted the mod and, if so, take note of the acceptance date.

Have further questions about what the requirements are? Please visit: <http://www.gsa.gov/post> for information and helpful documents. ■

