

BRAND NAME JUSTIFICATION AND APPROVAL

Purchase Request Number # 0011010373

IDARNG CSMS 1

**1. Organization/Line Office:** IDARNG CSMS 1

**2. Description of Action being approved:**

The planned action is a Firm Fixed-Price Purchase Order, solicited as a 100% small business set-aside.

**3. Description of Product, Supplies or Services:**

Attachments for Blakeslee F-30 Planetary Mixer:

#20581 - 9" Vegetable Slicer Complete with Adjustable Slicer Plate and Hopper Front

#20447 - Meat Chopper, Double Tinned, with Knife & 1/8" Plate

#3310 – Bowl, 30 qt., Stainless Steel

#1973 – “B” Batter Beater

#1987 – “H” Dough Hook

#3459 – “W” Wire Whip w/ Stainless Steel Wires

**4. An identification of the statutory authority permitting other than full and open competition. (Requesting Office completes with assistance of Contract Specialist)**

The Statutory Authority for this action is FAR 11.105(a)(1) - The particular brand name, product, or feature is essential to the Government's requirements, and market research indicates other companies' similar products, or products lacking the particular feature, do not meet, or cannot be modified to meet, the agency's needs.

**5. Identification of the Justification Rationale:**

The mixer currently in place at the operating location is a Blakeslee F-30 Model Planetary Mixer. This purpose of this acquisition is to purchase attachments that will increase the capabilities of the existing equipment. It is anticipated that a future competitive acquisition will occur at the end of the mixer's service life, specifying requirements and capabilities rather than a specific brand name.

**6. Best Value Determination:**

Although this acquisition is brand-name specific, there are many retailers offering the required items. The government expects to receive multiple competitive offers on this requirement, leading to a price that represents the best value to the organization.

**7. Market Research conducted:**

The acquisition team looked at catalogs, price lists, and manufacturer/retailer websites to make the determination that a name-brand specific acquisition would best meet the needs of the government in this case.

**8. Statement of actions, if any to remove barriers to competition in the future:**

Future acquisitions may occur at the end of the mixer's service life, and will be capabilities-based rather than brand-name based.

**9. Any other facts supporting justification:**

I certify that the evidence of the supporting data that forms the basis of this justification is complete and accurate.

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Contract Specialist

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Contracting Officer