



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
U.S. ARMY MISSION AND INSTALLATION CONTRACTING COMMAND
925TH CONTINGENCY CONTRACTING BATTALION
31 QUARTERMASTER ROAD
FORT DRUM, NY 13602-5220

ATFL-ASD-PC

24FEB2022

MEMORANDUM FOR MICC-Fort Drum

SUBJECT: Brand Name Exact Match Memo for Unison Buy Commercial Instructional Material used in support of classroom foreign language training

1. For the Defense Language Institute Foreign Language Center (DLIFLC), commercial instructional material is used in support of classroom foreign language training. Materials listed and identified, are specific and are essential components to the core curriculum in support of language training. Often, tests and quizzes are developed in direct correlation with these specific materials. It is essential to obtain the specific materials as identified by title, edition, publisher and international standard book number (ISBN). For this reason, it is not uncommon that the most current version or edition of a title is not required. Moreover, unless agreed upon by the school, substitution of the specified items is not acceptable.
2. In addition to DLIFLC developed instructional material, commercial material is an integral component of language training. The DLIFLC selects its commercial materials through a careful review of all commercially available materials. Specified foreign language materials are published worldwide. It is not uncommon that products are not available in the U.S. marketplace. Independent booksellers and distributors are usually the best means for obtaining these materials. Online market research usually provides trusted marketplace pricing. Reputable publishers establish a set retail price, which is often printed on the item. Marketplace pricing may also fluctuate. Pricing of small or independent publishers and self-published items often fluctuates in accordance with supply and demand.
3. The DLIFLC develops a significant portion of foreign language training materials in support of resident and non-resident programs. Training is supported with crucial elements of commercial material such as dictionaries, grammar, vocabulary, verb books and other commercial resources as identified by the school. Combined, these materials make up the core language training curriculum. Commercial materials are selected through a careful review of commercially available materials. Materials are selected based on topic; scope/sequence in support of DLIFLC developed training material. Once identified and selected, materials are adopted into language programs. Periodically language programs perform a review of materials. For this reason, it is not unusual that the most current version or edition of a title is not selected or used.
4. For the reasons listed above, request brand name match approval to ensure accuracy of the requested commercial instructional materials.



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5. If there are any questions, please contact the Contracting Officer at usarmy.drum.acc-micc.mbx.micc@army.mil

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AMES [REDACTED] Digitally signed by
BROWN.THOMAS.JAMES [REDACTED]
Date: 2022.02.28 09:16:33 -05'00'

Contracting Officer
US Army, Mission and Installation
Contracting Command
Fort Drum, NY

Ricky J. Harris
Ricky J. Harris
[REDACTED]