



Heraldics



DLA
DEFENSE LOGISTICS AGENCY
Established 1961



The Nation's Combat Logistics Support Agency

DLA Clothing & Textiles Heraldics

John Fricker, IST Chief
November 16, 2023





Dress Clothing Division

SHARON PIECYK

Division Chief

Randall McArthur

Supervisor (KO)
Outerwear/Shirts &
Headwear

\$45.1 M Obs in FY23

Earl Joyner (KO)
Megan Wherrity (KO)
Sorina Prian-Tanczos
Sharan Khaira
(Deployed)
Marissa Sacca
Denise Gonzales

John Fricker

Supervisor (KO)
Heraldics/Flag Room

\$34 M Obs in FY23

Charles Brown (KO)
James Roberson (KO)
Stanley Thomas
William Dent
Colin Smith
Matthew McCottry
Vern Rose
Philip Washington

ASHLEY LIDDLE

Supervisor (KO)
Dress Uniforms

\$180.6 M Obs in FY2

BaoTRAN Dao (Team Lead/KO)
Anthony D'Avella (KO)
Coraliz Feliciano Roman
Johanette Soto
Terrance Arter
Eric Massenburg
Jennifer Smith
Aaron Rinnier
Ruth Miller

**MELISSA RIOS-
THOMAS and
MARCIA HENSON**

Divisional Contracting
Officers

***Provides support to
all three teams.**



Division Points of Contact

Name	Team	Title	E-mail
Sharon Piecyk	Dress Clothing	Division Chief	Sharon.Piecyk@dla.mil
Melissa Rios-Thomas	Dress Clothing	Divisional Contracting Officer	Melissa.Rios-Thomas@dla.mil
Marcia Henson	Dress Clothing	Divisional Contracting Officer	Marcia.Henson@dla.mil
Randy McArthur	Outerwear, Shirts, and Headwear	Supervisor/KO	Randall.McArthur@dla.mil
Ashley Liddle	Dress Uniforms	Supervisor/KO	Ashley.Liddle@dla.mil
John Fricker	Heraldics / Flag Room	Supervisor/KO	John.Fricker@dla.mil



The Heraldics Team (FQDD)





Product Line Overview

- **Product Line**

- All military services medals and insignias
- Embroidered ranks, patches, and name/service tapes
- Various U.S. and military flags and streamers
- Military blankets and bedding items

- **Major Programs**

- DLA Troop Support Flag Room
- Direct support to the US Army Heraldry and Veterans Medals Unit and
- Direct support to US Air Force and Marine Corp Heraldry
- Congressional Homeless Blanket Program
- White House Support (POTUS and VPOTUS flags and various medals)



Upcoming Opportunities

- Flagstaff 8FT Poles
 - 3 Tier Years
 - Solicitation will be issued beginning of December of 23
- Army Blanket
 - 5 Tier Years
 - Solicitation will be issued in February of 24
- Homeless Blanket
 - 6 to 12 month delivery
 - Solicitation will be issued in January of 24
- USMC Name Tapes
 - 5 Tier Years (2 awardees)
 - Solicitation will be issued in January of 24



Closed Procurement Actions

- Navy Blanket
 - Anticipated award December of 23
- Innerspring Mattress
 - Anticipated award January of 24
- Gold Plated Insignia
 - Anticipated award of December of 23
- Medal Sets
 - Anticipated award of both lots December of 23
- Tactical Assault Flag
 - Anticipated award of December of 23
- Pillow, Bed Feather
 - Anticipated award of December of 23



Awards

- Sword & Scabbard – SPE1C124D0012
- Army Commendation Medal Set – SPE1C123D0019
- Army Star Logo – SPE1C123D0034
- Homeless Blanket – SPE1C23C0012
- Panel Marker – SPE1C124DN002
- Innerspring Mattresses
 - SPE1C123CB003
 - SPE1C123CB004
 - SPE1C123CB005



Solicitation Requirements

- Certification by The Institute of Heraldry will be required for a vendor submitting an offer on either a medal or insignia solicitation.
- A vendors past performance score (SPRS score) will be taken into consideration when evaluating their offer.



Past Performance Score (SPRS)

- A vendors past performance score (SPRS) will be utilized in the evaluation of an offer.
- A past performance score of 60 or better is considered acceptable
- A score below 60 could result in your offer being bypassed
- A vendor can obtain their score as well as information on how to improve their score by contacting Tim Atwell at 215-737-7844



Current Issues and Concerns

- Staffing:
 - Difficulties hiring and maintain enough staff
- First Article Issue:
 - Please ensure that FA's are sent in timely
 - Tech has 30 days to review and provide a response
 - Please provide the buyer with tracking
- Delivery Extensions:
 - COVID related extensions are no longer considered excusable delays



Team POCs

Name	Title	Email
Charles Brown	Contracting Officer	Charles.Brown3@dla.mil
Colin Smith	Contracting Officer	Colin.Smith@dla.mil
James Roberson	Contracting Officer	James.Roberson@dla.mil
William Dent	Acquisition Specialist	William.Dent@dla.mil
Stanley Thomas	Acquisition Specialist	Stanley.Thomas@dla.mil
Matthew McCottry	Acquisition Specialist	Matthew.McCottry@dla.mil
Vern Rose	Acquisition Specialist	Vern.Rose@dla.mil
Philip Washington	Acquisition Specialist	Philip.Washington@dla.mil
Ayanah Savage	Acquisition Specialist	Ayanah.Savage@dla.mil



THE INSTITUTE OF HERALDRY

DEPARTMENT OF THE ARMY

Joint Advance Planning Brief for Industry

Information Brief

15 November 2023

26 October 2023

Thomas L. Casciaro
Chief, Technical and Production Division
The Institute of Heraldry





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BACKGROUND



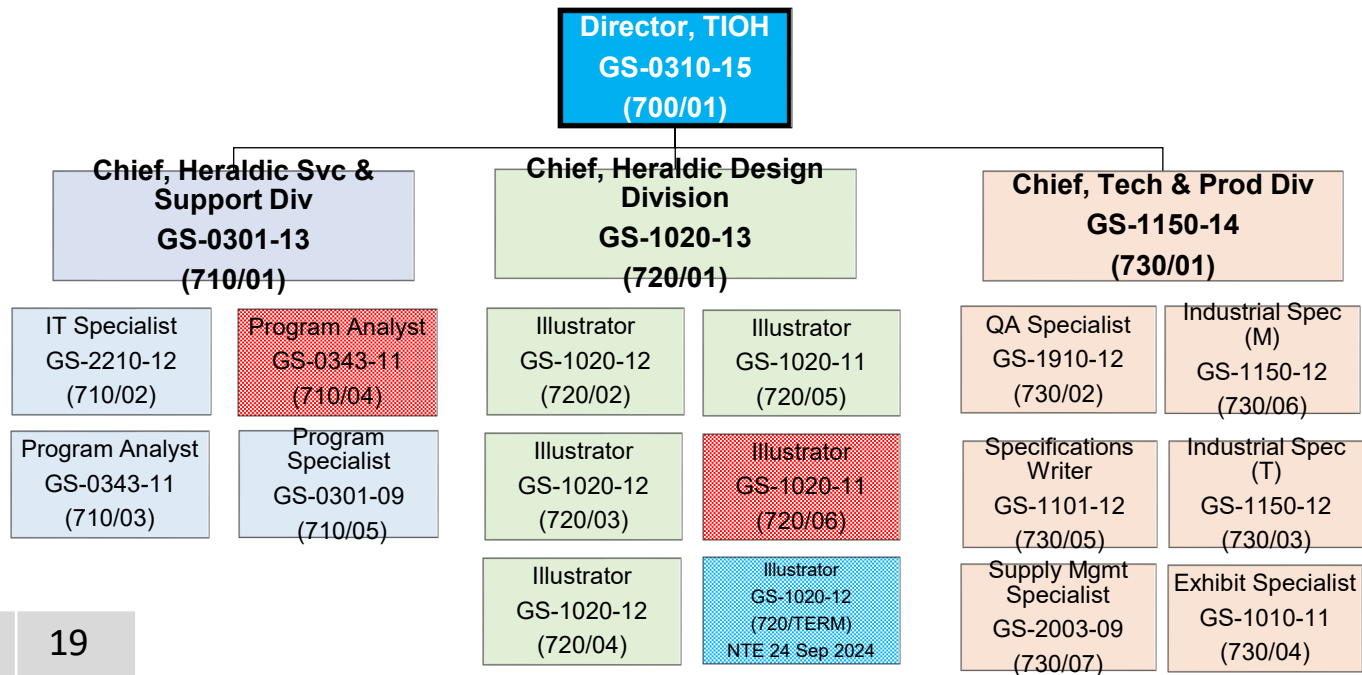
The Institute of Heraldry is responsible for executing the Secretary of the Army's statutory authority (10 USC § 7594) to furnish heraldic services associated with our National symbolism to all Federal Government Agencies.



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ORGANIZATIONAL STRUCTURE

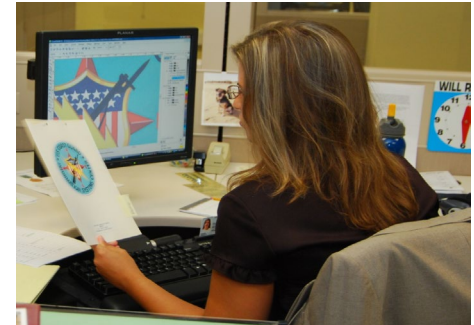


TDA (CIV)	19
Vacant	2
Over Hire	1



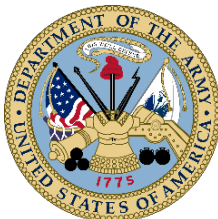
CORE COMPETENCIES

1. Expertise in Heraldic Conventions & Design
2. Development, Standardization, & Quality Assurance
3. Heraldic Research & Archiving
4. Policy Guidance & Technical Assistance
5. Management of Manufacturing Dies & Production Samples
6. Information Services & Professional Development



CUSTOMERS

- Office of the President
- Department of Defense
 - Military Services
 - Separate Agencies & Departments
- All Federal Agencies



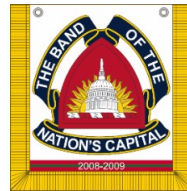


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HERALDIC SERVICES

1. Coats of Arms
2. Official Seals
3. Organizational & Positional Flags
4. Decorations & Medals
5. Shoulder Sleeve Insignia
6. Distinctive Unit Insignia
7. Insignia & Badges
8. Medallions



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EXECUTIVE BRANCH



50 Plaques Per Year



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UNITED STATES ARMY INSIGNIA

11th Armored Cavalry Regiment



Distinctive Unit Insignia
(DUI)



Coat of Arms



Shoulder Sleeve Insignia
(SSI)



257th Army Band



Baldric



Mace



Tabard



Drum Cover

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UNITED STATES ARMY INSIGNIA

SENIOR/JUNIOR ROTC INSIGNIA



Shoulder Loop
Insignia



Shoulder Sleeve
Insignia

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UNITED STATES NAVY



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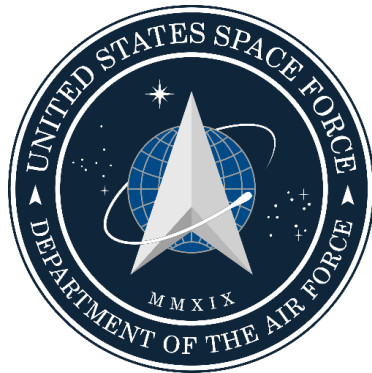


UNITED STATES AIR FORCE

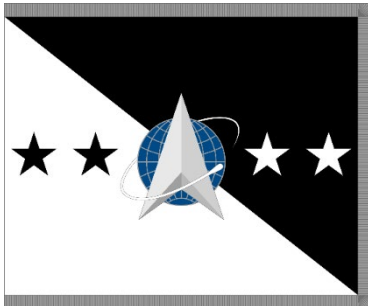


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UNITED STATES SPACE FORCE



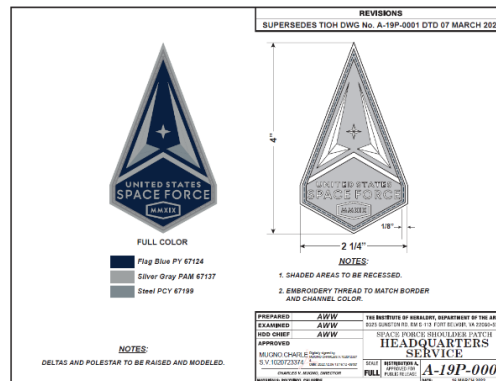
Seal



Chief of Space Operations
Positional Flag



Service Flag



Official Service Patch



**Chief Master Sergeant
of the Space Force**



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UNITED STATES SPACE FORCE



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UNITED STATES COAST GUARD



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OFFICE OF THE CHAIRMAN JCS

New Grade Insignia

Senior Enlisted Advisor to the
Chairman of the Joint Chiefs of Staff





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METAL INSIGNIA



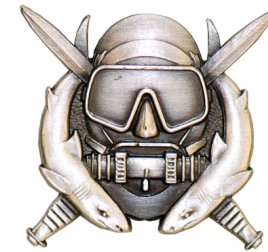
Army Combat Action Badge



Air Force Staff Badge



Coast Guard Auxiliary Badge



Army Special Operations Diving Badge

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DEPARTMENT OF VETERANS AFFAIRS

Memorial Medallions



2008



2018



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MILITARY CAMPAIGN & SERVICE



**Afghanistan
Campaign Medal**



**Iraq
Campaign
Medal**



**Inherent Resolve
Campaign Medal**



**Global War on
Terrorism Expeditionary
Medal**



**Global War on Terrorism
Service Medal**

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CIVILIAN OPERATIONAL SERVICE



**DoD GWOT Civilian
Service Medal**



**Defense Treat Reduction
Agency (DTRA)
Honorable Service
Medal**



**Public Health Service
COVID-19 Pandemic
Civilian Service Medal**



**DoD POW/MIA
Accounting Agency
Operational Team
Service**



**Defense Advanced
Research Projects
Agency Civilian
Service**



NAMING COMMISSION



55TH Sustainment Brigade
United States Army Reserve



5TH Medical
Brigade



310TH Sustainment Command
United States Army Reserve



Original. The hometown and state of the unit are represented by four elements; namely, the scarlet saltire from the state flag of Alabama, the mound at the base of the cross which refers to Red Mountain where Birmingham is located, the flames of industry which light the skies of the city by night, and the encircling scroll representing a magic circle recalling the name, “Magic City,” as Birmingham is sometimes described. The torch represents the leadership emphasized in the motto and its five flames the name, the numerical designation. The maroon cross representing medical service is embattled with three merlons which symbolize the World War II campaigns in which the unit participated, and the laurel leaves in base connote distinguished service.

Modified. The crenellated cross symbolizes medical strength and defense. The scarlet saltire (Cross of Saint Andrew) symbolizes the Brigade’s mission of supporting the medical requirements of Soldiers and their sacrifices on the battlefield. The red triangle alludes to the iron rich Red Mountain, under whose shadow the unit resides. The reference to the Staff of Aesculapius alludes to its attribute of the Roman god of medicine and healing.



REPOSITOR AND TOOL ROOM

- Repository:
 - Over 20,000 historical artifacts
 - Certified samples authorized for sale



- Provide samples to:
 - DLA Troop Support
 - Smithsonian Museum
 - Center of Military History



- Tool Room:
 - Maintain over 25,000 government hubs and dies
 - Valued in excess of \$7,500,000
 - Provide tools to DLA Troop Support



DOD STANDARDIZATION PROGRAM

- Custodian of 2,500 Specifications for heraldic items
- DoD 4120.24M, Defense Standardization Program
 - MIL-STD-961, Department of Defense Standard Practice
 - SD-1, Standardization Directory

INCH-POUND

MIL-DTL-3943G
12 August 2020
SUPERSEDED
MIL-DTL-3943F
23 January 2020

DETAIL SPECIFICATION

DECORATIONS AND MEDALS, GENERAL SPECIFICATION FOR

This specification is approved for use by all Departments and Agencies of the Department of Defense

1. SCOPE

1.1 Scope. This specification covers the requirements for decorations and medals awarded by the Department of Defense and other Government Agencies (See 6.1).

1.2 Classification. Decorations and medals covered by this specification will be as specified on the applicable military specification sheet (See 2.2.1 and 6.2).

2. APPLICABLE DOCUMENTS

2.1 General. The documents listed in this section are specified in section 3, and 4 of this specification. This section does not include documents cited in other sections of this specification or recommended for additional information or as examples. While every effort has been made to ensure the completeness of this list, document users are cautioned that they must meet all specified requirements of documents cited in sections 3, and 4 of this specification, whether or not they are listed.

2.2 Government documents

2.2.1 Specification, standard and handbooks. The following specifications, standards and handbooks form a part of this document to the extent specified herein. Unless otherwise specified, the issues of these documents cited in the solicitation or contract.

Comments, suggestions, or questions on this document should be addressed to The Institute of Heraldry, ATTN: Technical and Production Division, 5025 Gunston Road, Room 5-108, Fort Belvoir, VA 22060-5579 or email to usarmy.belvoir.hdr@mil.hq-washbros.com. You may verify the currency of this specification using the ASSIST Online database at <https://assist.dhs.mil>.

AMSC NIA FSC 8455

Source: <http://assist.dhs.mil> - Downloaded: 2021-01-27T16:10:22
Check the source for verify. Red line is the current revision before sale.

INCH-POUND

MIL-DTL-3943HH
10 August 2016
SUPERSEDED
MIL-DTL-3943AG
15 June 2016

DETAIL SPECIFICATION SHEET

CORATION, DISTINGUISHED SERVICE CROSS

This specification is approved for use by all Departments and Agencies of the Department of Defense

Requiring the product described herein shall consist of this specification sheet and the latest issue of MIL-DTL-3943.

REVERSE

OBVERSE

DASH NO.
-1: Regular Size
-2: Miniature Size

615 (UNS Alley No. C-230)

Relieved and shall match The Institute of Heraldry Metal Finish

1 of 2 FSC 8455

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INCH-POUND

MIL-DTL-11589-60F
17 October 2016
SUPERSEDED
MIL-DTL-11589-60E
30 July 2008

DETAIL SPECIFICATION SHEET

IN. DISTINGUISHED SERVICE CROSS, U.S. ARMY

This specification is approved for use by all Departments and Agencies of the Department of Defense

Requiring the product described herein shall consist of this specification sheet and DTL-11589.

FIN. SIZE	FUNCTION OR STRIPES	FINISH: MOIRÉ	
		COLOR & CABLE NUMBER	FIN. LING YARN
S	Edge & Binder	Old Glory Red HBF 67156	White HA 67101
	Ground	White HA 67101	
	Ground	Imperial Blue H42 67175	
	Ground	White HA 67101	
	Ground	Old Glory Red HBF 67156	
	Edge & Binder	Old Glory Red HBF 67156	

FIN. SIZE	FUNCTION OR STRIPES	FINISH: MOIRÉ	
		COLOR & CABLE NUMBER	FIN. LING YARN
S	Edge & Binder	Old Glory Red HBF 67156	White HA 67101
	Ground	Old Glory Red HBF 67156	
	Ground	White HA 67101	
	Ground	Imperial Blue H42 67175	
	Ground	White HA 67101	
	Ground	Old Glory Red HBF 67156	

US ISSUE: Marginal notations are not used in this revision to identify previous issue due to the extent of the changes.

Page 1 of 2 FSC 8455

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INCH - POUND

MIL-DTL-11484-4G
12 December 2017
SUPERSEDED
MIL-DTL-11484-4F
8 February 2013

DETAIL SPECIFICATION SHEET

EL BUTTON, DISTINGUISHED SERVICE MEDAL U.S. ARMY

This specification is approved for use by all Departments and Agencies of the Department of Defense

Requiring the product described herein shall consist of this specification sheet and DTL-11484.

Red White Red Blue

185/15 (UNS Alley No. C-230)

1. (Storing epoxy) 24K Gold Plated, Mirror-like Polished and shall match the Metal Finish Chip Number 6.

1/4 inch (REF)

3/32 inch (REF)

± 0.005 inch ± 0.005 inch

FSC 8455

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QUALITY ASSURANCE PROGRAM

- AR 672-8 – Quality Control Program
- CFR 32, Part 507 – Quality Control Program
- Manufacturer Certification Program
- Certification of items for commercial sale - QAM
- QA items sold in AAFES Military Clothing Store
- Advise DLA Troop Support





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METAL QUALITY ASSURANCE



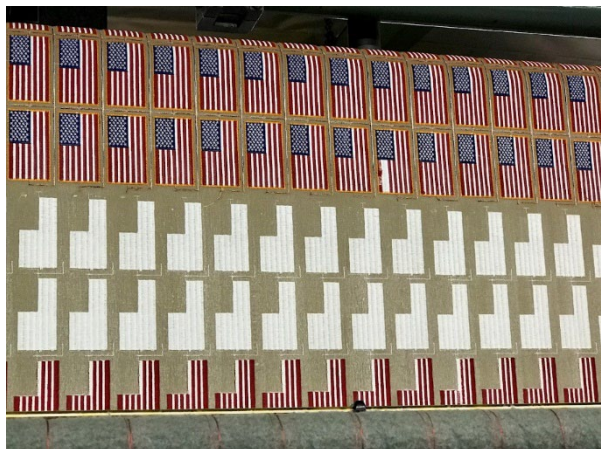
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TEXTILE QUALITY ASSURANCE



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POINT OF SALE QUALITY ASSURANCE



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POINTS OF CONTACT



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CHIEF, HERALDIC SERVICES & SUPPORT DIVISION

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CHIEF, HERALDIC DESIGN DIVISION

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<https://tioh.army.mil>