

# SPECTRUM LIBRARY TALK



## Happy New Year!

Welcome to 2009, which I'm sure will be yet another year of change! My personal New Year resolution is to get out of the rut I've been stuck in and do something different with my holidays...I'm sure you'll agree there is nothing more important than spending special time with our families.

On that note of change, why not have a new library card design to welcome in the New Year? We can help with artwork design, production queries and the inspiration! Use the offer below to get free proofs, set up and plates.

We can also help with your budgeting. We are flexible on when we invoice you so that you can use up your old budget, or we can invoice you once you've got your new 2009 budget. Just let me know what you need when you order.

If there is anything you'd like to know more about or if you'd like to contribute please call or email me: [debbie@spectrumplastics.co.uk](mailto:debbie@spectrumplastics.co.uk)

**E-Library Talk:** If you'd prefer to receive this newsletter by email please drop me a line and I'll add your name to the distribution list.

## BROMLEY MOVED TO SPECTRUM

Debbie met Bromley Libraries at the LI Show last year. They got talking and following a meeting Bromley Libraries made the decision to move library card suppliers and ordered 30K keyfob library cards. They have not regretted it!

Bromley Libraries said:

"Despite us being a difficult customer, changing our minds, and requiring a number of quotes for different products, Spectrum have been prompt in responding to our needs! We are very pleased

with the new card, keyfob and bookmark design, and will be asking for additional quotes for other cards!"

Bromley have been so pleased with the cards that they are now looking at ordering a junior version.

To find out more about switching suppliers or to get some further information and samples please contact Debbie on [debbie@spectrumplastics.co.uk](mailto:debbie@spectrumplastics.co.uk)



Bromley Libraries are very pleased with their keyfob library cards

## FREE PROOFS, SET UP AND PLATES

Let us help you develop a new design for 2009.

Order between January 1st and March 31st 2009 to qualify.

Minimum order 5,000 cards.  
Quote 'Library Talk' at time of order.

Terms and conditions apply

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## NEW TICKETS FOR WEST DUNBARTONSHIRE

Having just revamped their keyfob card for adults West Dunbartonshire felt that their kids' cards needed a redesign.



The winner of the children's library card competition and their winning artwork pictured with Illustrator, Catherine Rayner.

They asked young people to design the images that were to appear on their new-look library cards. The winning images were then printed on 5000 library cards for distribution.

The competition was advertised in libraries, schools and in the press and was judged by the award winning illustrator Catherine Rayner. The top three entries each received an iPod, and the class of the child who won received an illustration workshop with Catherine.

West Dunbartonshire Libraries said:

"We recently switched to Spectrum Plastics to produce our two adult library cards and keyfobs, and were delighted to work with them again for the production of our first ever children's library card. Once more, we found Debbie to be extremely helpful and efficient, and we have developed an excellent relationship with our new card supplier."

### PRICE PROMISE:

We set very competitive prices for our products and we are confident that you will be delighted by our product and service. However, in the unlikely event that you do receive a lower like-for-like quote we would appreciate the opportunity to be able to re-quote. We guarantee that we will review our pricing structure and if it is possible we will lower or match that price.

## WHY USE SPECTRUM?

Debbie is a dedicated Libraries Manager within Spectrum, that means she always has her Libraries needs as her top priority.

We have 21 staff members ready and willing to get your cards to you as fast as possible and for the best price.

We invest in our future, in 2008 alone we spent over £100K on new equipment.

We produce over 70% of all library cards in the UK.

Spectrum have a dedicated libraries website, check out: [www.librarycard.co.uk](http://www.librarycard.co.uk)

We use a unique synthetic 'paper' that, when heated during production, forms a permanent bond, giving it added strength and flexibility. Much stronger and durable than any PVC card.

We've produced 10 million library cards since 1986.

1200 libraries use our cards

We have produced over 3000 designs

Spectrum Plastics have held the covetable ISO 9001 and ISO 14001 standards for 11 years.

## CHANCE TO WIN A £15 AMAZON GIFT CERTIFICATE

Answer the multiple choice question below and win a £15 Amazon voucher. Send your answer by email to [debbie@spectrumplastics.co.uk](mailto:debbie@spectrumplastics.co.uk), the closing date is 16/03/09.

WHICH FAMOUS POET WROTE "SHE WALKS IN BEAUTY"?



- a) Keats
- b) Byron
- c) Tennyson



Terms and conditions available on request.

If you have a story or information that you'd like to share with other libraries, throughout the UK and Ireland, we'd like to help. Email me on [debbie@spectrumplastics.co.uk](mailto:debbie@spectrumplastics.co.uk)

**E:** [info@spectrumplastics.co.uk](mailto:info@spectrumplastics.co.uk)

**W:** [librarycard.co.uk](http://librarycard.co.uk)

**T:** 0161 480 7202

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