

SPECTRUM LIBRARY TALK



Happy New Year!

Welcome to 2010, which I'm sure will be yet another year 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 lots of inspiration - see our article on keyfob cards below for some ideas! Give me a call if you'd like to discuss your thoughts.

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 2010 budget. Just let me know what you need when you order.

Please find enclosed your Spectrum coaster - I hope you think of me every time you have a cuppa!

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

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.

LIBRARY CARD OF THE YEAR – THE WINNERS

In the last edition of Library Talk we announced that Hull City Council had won the Library Card Design of 2009 competition. You might remember that we offered the winning council a basket cakes to share one afternoon but Hull had generously donated their cakes and prize money to the charity of the Lord Mayor's choice - the Octagon Children's Centre.



The Lord Mayor with the cakes

The presentation by the Lord Mayor of Hull took place on Friday 13 November followed by a fantastic children's party for all the children that attend the unit to enjoy.

Sue Richmond, Strategic Library Manager, Hull City Council says:

"Luckily there were no bad omens with the date, and the Lord Mayor enjoyed the visit as much as the children enjoyed their buns and cake. The staff had organised a children's party

for all the children with lots of healthy food and juice, to go with the cakes. The Lord Mayor presented the prize to George, one of the children who had raised a lot of money for the charity at a sponsored bounce on a bouncy castle! It was fun taking part in the competition, but seeing the children enjoying themselves with the prize really made winning worth while."

Debbie Green says,

"We're delighted with how the competition turned out - it's great to know that the kids had such a great time, Spectrum are so pleased to have been able to help."

We hope to run the competition again next year so we'll be looking out for those outstanding designs throughout 2010.

ENJOY YOUR CUPPA!



...FOR ALL YOUR LIBRARY NEEDS

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NORTH YORKSHIRE ENLIST SANTA TO HELP

In November we produced a very special Christmas library card for North Yorkshire Libraries. Children throughout the region wrote their letters to Santa and posted them in boxes at their local library.

Santa then wrote back to them and included their Christmas library card for them to use. We thought this was a lovely idea and a great reminder for children of this time of year.



It would be a great idea for other libraries thinking through their 2010 plans...

DURHAM MARKETING CAMPAIGN GENERATES INTEREST

We've just printed a whopping nine new designs for Durham County below are just a few of their funky new cards to inspire you to produce your next design!



KEYFOB DESIGNS TAKE OFF

Our keyfob cards are really taking off at the moment with the majority of cards passing through the factory being one of the following four design types:



1 Single keyfob



2 Double keyfob



4 Keyfob and bookmark



3 Large keyfob

Our keyfob and keyfob/bookmark joining cards are really useful for members. Busy mums don't have to struggle to get numerous cards in their wallet – the keyfob allows her to carry the barcode information with her keys at all times. The elderly also appreciate the keyfob, not so nimble fingers need all the help they can get!

Remember if you have a simple design we can work with you too – it's not just the fancy joining cards we work on.

The redesign of Durham County Council library cards is part of a high profile campaign to highlight the benefits of libraries with the specific aim of increasing active participation rate and the number of books borrowed. A new graphical style was developed that would work across the whole range of library products which includes borrower cards, re-useable bags (given to new customers who borrow 3 books or existing customers who borrow 6 books), targeted information leaflets, poster templates, library vehicle wraps and advertising.

Sheila Gray, Marketing officer at Durham County Council says:

"The campaign is to encourage people to 'open their minds' using libraries and books. This can be virtual by the reader immersing themselves in a book, or actual using books to learn and develop new hobbies and interests. The images were designed to appeal to a wide audience, particularly younger people who would not traditionally use a public library."



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