

SPECTRUM LIBRARY NEWS



Welcome to the first edition of Library News...

I'm Debbie and I'm Libraries Manager here at Spectrum. I work with over 150 local authorities and together we design and manufacture over 70% of the library cards in the UK. It's a busy, rewarding job and I love it! I'm always on hand for any queries that you might have. We want to make this a magazine for you so please call or email me on debbie@spectrumplastics.co.uk if you'd like to include anything in future editions.

Debbie

SPECTRUM'S 'DESIGN-A-LIBRARY CARD' COMPETITION A BIG HIT

Local authorities have been signing up to a library card competition sponsored by Spectrum Plastics that encourages children and parents to get more involved in their local library.



Photographed are (from left to right): Janet Wood (Development & resources Manager, Stockport Library & Information Service, Rebecca Harnett, Lynne Chapman and Pearl Palfreyman.

Stockport is the most recent area to complete the competition. Rebecca Harnett (aged 5) and Pearl Palfreyman (aged 10) won the competition with the beautiful designs photographed here. The presentation took place as part of the Reading Comes Alive 'festival' in Merseyway Shopping Centre. The prizes were presented by Lynne Chapman, who is a professional picture-book illustrator. In addition to the gift tokens supplied by Spectrum Lynne also drew an original, personalised picture for the two winners.

"We were very impressed with the service we got from Spectrum Plastics, everything from the provision of proofs to the delivery of the final product was done promptly and efficiently. Your help with our design

competition was much appreciated and the cards featuring the winning designs are going down a storm with our younger library users."

Paul Howarth, Senior Librarian: Cultural Impact, Stockport Library & Information Service

Local authorities can take part in the scheme by contacting Debbie at Spectrum and taking a minimum order. Spectrum provide competition prizes and also offer a discount in artwork set up charges to the local authority – that way everyone wins!

About 70% of all libraries in the UK now use library cards produced by Spectrum Plastics. They offer not only the standard credit card sized cards, but ones that incorporate a keyfob and bookmark.

THE AMAZING BOOKMARK GIVEAWAY

We'd like to offer you the opportunity of getting 500 beautifully designed bookmarks for your library counters for absolutely nothing! Each bookmark will be personalised with the library's name, email address and phone number so readers can keep in touch.

To request your bookmarks just email debbie@spectrumplastics.co.uk with the details you'd like to include and a delivery address and contact number.



10% EXTRA FREE:

Order 10,000 or more cards by 28/02/07 and get 10% extra free cards with your order.

Quote 'library news' for discount when ordering.

Offer valid to maximum of 5000 free cards. Terms & conditions apply

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THE WASHING MACHINE ATE MY LIBRARY CARD

Go on – how many times have you heard that excuse for dolling out yet another replacement library card! Many manufacturers still produce library cards on a cardboard base – these are not waterproof and can be easily picked apart.

Spectrum Plastics produce tear-proof plastic cards that are exceptionally durable and can be cut to any size or shape. Spectrum use a unique synthetic 'core' that, when heated during production, forms a permanent bond, giving it added strength and flexibility. The finished product is a highly durable card that can be custom-designed, printed, sealed and cut. In fact

they are so hardy that they can even withstand the occasional washing machine cycle and tumble dry!.

Neil MacInnes, Head of Service Improvement, Manchester Library & Information Service says:

"We and our customers are delighted with the new style library card. It is very chic

and has become a "must have" item in Mancunian wallets and purses. It has badged our marketing and outreach campaign "Have you got yours?" and its durability has reduced the amount of cards needing replacement. We have recently produced a new Children's Card, following on from a successful design competition "

Spectrum are one of the largest plastic card manufacturers in the UK and, with over 30 years experience, can ensure perfect results at fantastic prices - whatever the size of order.



20 YEARS OF LIBRARY CARDS AT SPECTRUM

We have been producing library cards for over two decades and we believe we're the best! Here are a few fascinating facts that we thought might be interesting for you....

We've produced 40 million library cards since we started in 1986

We supply over 70% of the UK's library cards

1200 libraries use our cards

If you put all the library cards we have ever produced in a line you would get from Manchester to Cairo, Egypt!

We have produced over 3000 designs

"We love our libraries and we hope they like us. We try hard to keep an on going dialogue with them so we can understand their needs and adapt our products to fit in with their requirements. If you have any thoughts or suggestions about library cards or our services we'd really like to hear them."

says Kath Doran, Managing Director, Spectrum Plastics.



Spectrum Plastics also hold the coveted ISO 9001 and ISO 14001 standards. In September 2007 Spectrum celebrated 10 years of ISO 9001.



WIN £15 AMAZON GIFT CERTIFICATE

We plan to have a draw in every edition, to be our first lucky winner just answer the multiple choice question below. Send your answer by email to debbie@spectrumplastics.co.uk, the closing date is 29/02/08 so get going!

The lucky winner will be asked to star in our next library newsletter and tell us what they bought with their certificate.

WHO WROTE 'THE WINTER'S TALE'?



- a) Geoffrey Chaucer
- b) William Shakespeare
- c) Charles Dickens



Terms and conditions available on request.

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.

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

E: info@spectrumplastics.co.uk

W: spectrumplastics.co.uk

T: 0161 480 7202

F: 0161 474 1358