

SPECTRUM LIBRARY TALK



Happy New Year!

Welcome to 2011, which I'm sure will be yet another year of change....and perhaps even more snow!

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! 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 2011 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

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 Anglesey had won Spectrum's 'Library card of the Year' competition 2010.

Glenda Williams, Children and Young People's Librarian says:

"Thanks to everyone for voting our card as 'Library Card of the Year' - I know everyone here was delighted and excited about our prize. The box of delicious cakes arrived one Friday afternoon

and the whole office tucked in - we'll all have to go on a diet at this rate!! Many, many thanks Spectrum."

We hope to run the competition again next year so we'll be looking out for those outstanding designs throughout 2011.

ARE YOU A RED OR BLUE?

Liverpool City Council are supporting their die-hard football fans by offering them a choice of either Everton or Liverpool designs when it comes to a choice of library card. Community involvement like this is hard to beat!



Leighton Bains (Everton) and Brian Hall (Liverpool) join forces to support libraries.

Susan Cowell, Children's Support Services, Liverpool Libraries says:

"We were absolutely delighted with both the quality, attention to detail & fast delivery for our fabulous new football cards. They're flying out of all our libraries, so will have to order some more soon. Thanks to Spectrum for all their hard work."

Why not contact your local sports clubs to see if you can work together in promoting sport AND reading?

The cards launched just before the start of the new football season with members from each club joining forces to support the event.

ENJOY YOUR CUPPA!



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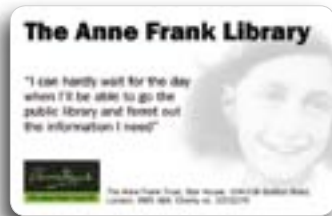
ANNE FRANK LIBRARY

The Anne Frank Trust UK, partner organisation of the Anne Frank House, has been teaching about Anne's life, the Holocaust and the dangers of discrimination for over 20 years, through exhibitions and educational projects.

The Anne Frank Library, is the newest lending and reference library specialising in books and resources about Anne Frank, the Holocaust, and the wider topics of prejudice and discrimination. Additionally, subjects such as social responsibility, conflict and behaviour, and all the moral issues surrounding these topics, are included in the collection.



Anne Frank Trust Director Gillian Walnes MBE & President Bee Klug MBE welcomed Camden Mayor Cllr Jonathan Simpson to open the library in October.



The library aims to cater for the needs of teachers and HE/FE students, covering areas of the curriculum within English, History, PSHE, Citizenship and RE. Based in Kentish Town, North London, you can contact them on 020 7284 58558, or email info@annefrank.org.uk

Meghan Bidwell, former member of The Trust said:

"The Anne Frank Trust is grateful to Spectrum Plastics for their support and supply of beautiful custom library cards. Your time, effort, and expertise are invaluable to us and we display your name proudly in our library."

WESSEX CHILDREN'S BOOK FESTIVAL

In 2009 Hampshire Libraries launched their colourful dinosaur card, keyfob and bookmark. The card took artwork from the popular 'Dinosaur Roar' book by Paul and Henrietta Stickland published by Ragged Bear Publishing Ltd.



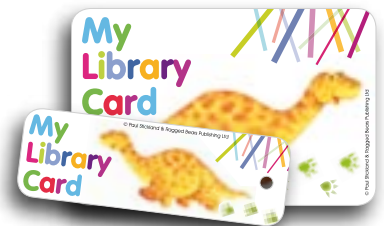
Paul with children at the Royal Winchester County Hospital

Since then Spectrum have been supporting Hampshire with large numbers of the popular cards every year. In support of the Wessex Children's Book Festival Spectrum have supplied 95,000 children cards and 100,000 adult cards with double keyfob.

It's never been easier to switch suppliers, we can easily re-create your library card artwork, all you need to do is supply your current card or use the opportunity for us to create something new for you. We know we can save you money, just give me a call to get some further information and a sample pack.

Anne Marley, Outreach & School Library Service Manager Hampshire Library & Information Service HQ says:

"We are delighted with the design it really gives our children that little something extra when they join. The service from Spectrum has been excellent – great advice, responsive and attention to detail – I've been impressed."



SPONSORSHIP MAY HELP WITH YOUR BUDGET TOO?

The Henry Bloom Noble Library in Douglas, Isle of Man, is issuing new membership cards, thanks to sponsorship from Scottish Widows. The company, which is a keen supporter of the library has funded the cost of new library cards that come with a key fob card and have been produced in three versions: for adults, boys and girls.

Borough Librarian Jan Macartney said:

"These attractive new membership cards produced by Spectrum Plastics are high quality, practical and durable and are being well received by all our customers. Debbie and Ian at Spectrum were a pleasure to work with. Nothing was ever too much trouble and the turn around was incredibly fast".



The launch of the new Scottish Widow sponsored Library cards

Helping launch the new cards were Scottish Widows personal

portfolio and investments manager Juan Clarke, Councillor Stephen Pitts, Chair of Leisure Services Committee and Jon Russell-Dunn and three of his sons, Patrik, eight, Calvin, six and Morgan, four, from Glen Park in Douglas.

Mr Russell-Dunn said:

'We're all keen readers in our family and these new membership cards are

brilliant, especially the key fob card which is really handy and makes such a difference as it's with my car keys so it means I've always got my card on me.'

In these lean times sponsorship may well be an option that Libraries had not considered before. For more details contact Debbie on debbie@spectrumplastics.co.uk

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

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