Brodart introduces

opening the book

bringing retail philosophy and design to American libraries

Essential Tools to Create the Customer-centered Library

Opening the Book is an independent and original company working creatively with libraries to transform spaces, collection presentation and customer engagement. Founded in 1991, Opening the Book first introduced libraries to the reader-centered philosophy through a series of ground-breaking national training programs in the UK which created a generation of librarians with skills to deliver a newly dynamic service. Training is still at the heart of the company offer, with a new online course–interActive–launched in 2012 for the first time in the United States.

Reader-centered philosophy

Opening the Book founder Rachel Van Riel joined forces with book marketing expert Helen Thomas in 2001 and together they adapt the best of UK retail design into the library context. The company has had a tremendous impact–95% of UK library services use Opening the Book display furniture.

Brodart is pleased to introduce to the North American library market Opening the Book's concept, philosophy and products. Brodart is the exclusive representative for Opening the Book in North America and the two companies are building a creative partnership to combine the best of American and European expertise.

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playfulness

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Opening the Book's customer-centered philosophy draws on three main sources:

Library research

Opening the Book holds a bank of 30,000 patron interviews carried out by library staff taking online courses. A clear majority of patrons choose by browsing and prefer to make their selection from displays rather than the standard shelves.

Psychological research

Sheena Iyengar, Columbia Business School Professor, and others have shown how increasing choice does not always increase satisfaction. Many people find it easier to choose from a smaller selection.

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Retail research

Paco Underhill, renowned environmental psychologist has demonstrated the importance of the physical experience when browsing. Products must be easy and comfortable to see, to touch and to take.

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Opening the Book furniture helps patrons browse small selections in comfort. Place it near the library entrance, as an 'impulse' area for those in a hurry, and watch your circulation stats go up.

The same principles hold in the children's library—tempting displays, manageable choices and physical ease. Opening the Book also adds an extra dimension of playfulness to bring the fun back into reading. Books can be a magical experience for a child—so tunnels and hideaways offer perfect spaces to curl up and read.

Books can be a magical experience

For more information on Opening the Book products –

visit www.brodart.com/openingthebook

Exclusive to Brodart and made completely in the USA

For more information on Opening the Book training –

visit www.openingthebooktraining.com

Brodart is proudly partnering with Opening the Book to bring their world class designs to the North American market. These products, which are exclusive to Brodart and made completely in the USA, add to Brodart's already extensive offering of products and services to support your library. Whether it's helping you redesign your library to incorporate Opening the Book philosophies, making your collection more patron attractive or just providing the tools to support your own programs, Brodart has the solutions you need to enhance circulation and patron satisfaction.

Brodart Contract Furniture
Offers state of the art manufacturing and world class quality to create products that are innovative, aesthetically appealing and durable enough to withstand decades of use.
www.brodartfurniture.com

Brodart Books & Library Services
Offers your library fresh, tempting and visually intriguing books which enhance Opening the Book concepts. Rely on Brodart's librarian-fueled expertise to provide title selections.
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Brodart Supplies & Furnishings
Now offers the Opening the Book line of furniture and display products as an exciting addition to the more than 50,000 supplies, equipment and furnishings available through the annual catalog and online.
www.shopbrodart.com

opening the book

Product images in this brochure are specific to the UK market. North American versions may differ slightly than those shown.

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