

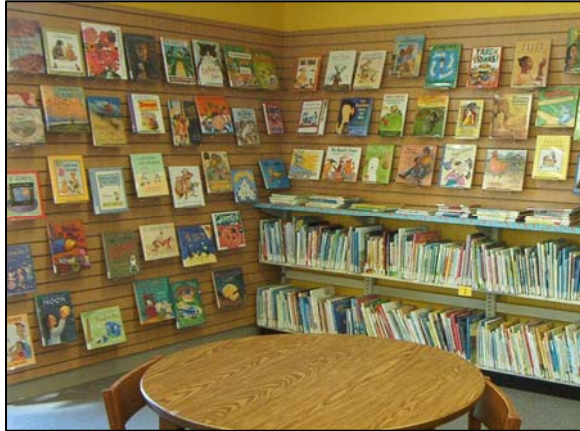
Mount Laurel Library Merchandising Tips

FAMILY ROOM of Children's Materials



WHAT

The Family Room is located at one end of the Mount Laurel Library under the Children's sign.



The Family Room has these collections:

- ✓ Easy Picture Books
- ✓ Easy Magazines
(*Disney Adventures, Highlights for Children, Jack & Jill, Sesame Street Magazines, Spider, Your Big Backyard*)
- ✓ Easy Readers
- ✓ Board Books
- ✓ Big Books
- ✓ Folk & Fairy Tales
- ✓ Parenting
- ✓ Audio Picture Books
- ✓ Libros en Español (Books in Spanish)

WHY

We display books on slatwall, stacked on top of shelves and on special display fixtures to for customers to easily browse and select among the colorful and appealing covers of picture books. Board books are placed in baskets on the floor for easy access for babies and toddlers. Books and media about parenting young children are displayed in the area where most parents spend their library time.



WHO/WHEN

All trained staff and volunteers can merchandise.

- ✓ Merchandise every day, throughout the day.
- ✓ Full time staff are expected to merchandise at least 30 minutes each day (*exclusive of merchandising while being a Greeter*).
- ✓ Part-time staff should merchandise proportionally.
- ✓ If customers to serve, pay special attention during ...
the first open hour, to tidy and present full shelves that day
the last open hour, to tidy and present full shelves the next day

HOW

STACK BOOKS ON TOP OF SHELF.

- ✓ Top of the shelf has stacks of books by popular authors like Ezra Jack Keats in their own "parking spot"
- ✓ We use a standard list of authors and post their names below their designated spot (see tape)
- ✓ Place books spine out in neat stacks above the name on the shelf.

SLAT WALL.

- ✓ The slat wall has face out displays of attractive new looking picture books.
- ✓ Place books near where their letter is on the lower shelf.
- ✓ Stack 2-3 different titles deep, largest at back, so you can see several titles at once.
- ✓ Do not highlight seasonal books out of season. (*For example, no Christmas books on display in March.*)

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EASY READERS (Slat Wall)

- ✓ Put books with an “Easy Reading A-B-C” collection sticker on display wall near windows.
- ✓ Display series titles together.

EASY MAGAZINES

- ✓ Put the current issue of easy magazine titles in magazine ladder.
- Note: Disney Adventures is too small for the magazine ladder. Put it on a display holder.*
- ✓ Older issues can be put in bins on tables in Family Room.

BOARD BOOKS

- ✓ Put board books in wooden children’s book boxes on floor at baby height.
- ✓ Do not worry about keeping any alphabetical order in board book boxes.

FOLK & FAIRY TALE COLLECTION

- ✓ Put books with a “Folk Tales” collection sticker in Dewey order on the two Folk & Fairy Tale Collection display racks.
- ✓ Choose attractive books for cover out display.

PARENTING COLLECTION

- ✓ Put books with a “Parenting Collection” sticker on the Parenting gondola in Dewey order.



AUDIO PICTURE BOOKS (Circular Rack)

- ✓ Put audio picture books on the circular rack.
- ✓ Do not worry about keeping any alphabetical order on rack.

LIBROS EN ESPAÑOL Books in Spanish (Slat Wall)

- ✓ Put books with a “Libros en Espanol” collection sticker on aqua blue display slat wall.
- ✓ Do not worry about keeping any alphabetical order.

BIG BOOKS

- ✓ Put Big Books to slanted display shelves on long bookshelf.
- ✓ No room on display shelves? Put books on bottom shelf.

TOYS

- ✓ Put blocks in large pop-up bins.
- ✓ Put stuffed animals attractively around Family Room or in pop-up bins.
- ✓ Occasionally “weed” the stuffed animals. They seem to breed and multiply!

PUPPETS

- ✓ Put puppets on wooden “Puppet Tree”.

DISPLAY BOOKS (on top of long green shelves)

- ✓ Display attractive new looking picture books.
- ✓ Place books near where their letter is on the lower shelf.
- ✓ Do not highlight seasonal books out of season. (*For example, no Christmas books on display in March.*)



A Note About Weeding

- ✓ This collection is especially prone to a lot of wear and tear. Look for the YUK factor when merchandising.
- ✓ If you come across a book in bad repair, place it in the yellow basket below staff mailboxes with an orange repair/replace notice slip.

Remember: Mess = Success

It shows customers have been enjoying our collection.