Popular library stock management software unveils new U.K. brand
– Glasgow company migrates smartsm brand to collectionHQ
to reinforce worldwide brand value –

GLASGOW, Scotland, United Kingdom – April 2, 2013 – collectionHQ, the world-leading collection performance improvement solution that helps libraries better manage their holdings, announced today that it is unifying its brand in the United Kingdom market to ensure consistency and streamline development as it expands worldwide.

In all of the markets it serves – including North America, Australia, New Zealand, U.K. and Ireland – the product will be known as collectionHQ. Since 2007, it was marketed in the U.K. as smartsm. Existing U.K. customers have already been advised of the rebranding. Customers will experience no changes in the functionality or operation of the product.

"Ensuring a consistent brand for collectionHQ will bring clarity to the market and reinforce its core values, as more libraries understand the appeal of an evidence-based approach to managing their collections," said Scott Crawford, Vice President and General Manager of collectionHQ. "This approach also helps us align our marketing, product development and customer service operations to continue to serve our customers in the most timely and efficient manner."

With headquarters in Glasgow, collectionHQ has expanded rapidly since the 2011 sale of its parent company, Bridgeall Libraries Ltd., to U.S.-based Baker & Taylor, Inc., the world's largest distributor of digital and physical books and entertainment products. collectionHQ has increased employees in the Glasgow office by more than half as it continues to add new customers in the United Kingdom and worldwide.

collectionHQ is used by many of the top library systems in the U.S., Canada, U.K. and Australasia. By analyzing circulation data to discover trends, it helps libraries save time and money, improve circulation and align their collections with local demand.

About collectionHQ
collectionHQ is the world-leading Evidence Based Stock Management (EBSM^{TM}) software application. Easy to implement, simple to use and extremely cost-effective, collectionHQ delivers repeatable performance improvements for library stock by providing evidence-based analysis, advice and performance monitoring of all stock across all media. It helps libraries save money by improving use of existing stock and making purchasing more effective by creating evidence-based specifications, which cater to local demand. It also helps staff make better use of their time by allowing them to focus where they are most needed. collectionHQ improves stock performance by identifying local demand and suggesting action plans on how to address this demand – improving the quality of service, demonstrating best value and improving local marketing. collectionHQ is owned by Baker & Taylor, the world's largest distributor of digital and physical books and entertainment products.

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