

LONDON OPERA GLASS COMPANY

The theatre views newsletter

Greetings! And welcome to the Winter Edition of Theatre Views. 2011 saw our Opera Glasses in more theatres throughout the UK than ever before. In fact we paid out more commission last year than in any year since we started way back in 1913 (yes it's our centenary next year!). So it's great that theatres and their productions are proving as popular, if not more popular with the British public than ever.

The UK Theatre Top 10

Every quarter we send a parcel of goodies to the theatres whose FoH staff do the best job replacing opera glasses. This quarters TOP 10 movers and shakers with prizes going to the top 3. Congratulations to...

1. Dominion - New entry
2. Her Majesty's - Up from 5
3. Apollo Victoria - Up from 6
4. The Regent - Non mover
5. Prince Edward - New entry
6. Piccadilly - New entry
7. Phoenix - Non mover
8. Norwich - Up from 9
9. Cambridge - Down from 8
10. Sunderland - New entry

Well done and thank you to all the FoH staff who do a great job.

Our 'Green' Credentials



With our commitment to support British Business and only use UK suppliers in the manufacturing of our glasses, we have now aligned our business with the influential 'Green Achiever Award Scheme'.

A 'Patron's View

A new spot where we highlight a patron's view of our glasses in action.

Your glasses really...Rock!!

I went to see We Will Rock You at the Edinburgh Playhouse recently and was delighted by the excellent quality of your opera glasses. What an unbelievable difference they made. I could see John Deacon (Queen's original bass player) so clearly, the vision was perfect. They made the ticket price really worth it.

Carolyn - Dundee

Proud to support British Business since 1913

This year marks the start of us shouting loudly and proudly about our heritage and manufacturing policy of only using UK suppliers in the making of our opera glasses. As you may or may not know all of our glasses are manufactured from our base in Sandwich, Kent and next year will mark our centenary. 100 years of supplying our opera glasses to theatres throughout the country. Look out for our centenary celebrations starting at the end of this year.



We now have Point of Sale material to help you promote Opera Glasses in your theatre



In order to maximise rental use of our glasses and therefore the commission theatres receive, we have designed an A3 landscape framed poster to encourage patrons to use them. This framed poster is completely free and can also be tailored specifically for any theatre, and is available on request by emailing Philip Main.

If you need any specific help to promote glasses use in your theatre, we can help. We really are your best support act.

London Opera Glasses installed in the famous Kings Theatre Glasgow

February this year will mark the return of our opera glasses in the famous and historic Kings Theatre, Glasgow. The theatre was commissioned by the theatre company Howard & Wyndham and opened in 1904. Designed by the eminent architect Frank Matcham the corner site has two distinctive facades, and has become a much loved building in this cultural city. The Kings Theatre becomes the 62nd Theatre in the UK to offer our opera glasses for rental.



Please do get in touch if you have your own opera glasses story or you think we might be able to help your venue.

Regards,

Philip Main - Managing Director

The London Opera Glass Company

Telephone: +44 (0) 1304 620360 www.operaglasses.co.uk

