

LONDON OPERA GLASS COMPANY

The theatre views newsletter

Greetings!

SUMMER 2009

Whether you are one of the 50 UK venues working with the London Opera Glass Company or a fellow member of the theatre community, we hope you enjoy our informal newsletter.

The Theatres Trust

The London Opera Glass Company is proud to be a corporate supporter of The Theatres Trust. To support the Trust, we donate £50 for every new UK theatre installation in 2009.



Free Installation

Free Glasses

Free Maintenance

Many theatres do not realise that installation of our glasses is absolutely FREE for the host theatre. The glasses are popular with theatre goers and will generate valuable additional revenue for your venue. If you would like to book a no obligation survey of your venue, just email us today.

Three leading London theatres convert to the new £1 opera glass dispenser.

The new £1 glass dispenser has been successfully installed at The Lyceum Theatre, the Apollo Victoria and the Dominion Theatre. Following successful upgrades at the 1800 seat Lyceum, during the highly successful Disney production of Lion King, the new £1 dispensers will be installed across more Live Nation theatres in the coming months.

Early indications are that theatre commission revenue from the glasses has increased by over 50%.

Anita Daniel, managing the installation for Live Nation at the Lyceum said:

"Our patrons expect opera glasses as an essential part of the West End theatre-going experience"

For more information about the new £1 dispenser and how it can increase revenue for your theatre, please contact Philip Main today.



Two million opera glasses since 1985.

Over two million opera glasses have been manufactured at the UK workshops of the London Opera Glass Company, since 1985. Recent investment in modern injection moulding machinery will mean that the glasses and dispensers will continue to be made in the UK for the foreseeable future. This investment will offer the company more control and accuracy in the manufacturing process and ensure the highest quality for client theatres across the country.



Stylish new bags joining you soon.

Over the next few weeks all client theatres will be receiving complimentary glasses bags to make it easier for theatre staff to replace any lost opera glasses. The bags will be left with your reserve glasses supply and will mean it is no longer necessary to carry boxes around the theatre auditorium.

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

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