

## 3M Cloud Library Introduces "Buy and Donate" Program Supported by Kobo

3M to donate portion of patron eBook purchases back to library

3M Library Systems is making the [3M Cloud Library eBook Lending System](#) even more beneficial for participating libraries with a new "Buy and Donate" feature supported by [Kobo](#), a global leader in eReading. The new program gives libraries the option to add a Buy and Donate button to their 3M Cloud Library website. When patrons click the button, they will be taken to the Kobo Bookstore to finalize their digital book purchases. 3M will donate a portion of sales to the library for use in purchasing additional eBooks from the 3M Cloud Library. With library budgets under constant pressure, this additional revenue stream can be a valuable way to enhance collections.

"With this program, a portion of the profits from an eBook sale will be donated to the library," said Matt Tempelis, Global Business Manager for 3M Library Systems. "Kobo is a company that stands for Readers, and as such, emerged as the ideal partner for this initiative. We are excited to work with them to support libraries through eBook purchases."

In addition to helping bolster the relationship between patrons and libraries, the program also hopes to drive eBook traffic for publishers who are not yet participating in the library market.

"This effort will help us engage with more publishers, and through added exposure in the Kobo eBook store, publishers will gain another avenue for readers to discover their eBook content," said Tempelis.

Now in use at approximately 400 libraries around the U.S., the 3M Cloud Library is a turnkey system of digital content and in-library hardware, along with apps for borrowing and reading. Thousands of patrons have now discovered the ease of browsing, checking out and reading eBooks on their own devices or on a 3M eReader checked out from the library. This flexible solution allows patrons to check out or buy materials and read on the device of their choice—at home or on the go.

The Buy and Donate feature will roll out in November to participating libraries. More details of the program will be shared at the Frankfurt Book Fair in Germany, October 9-13, at the 3M stand, S4 in Hall 8.0.

For additional information, visit [3M.com/cloud](http://3M.com/cloud).

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### About 3M Library Systems

The global leader in library innovation for more than 40 years, 3M is committed to helping libraries connect with the diverse and rapidly evolving communities they serve. 3M's eBook lending, security, and productivity solutions give librarians the flexibility to spend more time doing what they do best – helping people.

Visit [www.3M.com/us/library](http://www.3M.com/us/library) and follow us on Twitter (@3MLibrary) and Facebook.

### About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow [@3MNews](#) on

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