

CASE STUDY

Follett Street Date Program: Books 12 Days Early for Mahwah Public Library



Melanie Bruchet of Mahwah Public Library (NJ) unboxes street date titles in time for release.

Mahwah Public Library (Mahwah, New Jersey) received its first street-date shipment, which arrived fully shelf-ready nearly two weeks before the books' official release date. This ahead-of-schedule delivery was possible as a result of a Follett Content warehouse buildout, a new supply partnership, and a team committed to meeting deadlines.

THE CHALLENGE

Public libraries have shared the same story repeatedly: other vendors' fulfillment was unreliable. As the vendor landscape has shifted, libraries like Mahwah Public Library have been left searching for a partner who can commit to street-date fulfillment.

"We've been unable to get books before street date since last year," said Assistant Director Melanie Bruchet.

Follett Content effectively delivered a solution to the problem and Mahwah Public Library was extremely satisfied.



"We've been unable to get books before street date since last year. This is the first time we are receiving books before publication to get them in the hands of our patrons on time.

Thanks to the Follett Street Date Program, we now have these books a full week and a half before their publication dates.

We're so excited to get these titles out on the shelves and in the hands of our patrons on time, so they can read them when they want to."

MELANIE BRUCHET

Assistant Director,
Mahwah Public Library, Mahwah, NJ

The Mahwah Public Library's excitement was so palpable, they even filmed an unboxing video to celebrate the moment. **Watch here.**



THE SOLUTION

The **Follett Street Date Program** gives public libraries a simple, reliable way to preorder select new fiction and nonfiction titles and receive them fully cataloged and shelf-ready, ahead of the publisher's street date.

Each Monday, Follett Content highlights the season's most-anticipated adult, young adult, and children's titles committed to street-date fulfillment. Libraries that preorder at least 60 days ahead of street date through Titlewave®, a free ordering platform, receive those titles fully processed and ready to circulate before release day.

Behind the scenes, reliability is backed by real investment. To support fast fulfillment, Follett Content built out a new warehouse section specifically for the Street Date Program, including a new conveyor system and dedicated workstations staffed by a team focused solely on processing, packaging, and shipping street date titles. Follett Content also partnered with **ReaderLink**, one of the largest suppliers of books to retail stores nationwide, providing consistent access to best sellers as soon as they're available.

Dive deeper into the Follett Street Date Program.



According to Oliver Kaestner, Follett Content's VP of Strategic Initiatives & Operations, the goal from day one was to remove every excuse for a missed street date.



Follett Content CEO Britten Follett personally packs and labels the first Follett Street Date Program shipment.

"We didn't want street-date fulfillment to depend on squeezing it into our existing processes," said Kaestner. "We built a dedicated space, a dedicated team, and a dedicated inventory pipeline, so this program has what it needs to meet deadlines every week."

For CEO Britten Follett, removing every excuse for a missed street date was a commitment to the communities libraries serve.

"Public libraries are where communities go to find their next favorite book, and we take that responsibility seriously," said Follett. "The Street Date Program reflects our mission to get books in the hands of readers, and our commitment to being a partner that public libraries can depend on."

THE RESULT:

DELIVERY 12 DAYS AHEAD OF STREET DATE

On August 28, 2026, the first street date books reached their destination. Mahwah Public Library received its first shipment a full 12 days ahead of the books' street date, fully cataloged and ready to circulate the moment those titles go on sale.

"This is the first time we are receiving books before publication to get them in the hands of our patrons on time," said Bruchet. "Thanks to the Follett Street Date Program, we now have these books a full week and a half before their publication dates. We ordered these on July 2, and here they are well before September 8. We're so excited to get these titles out on the shelves and in the hands of our patrons on time, so they can read them when they want to."

A MISSION BIGGER THAN ONE SHIPMENT

For Follett Content, moments like this are celebrated. The Follett Street Date Program is more than just logistics; it's part of a broader commitment to public libraries and getting the books into patrons' hands, reliably, *every time*.

Preview this week's featured titles and then preorder books in Titlewave at least 60 days ahead of street date to get them on your shelves and in your patrons' hands on day one!

Preview This Week's Titles:
follettlibrary.link/mpl-fsdp

Preorder in Titlewave:
follettlibrary.link/mpl-titlewave