

News Release



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ROYAL MAIL SALUTES THE ART OF GREETING

'The Art of Greeting' is the theme of Royal Mail's latest book of ten first class stamps in the award winning "Greetings" series. The book goes on sale on March 21 and will be available from post offices and retailers everywhere.

The designs are based on a variety of artistic forms including sculpture, paintings, photography and papier mache - and depict different interpretations of the greetings theme.

The new book will cost £2.50 and also contains 20 free sticky labels displaying a mixture of pictures and messages, including "Thank You", "Love and Kisses" and "Happy Birthday"

Jane Ormrod, Royal Mail's Senior Product Manager Stamp Books and Definitives said:
"Whether you are interested in art and design, a stamp collector, or simply want a new way to brighten up your mail, the new book will hold something for everyone. Now customers can choose to express themselves on their envelope or card with the stamp, as well as through their message."

The previous "Messages" greeting stamp book featuring children's literary favourites is still available from retail outlets and post offices.

A special illustrated presentation pack containing all 10 stamps and 20 message labels will be issued on 21 March 1995, price £2.85. A First Day Envelope bearing all 10 stamps (price £3.36 inland and £2.86 overseas) and ten stamp cards, costing 25p each, will also be available.

-Ends-



The Letters Business of The Post Office
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CONTACTS:

For further information, please contact the Post Office Newsroom on 071-320 7443.

GREETING ARTISTS

- Renoir
- Peter Brookes
- Eric Gill
- Emily Firmin and Justin Mitchell
- Beryl Cook
- Alice Hughes
- L.S Lowry
- Mughal Aurangzeb
- Andrew Mockett
- Rodin

TECHNICAL DETAILS

The stamps are designed by Newell & Sorrell and printed by Walsall Security Printers on OBA free paper and PVA adhesive is used. Each stamp measures 41 x 30 mm and each label 41 x 15 mm. The stamps and labels are printed in a single strip, measuring 407mm x 60mm and affixed to the book cover by selvedge in the centre. There are two vertical phosphor bars on the stamps and elliptical perforations in a central position with a vertical edge.