

200 YEARS OF THE HEREND PORCELAIN MANUFACTORY



Magyar Posta is issuing a special souvenir sheet to commemorate the bicentenary of the foundation of the Herend Porcelain Manufactory. The souvenir sheets and the associated philatelic products were designed by the graphic artist Dániel Erdélyi. The souvenir sheets were produced by Pénzjegynyomda Zrt. Forty thousand copies of the black-numbered, perforated souvenir sheets and 5,000 copies of both the red-numbered, imperforated and the green, differently perforated souvenir sheets have been released. The new issue goes on sale at Filaposta, philately specialist services, certain post offices and www.posta.hu from 23 September 2026.

Since its foundation in 1826, the Herend Porcelain Manufactory has fostered the tradition of hand-made porcelain production with steadfast devotion. Porcelain, which was once revered as "white gold," remains a symbol of prestige, status, and perennial value to the present day. In Herend, the manufacturing process still evokes the spirit of the founding predecessors, from wedging the raw clay, through the precise work of the throwers at the wheel and slip casters, to the final brushstrokes of the painters – everything is crafted by hand. It is this dedication that has made Herend porcelain a world-renowned Hungarian speciality, a Hungaricum, and an integral part of Hungarian heritage. The success story began in modest circumstances. In 1826, Vince Stingl founded a faience factory at the foot of the Bakony hills, but the real breakthrough came with Mór Fischer, who took over the factory in 1839. Fischer recognised that the future lay in fine porcelain, and it was not long before the Manufactory became a purveyor to the Imperial and Royal Court, and reaped victory after victory at the great universal exhibitions of the 19th century. The Herend porcelain brand is now a symbol of luxury, individuality, and constant renewal, which encompasses both tradition and innovation. Herend represents timeless beauty in the modern world: art fired into porcelain which derives inspiration from respect for the past, yet creates enduring value for the future. *Source: herend.com*

The souvenir sheet features a re-imagined version of the Herend Porcelain Manufactory's world-renowned Victoria pattern tea set for two. The stamp design of the souvenir sheet depicts the cream jug, cup and saucer, and teapot, all decorated with butterflies. The commemorative cover with a first-day cancellation accompanying the souvenir sheet bears a stylised depiction of a purple magnolia flower, a design reflecting classic and elegant style. The postmark on the special first day cover shows the logo for the Manufactory's anniversary.

In addition to the standard, black-numbered edition, a red-numbered imperforated and a green-numbered specially perforated edition of the souvenir sheet have been issued. Alongside the three editions of the souvenir sheet, the stamp set also contains a monochrome version, which can only be purchased as part of the set. The souvenir sheets and the monochrome print in the set are protected in mounts. All the editions in each of the 1,000 sets issued bear the same serial number in the number range between 1 and 1,000. The standard edition as well as the red- and green-numbered souvenir sheets from the number range above 1,000 are also available for sale outside the set. The monochrome print cannot be used to pay the postage of letter-mail items.

Order code:

2026090030011 (souvenir sheet)
 2026090060012 (FDC)
 2026092030013 (imperforated souvenir sheet)
 2026091030011 (specially perf. souvenir sheet)
 2026093030011 (set)

Issued on: 23 September 2026

Face value: HUF 3,000

(On the date of issue, this can be used as a supplementary denomination.)

The selling price of the stamp set is HUF 20,000.

Printing technique: offset

Number of copies: 40,000 standard souvenir sheets with black serial numbers; 5,000 red-numbered imperforated souvenir sheets and 5,000 green-numbered souvenir sheets with special perforation. The sets are compiled of sheets that have identical numbers ranging from 1 to 1,000. 1,000 copies of the monochrome print were produced. This is only available as part of the set.

External imperforated size of the souvenir sheet: 90 x 60 mm

Perforated size: 40 x 30 mm

Paper type: White, wood-free, surface-treated, gummed stamp paper with optical whitener

Printed by Pénzjegynyomda Zrt. (souvenir sheet), Pátia Zrt. (FDC, set)

Source: Herend Porcelain Manufactory

Photos by Zsófia Erdélyi-Tóth

Designed by Dániel Erdélyi

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