

## INNOVATIVE SOLUTIONS 2016: SENDER!

Your Own Postcard with a click



Magyar Posta is issuing a definitive postage stamp with a label to popularise its e-postcard service SENDER! introduced in 2016. A graphic montage illustrating the point of the service together with the service logo appears on the label of the definitive stamp Your Own Message Stamp IV – Domestic 35. The label, the cover and the postmark were designed by *Gergely Csorba* and the stamp by *Imre Benedek*, and the new release was produced by the printing company *Pénzjegynyomda Zrt.* The new issue will be available while stocks last at first day post offices and Filaposta in Hungary from 7 October, but may also be purchased from Magyar Posta's online store.

Magyar Posta's latest application called Sender!, which is available on both Android and iOS platforms, is for sending postcards. It allows users to make beautiful, professional quality, custom-made postcards with a few clicks in a matter of minutes. The purpose of this easy-to-use app is to reintroduce the tradition of sending postcards into our busy modern world and to make it accessible to everyone with just a few clicks.

To do this, the application needs to be downloaded, some good photos chosen to go into the available frames and templates, and an individual postcard made with Sender! finally adding the addressee or addressees. Naturally, a message to friends and family can also be sent as part of the postcard.

After that Magyar Posta will deliver the postcard printed on excellent quality paper coated with a gloss finish. The price of making and delivering the postcard can be paid simply with a bank card payment transaction through the application.

Numerous creative templates, filters and individual photo effects can be added to the postcard and it can be enriched using our continuously expanding set of stickers. What is more, postcards can be made even more personal as there are many templates for different themes – birthdays, festive greetings or special occasions. (Source: [posta.hu/sender](http://posta.hu/sender))

### SENDER!:

#### Order code:

2016470010031 (stamp)  
2016470060032 (FDC)  
2016471040031 (sheet)

Issued on: 7 October 2016

**Face value:** Domestic (Domestic non-priority standard letter, HUF 115 when issued)

**Printing method:** offset

**Number of copies:** 5,000 sheets (35 stamps per sheet)

#### Perforated size:

18 x 25.2 mm (stamp),  
36.25 x 25.2 mm (label)

**Paper type:** gummed postage stamp paper

**Printed by** Pénzjegynyomda Zrt.

**Designed by** Imre Benedek (stamp), Gergely Csorba (label, FDC, postmark)

*The label may not be used by itself to pay the postage of letter-mail items.*