

VERY OWN STAMP: MAGYAR POSTA IS 150 YEARS OLD



Magyar Posta is issuing a promotional definitive stamp with no value indication called *Very Own Stamp: Magyar Posta is 150 Years Old* with a jubilee logo made for this special anniversary, which will be released inscribed *Domestic* with no value indication on 9 October 2017. The new issue was produced by the printing company Pénzjegynyomda based on the designs of graphic artists Imre Benedek and Nikolett Garamszegi. The stamp will be on sale in first day post offices and at Filaposta in Hungary from the date of issue, but may also be purchased from Magyar Posta's online store.

The date 9 October 2017 is a special day for Magyar Posta, national postal administrations and all postal employees. This is a double celebration: the independent Hungarian postal administration is celebrating the 150th anniversary of its foundation and World Post Day, the international festival of postal employees, is also held on the same date in remembrance of the foundation of the Universal Postal Union on this day in 1874.

At the founding conference, the signatory countries to the treaty forming the General Postal Union undertook the obligation to handle international mail according to uniform principles, and to forward and deliver it without delay. The principles which the founders, including the Hungarian postal administration, committed themselves to have remained valid to this day but the mail delivered and the related services have changed considerably.

Magyar Posta's jubilee logo on the stamp's label expresses these principles and the one and a half centuries of continuous operation.

The logo's message – *Addressing the Future* – conveys the commitment represented and undertaken by Magyar Posta in order to find the answers to the rapidly changing challenges of our digital age which will increase the number of satisfied customers while retaining traditions.

The colour chosen for the logo is gold, which expresses glory and wisdom as, apart from Magyar Posta, it is hard to find another service company that fosters a regular relationship with almost all the inhabitants of Hungary whose past dates back one and a half centuries.

The special feature of the label is that some elements of the logo, such as the leaf motifs and the number 150 in the postal logo as well as the crown, have been produced with a gold foil decoration.

The stamps of the 150-year-old Hungarian postal administration have accompanied the Company since the early days and are part of our everyday work, and they will continue to symbolise our Company's values in the future as well.

VERY OWN STAMP MP 150:

Order code:
2017353040031 (sheet with 35 stamps)
2017353010031 (stamp with label)
2017353060032 (FDC)

Issued on:
9 October 2017

Face value:
Domestic inscription – at the time of release:
HUF 120 – this pays the postage of a domestic postcard or standard letter up to 30 g.

Printing technique:
offset + gold-coloured foil stamping

Number of colours:
2 colours

Number of copies:
dependent on demand
35 stamps with labels/sheet

Perforated size of stamps:
18 x 25.20 mm
Perforated size of label:
36.25 x 25.20 mm

The label by itself may not be used to pay for postage.

Paper type:
gummed stamp paper with optical whitener

Printed by
Pénzjegynyomda Zrt.

Designed by
Imre Benedek (stamp) and Nikolett Garamszegi (label)