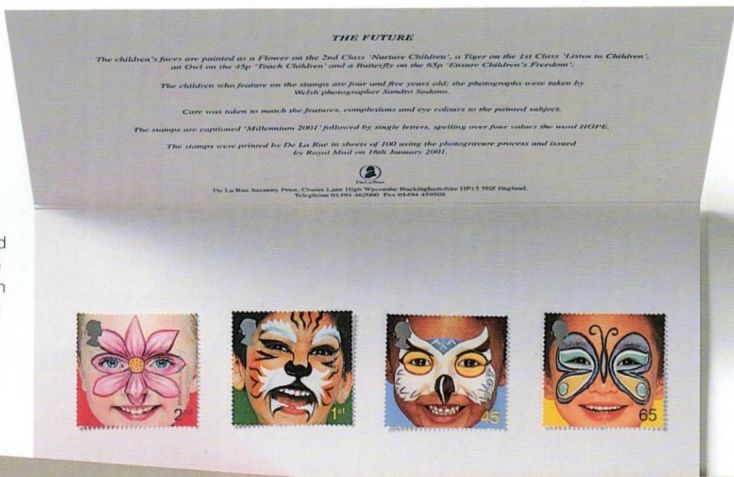
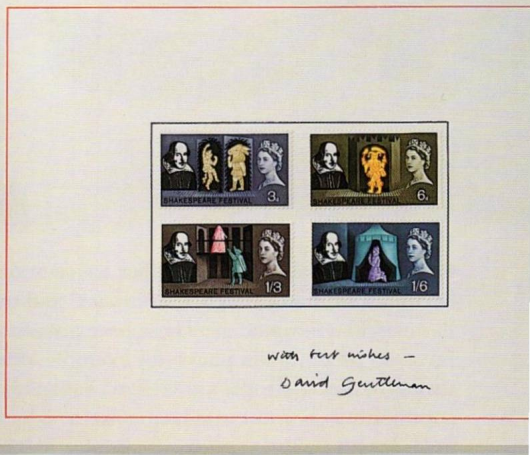
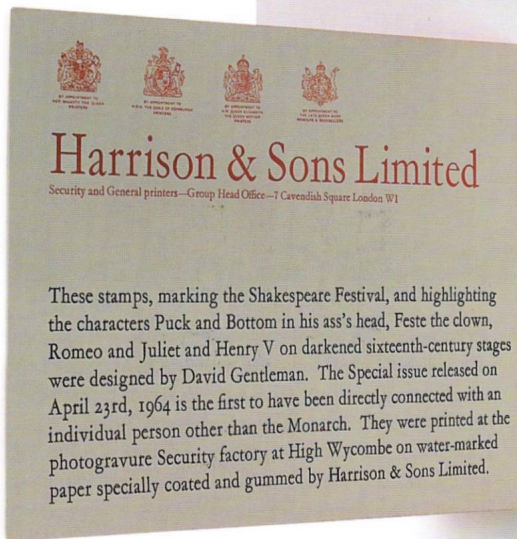


Printers and promotions

In concluding his series, Richard West looks at packs produced for promotional purposes



Promotional packs produced by De La Rue for The Future issue, 2001, and by Harrison & Sons for the Shakespeare Festival issue in 1964.



With compliments from the printer As the main printer of special stamps to the British Post Office, Harrison and Sons Limited, and subsequently De La Rue, have sent to their major customers a special folder for each new series they have printed. Over the years some have been particularly attractive, such as those for the Shakespeare Festival stamps in 1964 (above; this folder understandably did not include the 2s 6d value), and the Battle of Hastings in 1966.

With the sudden explosion in the number of new issues in the mid 1960s, Harrisons produced a souvenir folder in 1965 which contained one of each of all the special sets it had printed for that year. The front of this pack took its design from the 1s 3d Post Office Tower stamp. More recently, a standard format has been adopted (top), and continued by De La Rue since they acquired the Harrison business. Each of the folders provides information about the stamp issue enclosed.



Promotions The British Post Office has on several occasions been involved with 'on-pack' and similar merchandising offers. These have not always involved presentation packs (for example, offers through Kellogg's provided first day covers, specifically aimed at the young collector).

However, an early promotion involved Heinz: the labels from eight different soups could be redeemed for six of the 2½p Christmas stamp of 1971. The stamps arrived in what can only be described as a pack (above, top left), having the stamps housed on a black card contained within a folder. The packs were despatched from Edinburgh in an outer envelope which was inscribed on the reverse 'Philatic Bureau'!

A similar promotion in 1981 with Cadbury Typhoo (above) provided one of each of the two Royal Wedding stamps in a souvenir folder.

Private packs As mentioned in the first part of this series, when presentation packs were generally introduced in 1964, a pack was not provided for every special (commemorative) issue. A few years later a dealer privately produced packs for those issues which had not been covered by the Post Office. Indeed, during the 1970s there was a surge of interest in packs, and consequently several private organisations became involved, either designing and producing their own packs or overprinting the Post Office versions.

Examples of overprinted packs came from BAF Scheduled Air Services (25th anniversary of the Coronation) and British Caledonian Airways (the Silver Jubilee, above top right). Among the organisations that produced their own packs were the Norwich Lads' Club (25th anniversary of the Coronation, opposite page top left), Harlow Dis-

25th. Anniversary of the Coronation

1978

60th. Anniversary of the Norwich Lads' Club



The British Post Office

Special stamps to be issued
9 October 1974

CHURCHILL CENTENARY STAMPS

Four values 4p, 5p, 6p and 10p.

Designed by Collis Clements MSIA and Edward Hughes MSIA

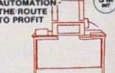
Printed by Harrison and Sons Limited

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tract Council (for the Harlow Show) (Horses), Aberdeen (25th anniversary of the Coronation), The National Trust for Scotland and The Scottish Wildlife Trust (both with the British Wildlife issue), while the pack for Air Anglia contained the 1978 Holyroodhouse stamp coupled with one from France depicting Le Pont-Neuf in Paris.

Promoting new issues While not strictly presentation packs, mention should be made of the publicity items at one time distributed by the British Post Office. For many years it was the practise to have a press launch of a new issue approximately six to eight weeks before the day of issue. Starting with the Post Office Technology issue of 1969, a set of the stamps embedded in plastic was given to many of those invited. Details about the stamp issue were also included. This idea continued for

several issues, including the decimal postage due stamps: the last I have seen was for the Churchill Centenary stamps in 1974 (above top right).

And finally Clearly it is a laborious task to assemble presentation packs (as it is to split the sheets of stamps, and affix stamps to first day covers), so much of the work is automated. A company producing the various equipment promoted its skills by assembling packs and covers (above): the 'covers' bore four labels to publicise the machinery, one of which depicts the Autopak, capable of assembling 2,000 presentation packs an hour.

As mentioned earlier, the idea of presentation or souvenir packs spread to many countries, not least the concept of these containing a year's issues. Certainly they are now an established feature of every new stamp issue from Royal Mail ●