



Smilers for Kids A new product aimed primarily at children under 12 goes on sale on 28 October. Smilers for Kids will form part of an occasional series of products which will consist of sheets of 10 stamps with corresponding labels, sold in a pack with other material designed to appeal to younger folk – the stamp collectors and philatelists of the future. The labels adjoining the stamps and the sheet background will show popular children's characters: Beatrix Potter, Flower Fairies, Mr Men/Little Miss, and Noddy.

The Beatrix Potter sheet comprises 10 'New Baby' stamps with two images of Peter Rabbit on the adjoining labels. The sheet will be sold in a pack which includes five baby announcement cards with a place to position a photo. The card will be self-seal, so there is no need for an envelope. The stamps and labels will be particularly appropriate for use on Christening cards and invitations.

The Flower Fairies pack will include 10 'Flower' stamps with the Flower Fairy 'Almond Blossom' on the attached labels. An image of Almond Blossom is included in the pack – this is designed to be cut out and can be placed in the garden, or used to decorate a bedroom. The Flower Fairies stories are particularly popular with 7-11 year old girls. The Mr Men and Noddy sheets have the 'Balloons' stamp; they will be shown next month.

The packs will be available by mail order from Royal Mail Tallents House, and can be ordered from the Royal Mail website (www.royalmail.com/shop), price £7.95. The Smilers for Kids sheets are printed in litho by Cartor ●

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