

For Immediate Release

**Charming Flora Enhances Definitive Stamp Issue**  
*- And Featuring Singapore's First Embroidered Stamp*

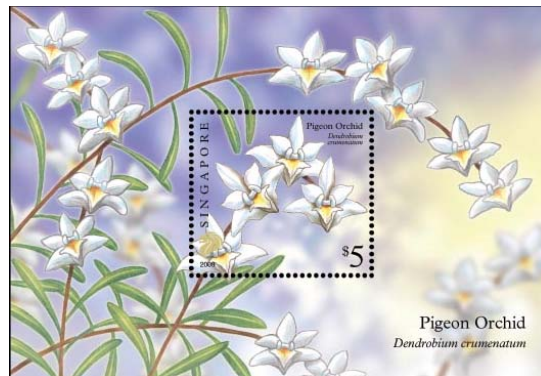
Date of Issue: 6 May 2009



Complete set of stamps (Price: S\$0.52)



Pre-cancelled First Day Cover affixed with complete set of stamps (Price: S\$1.20)



Collector's Sheet with embroidered stamp (Price: S\$8.00)

**Singapore, 5 May 2009** – After premiering the world's first beaded stamp, Singapore Post Limited (SingPost) once again introduces an innovative stamp design using special printing techniques.

The Definitive stamp series issued in 2007 captured the amazing diversity and beauty of Flora and Fauna that exist in Singapore even today. To make the definitive stamps more varied, two flowering plants, which are commonly found around the island, are added to the collection – the Blue Pea Vine and the Pigeon Orchid. Both stamps are 1<sup>st</sup> local stamps (S\$0.26).

This stamp issue also features Singapore's first embroidered appliquéd stamp. The petals of the Pigeon Orchid on the stamp are exquisitely embroidered showcasing the offset lithography with embroidery printing technique. Limited in quantity, this special Collector's Sheet is on sale at S\$8.00, and comes with a folder, making it a treasured collectible for stamp enthusiasts.

Also available on sale are the Pre-cancelled First Day Cover affixed with the complete set of stamps and the Presentation Pack priced at S\$1.20 and S\$2.15 respectively. Public can also purchase self-adhesive stamp booklets which cost S\$2.55 each.

All the stamp products of this issue will be on sale from 6 May 2009 at all post offices and the Singapore Philatelic Museum. Orders can also be made at SingPost's online shopping portal, *vPOST*, at <http://shop.vpost.com.sg>.

Definitive stamps are stamps produced to meet normal postal demand, with new issues released every three to five years. SingPost's last definitive stamp series was issued in 2002 featuring tropical marine fishes.

#### Information and enquiries

For more information on this new stamp issue, please call the Singapore Philatelic Bureau at telephone numbers 1800 741 4111 (toll-free within Singapore) or 6845 6756 during office hours or visit <http://www.singpost.com> or email us at [sinstamp@singpost.com](mailto:sinstamp@singpost.com).

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#### **About Singapore Post Limited** (Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, provides efficient and high quality domestic and international postal services. It is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. SingPost owns one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAM) and *vPOST*, its internet portal. With its extensive network, SingPost provides convenience to its customers for a wide range of products and services, including agency, postal and financial services. Among the global accolades that SingPost has received are the World Mail Awards for the Quality category and the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its *Speedpost* Worldwide service for the eighth consecutive year since 2001. As a socially responsible corporate citizen, SingPost supports selected charities and has in place green initiatives as well as a workplace health environment safety and security programme for the benefit of clients and its employees.

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**For general information on SingPost, call 1605 toll-free  
or visit us at [www.singpost.com](http://www.singpost.com)**

**ANNEX 1**

**Items on Sale**

| <u>Items</u>                                                     | <u>Price</u> |
|------------------------------------------------------------------|--------------|
| First Day Cover without stamp                                    | S\$0.25      |
| Pre-cancelled First Day Cover affixed with stamps                | S\$1.20      |
| Presentation Pack                                                | S\$2.15      |
| Self-adhesive Stamp Booklet (1 <sup>st</sup> Local x 10 stamps)  | S\$2.55      |
| Self-adhesive Stamp Sheetlet (1 <sup>st</sup> Local x 20 stamps) | S\$5.10      |
| Collector's Sheet                                                | S\$8.00      |

\* Prices inclusive of prevailing GST for purchases within Singapore.

**Technical Details**

|                              |                                                                                         |
|------------------------------|-----------------------------------------------------------------------------------------|
| Date of Issue                | : 6 May 2009                                                                            |
| Denominations                | : 1 <sup>st</sup> local x 2 designs                                                     |
| Stamp Size                   | : 30mm x 27.14mm                                                                        |
| Collector's Sheet Size       | : 90mm x 62mm                                                                           |
| Self-adhesive Stamp Booklet  | : 70mm x 60mm                                                                           |
| Self-adhesive Stamp Sheetlet | : 160mm x 155mm                                                                         |
| Perforation                  | : 14                                                                                    |
| Paper                        | : Unwatermarked                                                                         |
| Printing Process             | : Stamps - Offset Lithography<br>Collector's Sheet - Offset Lithography with Embroidery |
| Printer                      | : Stamps - Southern Colour Print<br>Collector's Sheet – Cartor Security Printing        |
| Sheet Content                | : 50 stamps                                                                             |
| Designer                     | : Wong Wui Kong                                                                         |