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## Werbung

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**Swiss premiere:** The first known letter in Switzerland with a postage stamp on it dates back to 2 April 1843



**World famous:** There was nothing short of a run on the special "Alinghi, Switzerland" stamps. They were already sold out shortly after the date of issue.



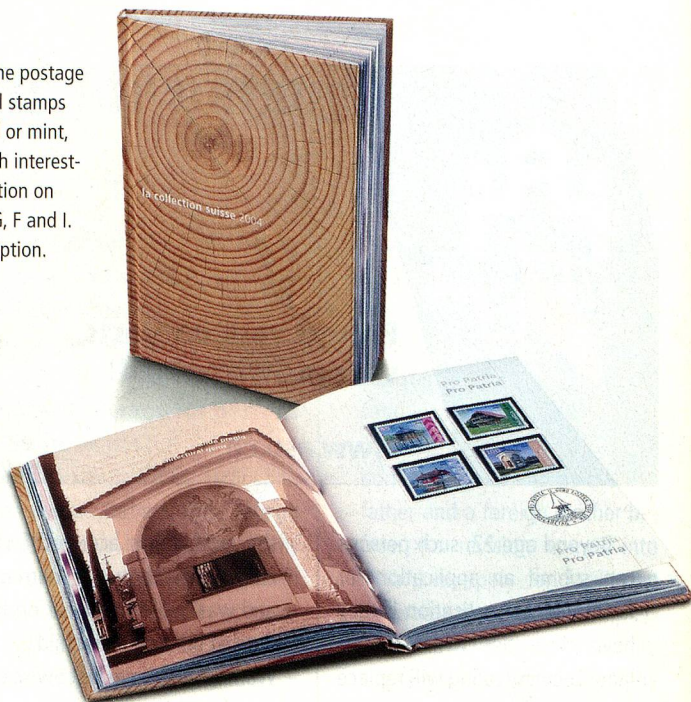
**Made of wood:** This sustainable, multi-purpose raw material was the focal point for the design and development of this stamp. It reflects not only the unique quality of an individual stamp, but also the pioneering spirit of Swiss Post in general.

**Further details can be found on the following websites**  
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**La collection Suisse:** The postage stamp year book with all stamps in the original, cancelled or mint, richly illustrated and with interesting background information on a variety of topics in E, G, F and I. Also available by subscription.



## Postage stamps – vintage Switzerland

### Over 160 years of stamp history in Switzerland

Switzerland has a proud tradition of more than 160 years of postage stamps. Only one country introduced stamps even earlier: Britain, in 1840. The world's second stamp issue was Switzerland's first: "Zurich 4" and Zurich 6" were used for mail sent within the Canton of Zurich. Geneva followed suit in the same year with its "Double Geneva" issue.

### Innovative from the word go

Switzerland's most popular stamp, the "Basler Taube" (Basel dove), is not only extremely valuable, but also the first three-colour stamp in the world. It was, by the way, printed in Germany. In more recent times, too, Swiss Post has regularly been noted for philatelic highlights. Innovation in design and technology is an important strategic aspect in the Stamps & Philately unit. Customizable sheets of stamps commemorating the millennium, the first embroidered stamp in the world or, as another world first, a special stamp giving off the fragrance of sweet chocolate. Stamps with intricate holograms or with Braille lettering have been added to the collection, as have stamps in a variety of shapes: round, square, triangular and in the form of a pennant.

### Memorable events

Time and again, significant events such as Alinghi's victory in last year's America's Cup in New Zealand are commemorated with those internationally sought after small works of art marked "Helvetia". Another example is the first non-stop round-the-world balloon trip by Bertrand Piccard and Brian Jones. Swiss Post produced a special stamp issue in record time, which, like the Alinghi stamps, was immediately snapped up at the counters.

Swiss Post continued on the road of innovation with a creation made of Swiss wood. Nevertheless, such extraordinary stamps are always an exception; rarities with a character of their own, made to further enrich the world of stamps. And they splendidly fulfil this purpose, catching the attention and the fancy of a wider audience for a common and yet compelling product – the postage stamp.

Swiss Post issues between 40 and 45 new stamps each year with an overall face value of around CHF 45. With its various issues, Swiss Post aims to highlight topics that are not only directly related to Switzerland but also inspire the population. Stamps can be purchased individually or by subscription.

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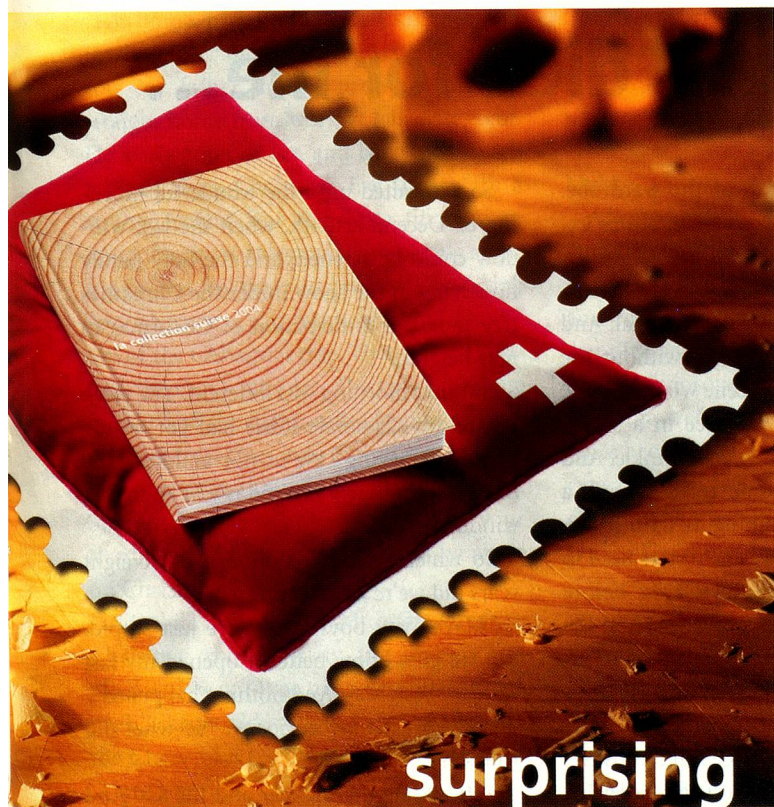
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**SWISS POST**

## The year book of Swiss postage stamps la collection suisse 2004

An entertaining and valuable look back at the year that includes artistic witnesses to the times. It includes the 5-franc special stamp made of genuine Swiss wood plus 36 other stamps and 3 original miniature sheets, plus the exclusive vignette, available only in the year book. All texts appear in four languages: German, French, Italian and English. 112 pages.

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