Imprinted stamp designs unique to Postal Stationery   Richard Donithorn

Further to the short articles on Imprinted Stamps in the December 2011 and July 2012 editions of the Society's Newsletter (p.82), this article and the related illustrations are a special tribute to the rarely mentioned creators of stamp designs that have only appeared in imprinted format on postal stationery of various kinds.

A full schedule of such stamps, their designers and the postal stationery item they have appeared on is set out below. This is a schedule of all the stamps and their designers (where known) that have only appeared on postal stationery – covers and cards (including PTT Museum, Stamp Day, Stamp Exhibition and Bundesfeier cards) newspaper wrappers, parcel labels and an aerogramme. The schedule is intended primarily to give more recognition to the artistic talents of the designers of these stamps.

The author would welcome any information on the identity of the 'unknown designers' and any suggested improvements to the schedule generally.

- The first number for each item in the schedule is the year it first appeared.

- The designer's name is in *italics*.

- The letters 'BM' denote that the stamp designer's name is shown in the bottom margin of the stamp.

- The letters 'DM' denotes that there is a DataMatrix barcode printed to the right of stamp.

- The letters 'TP' denotes the words Taxe Perçue are on or adjoining the stamp.

Regular Postal Stationery

Non-illustrated cards and covers with imprinted stamp (cards blank for message on the reverse) have been generally available since 1870 (covers since 1867). Since 1923 they often included a small illustration in the top left-hand corner. Standard A- and B-Post cards were introduced in 1993.

Covers

1867 Oval – Swiss Cross in shield
- *Based on Alexander Hutter's original design.*

1870 Oval – Swiss Cross in shield, Cantonal stars, Dove, Flowers and Numeral
- *Based on Alexander Hutter's original design.*
- 5c Brown
- 10c Carmine Red
- 25c Green
- 30c Blue.

Cards

1873, etc. - Oval - Numeral, cantonal stars and Swiss Cross in shield
- *Based on Alexander Hutter's original design.*
- 10c Red.

1923 Numeral with diagonal hatching and 'stars' (rounded corners)
- Designer: *Karl Bickel.*
- 10c Green (also used on some Bundesfeier cards)

1923   Numeral with diagonal hatching and 'stars'
- *Almost certainly Karl Bickel.*
- 25c Red

1924   Numeral and Dove
- *von Kunstmaler Walter Reber (Gümligen, a painter)*
- 10c Green
- 10c Brown (green also used on some Bundesfeier cards)

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1925   Numeral and Wheat-sheaves
- *Almost certainly Walter Reber.*
- 20c Red

1930 Mater Fluviorum
- *Pierre Eugene Vibert, (Carouge, a painter).*
- 10c Green
- 20c Reddish-brown (green also used on some Bundesfeier cards)

1931 Swiss Map Outline and Large Numeral
- *Ernst Mumenthaler (Basel, a painter and architect).*
- 10c Green (also used on some Bundesfeier cards)

1935, etc. - Large Numeral
- *Niklaus Stoecklin (Basel, a painter).*
- Green,
- Red,
- Violet,
- Brown (shades) (also used on some Bundesfeier cards).

1948 Large Numeral
- 20c Red
- 25c Red - different colour versions of 1935 designs. ??

1959 Smaller Numeral (oblong)
- *Hans Thöni (Bern, a graphic designer).*
- 30c Red

1965 Slanted Numeral (oblong)
- *Designer unknown.*
- 10c Green

1967 Numeral (oblong)
- *Designer unknown.*
- 20c Green

1973 Postbus
- *Designer unknown.*
- 30c Red and Yellow.

1976 Postbus and Mountain
- *Designer unknown.*
- 40c Red and Yellow.

197?? Large Numeral
- *Designer unknown.*
- 40c Red.

1980 HELVETIA and Cross
- *Designer unknown.*
- 40c Red – Buff single-sided card.

1984 Window with Flower vase
- H*einz Bürgin (Basle).*
- 50c Red – Buff single-sided card.

1991 Smiling Cat
- *Celestino Piatti (Basle)*
- 50c Green – matches the 'Animals' definitive series. Buff single-sided card.

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Standard A and B Postcards (no illustration on reverse)

1993 B Tree and Lake
- *H. Schelbert (Olten)* BM
- 60c Blue – Stamp with lateral grid code, Buff card.

1995 B Tree and Lake
- *H. Schelbert (Olten)* BM
- 70c Green, Buff card
- Design of both stamps is a simplified version of that of his 60c. Lac de Tanay of the 'Mountain Lakes' definitive issue.

1996 Rural tourism
- *Niklaus Troxler (Willisau)* White card. BM

1996 Town and Country
- *Niklaus Troxler (Willisau)* White card. BM

2003 A-Post Post-Office, Yellow Bird and Pens
- *Mario Grasso (Binningen).* White card.
- CHF1.00

2003 B-Post Butterfly and Ink Well
- *Mario Grasso (Binningen).* White card.
- 85c.

- The above two cards were intended to be used for competition entries. Both designs extend beyond the stamp frames.

2005 Two plain postal stationery cards for A and B-Post each with its own imprinted stamp
- Designed by *Adrian Frutiger (Bremgarten)* in collaboration with *Kurt Wälti.* BM DM
- Geometric pattern of letter 'Bs' CHF 0.85, and
- Geometric pattern of letter 'As' CHF 1.00
- Full details of the life and achievements of the famous font designer, Adrian Frutiger, are set out in the article in 'Focus on Stamps' 2/2005 P.27.

- To the right of the stamp, Swiss Post first introduced a **DataMatrix barcode** which is an encrypted two-dimensional data set which can be read during sorting to establish the number of postcards of which set were used by its customers and when – helping them to better match their products to customer needs.

- The **Webstamp** label was also introduced in 2005, following trial runs starting in 2002. Intended primarily for franking regular bulk mailing they can be printed out by licence holders on an ordinary pc. Special souvenir postal stationery covers were available for collectors with pre-printed Webstamps of various denominations.

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Standard A and B Post Covers

2000 B-Post Jack in the Box
- *Mario Grasso (Binningen)* BM

2000 A-Post Postal Messenger on Galloping Horse
- *Mario Grasso (Binningen)* BM
- The two covers above were introduced as ' for Swiss Post's private customers.' Each of them was available in C5 and C6 size. Initially sold at the current face-value of the stamp. **Bar code** on the cover for machine processing into A and B-Post streams. The design is carried beyond the stamp frame to 'emphasise the communication message'.

2003 B-Post 85c Girl in Envelope
- *Claudia De Weck (Zürich)* BM

2003 A-Post CHF1.00 Boy in Envelope
- *Claudia De Weck (Zürich)* BM
- Both covers were available in C5 and C6 sizes, with or without address windows. **Bar code** on the cover for machine processing into A and B-Post streams. Design extends beyond stamp frame.

2006 B Post Boy and Trolley
- B*rigitta Garcia Lopez (Zürich)* DM

2006 A Post Girl and Scooter
- *Brigitta Garcia Lopez (Zürich)* DM
- Both covers available in C5 and C6 size and with or without address window. Design extends beyond stamp frame. There are some details of the designer in Focus on Stamps 1/2006 P.7.

2003 Valentine's Day - Two stamped covers and related celebration/greetings cards.
- Imprinted stamps and cards designed by *Eric Lecoultre (aged 13 of Meyrin),* winner of drawing competition in conjunction with the International Comics Festival in 2002.
- Stamps show 'Valentine' and 'Valentin' portraits.
- Both stamps **Taxe Perçue** i.e. postage paid (value imprint on stationery with no face value – they can be sent from Switzerland to anywhere in the World by Priority A-Mail. TP

1994 Pre-paid Adhesive Address Label/Parcel Post AK
- *Designer of the two stamps unknown.*
- Type 1 & 2
- Stamp design- - Abstract building blocks in triangular form – CHF3.00 red White card.
- Stamp design - Abstract building blocks in triangular form - CHF 3.50 blue White card.

Special/Commemorative Cards

Philatelic Exhibitions:

1976 Anniversary of the Swiss Ganzsachensammler-Verein Imprinted
- 40c. Lilac-red and beige stamp
- Design replicates the design of the 5c stamp on the first postal stationery card.
- Designer of the stamp and card (including adaptation of the original design for the imprinted stamp) *Hans Knöpfli, (Ostermundigen).*
- The illustration on the reverse of the card shows Alexander Hutter's original design for the 1867 stamp (with 10c value).

1981 LURABA Luzern (Space shuttle) stamp design
- *Designer unknown*

1983 TEMBAL Basel (Thematic Exhibition)
- The imprinted stamp shows a late-C15th forest warden's coat of arms from Basle. Illustration on reverse is a reproduction of a copperplate engraving of Basle and the Rhine by Matthäus Merian the Elder.
- Designer of 'card' *Klaus Oberli (Berne).*

1985 GABRA II Burgdorf (Postal stationery exhibition)
- Stamp designed by *Bruno Scarton (Berne)* based on a stamp on C19th postal stationery.
- Illustration on reverse shows the first postal stationery card.

1994 GABRA Burgdorf
- Simple 60c.
- sealed envelope stamp design, unframed
- *Designer unknown.*
- Illustration on reverse.

1994 for Basler Taube 1995 in Basel
- *Design: G.Zepf* BM
- Dove and arrows design is a modified version of the logo used for publicising the exhibition. Both the logo and the stamp were designed by the advertising agency Zepf and Zepf AG in Reussbuhl (used on exhibition ticket, etc.)
- No illustration on the reverse.

1995 Junaphilex also in Basel
- *Pierre Aerni (Volketswil).* BM

1996 International Sammler Festival Winterthur
- Stamp design by *Vreni Wyss (Winterthur)* BM
- Design shows the modern Stadtgarten Theatre in Winterthur.

1998 Philatelie '98 and Junaphilex '98 (one card)
- *Design: Nicole Berger (Paris).* BM

2000 NABA 2000 St Gallen Aviation Day
- Design based on drawing from the Archive of Zeppelin Airships GmbH.
- Designer of card and stamp – *Robin Haller (St. Gallen).* TP

2001 GABRA IV Burgdorf (75th Anniversary of SGSSV)
- Simple design on buff thin card, no illustration on the reverse
- Designer of stamp and illustration on address side – *Theo Fluri (Hubersdorf).*

2008 WIPA in Vienna
- Designer of stamp – *Franz Fuchs (Klosterneuburg Austria)*
- Sheet music – tune in praise of Vienna
- Graphic design by *Martine Chatagny (Praz/Vully).*
- The illustration on the reverse is based on a watercolour of Jakob von Alt. DM

2009 GABRA V Bern - stamp based on a photograph of Berne.
- *Silvia Brülhardt (Berne)*
- Also UPU Monument Centenary illustration on address side
- No illustration on the reverse). TP DM

2009 NABA Züri'09 in Zürich (75th Anniversary)
- 'Postrolli' mail trailer attached to the Limmattal tram which carried official mail between Schlieren and Weiningen from 1901 to 1931
- Designer of illustration on reverse and probably the stamp - *Marc Weller (Berne).* DM

2011 Ratia Chur – photo
- *Design: Andrea Badrutt (Chur, photographer).* DM

Stamp Day:

Since 1997 an official special card has been issued to commemorate Stamp Day. They each have an imprinted stamp. In the periods 1997-1999 and 2005-2007, the design was unique to the imprinted stamp on the card. Since 2000 a specific gummed stamp to commemorate Stamp Day has been issued (since 2007 it has been incorporated into a miniature sheet).
The design of the gummed stamp was used for the imprinted stamp on the related Stamp Day card between 2000 and 2004. Two of the imprinted stamps which are unique to Stamp Day cards have the words 'Stamp Day' within the design i.e. those issued in 2005 (in French, German and Italian) and 2006 (German only).

1997 Burgdorf
- *Elisabeth Lentzen (Burgdorf)* BM
- First official Stamp Day card with imprinted stamp unique to card (probably also designed the illustration on the card).

1998 Saint-Blaise (Martini car factory)
- *Georges Rapin (Péry).* BM

1999 Luzern
- *Christoph Stooss. (Luzern).* BM.

2000 Zürich – Extra card
- Stamp designed by *Carla Gross (Emmenbrücke)* for the related children's design competition – winning illustration on reverse designed by Christian Käser (Schötz). BM TP

2005 Meyrin
- *Céline Riegler (Geneva).*

2006 Olten
- *Werner Nydegger (Olten)* (also designed illustration on card). DM

2007 Einsiedeln
- black and white drawing based on an engraving of the Monastery with liturgical colours on stamp
- Designer *Beat Kehrli (Hasliberg BE).* DM

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Sports subjects:

2001 Winter Olympics Salt Lake City 2002
- 2 cards featuring Ice Hockey
- card illustrations and two different stamp designs by *Paulusdruckerei (Fribourg).* Both TP

2003 World Orienteering Championship (youth orienteering promotion)
- *Boris Pilleri (Berne)* (also designed illustration on card). TP

2003 World Ski Championships St Moritz
- *Sascha Gessert (Germany)*
- Result of student design competition.
- Illustration on reverse by another German student. TP

2004 Olympic Games Athens (fencing)
- the designer of the stamp is unclear
- the 'Layout' of the card is attributed to Silvia Brüllhardt (Berne)

2004 UEFA 50th Anniversary
- *Pierre Castella (Fribourg)* BM
- Features the official 'Starball' for the forthcoming championships (also designed illustration on card).

2005 International Year of Sport and Physical Education (basketball)
- designer *Hertig & Nicole Seliner (Biel)* (author: Marilen Matter Federal Offices of Sport Magglingen)
- Designer's names on card.

2005 Winter Olympics Turin 2006 (short track skating)
- *Karin Fanger Schiesser (Küssnacht)*
- Stamp design based on a photograph.

2008 Olympic Games Beijing (canoe slalom)
- *Frank Baumann (Belp BE).* DM

2012 World Orienteering Championship, Lausanne
- *Roland Hirter (Berne).* DM

Other Commemorative Cards:

1974 Centenary of Basle Zoological Gardens
- 30c. Red and black
- *Celestino Piatti (Basle)* – name appears on his illustration on the back of the card
- Note: not Matti as suggested in the December 2011 edition of the HPS Newsletter.

1991 Two <u>Pro Patria cards</u> which celebrate the 700th Anniversary of the founding of the Swiss Confederation
- Two different stamps designed by *Marco Mariotta. (Ticino)*
- Designs based on the emblem he created for the historical Swiss Path around Lake Uri. (Assymetrical Swiss Crosses).

1998 First Parliament Building, Aarau
- *Hermann Schelbert (Olten).* BM

1998 150th Anniversary of the Republic and Canton of Neuchâtel
- *Michèle Berri (Lamboing).* BM

1999 Inauguration of the Vereina Railway Line
- Designer of imprinted stamp and illustration (Photo Geiger Flims) on reverse – *Swiss Post, (Berne).* TP

2000 Basle Carnival
- Designer *'Däge' (Basel).* BM

2002 Centenary of the Teddy Bear
- *Urs Fueter (Berne).*
- Designer of illustration on reverse - *Corinne Bromundt (St Gallen).* TP

2003 20th International Comics Festival Sierre
- *Atelier Grand (Sierre)*
- Unframed basic design. TP

2004 'Wood'
- the designer of the stamp which appears to be based on a photograph is unclear
- The 'layout' of the card is attributed to *Thomas Rathgeb* of Swiss Post who designed the wooden stamp. ??

2005 Centenary of the Friends of Nature Switzerland
- designer of the card shown on the card as *Illustraight/Sigi Siegenthaler (Berne)*
- It is not clear if they also designed the stamp.

2005 Centenary of Geneva Motor Show
- *Thomas Clever* (*Rovio, car designer of the company Protoscar SA*)
- Designed the stamp and illustration on reverse (sketches of cars),

2006 'Kasperli'
- One of a series of cards celebrating children's favourite characters (e.g. Pingu, Rainbow Fish).
- Two cards showing children's puppet Kasperli.
- Stamps show the 'Witch' and the 'Princess' – both CHF 1.00.
- Two different stamp designs and the illustrations on reverse
- Designed by *Heinz Stieger (Zürich).*
- Some details of the designer in 'Focus on Stamps' 2/2006 P. 24. DM

2007 Centenary of Hergé's birth
- Two cards with 2 different stamp designs
- Based on *Herge's* original artwork from 'The Calculus Affair', featuring Tintin and Snowy in Geneva, transposed by *Moulinsart of Brussels.* DM

2008 Opening of Ouchy-Epalinges Métro Line, Lausanne
- Two cards showing 'engine cabs'
- Two different stamp designs
- *Designer unknown* i.e. not recorded in 'Focus on Stamps'. DM

2008 Inauguration of CERN's Large Hadron Collidor)
- Design of postcard, presumably including the stamp, attributed to *CERN Geneva* itself (individual not named). DM

PTT Museum Cards

1990 – Inauguration of the new PTT Museum in Berne
- Three cards with 3 different stamp designs, numbered
- 6/1990 (illustration – 'Post' - Postal Wagon of 1857),
- 7/1990 ('Telecommunications' - Telephone Exchange Equipment of 1922),
- 8/1990 ('Philately' - Strip of Rayon II stamps on card of 1850)
- All three stamps designed by *Bruno Scarton (Berne).*

'Tourism in Switzerland' promotional picture postcards

2000/04 - Series of 11 picture cards with illustrations of Swiss Lakes on the reverse gave the designer the opportunity to design a different imprinted stamp for each.
- Designer of the 11 stamps: *Brigit Herrmann (Gümmenen).* BM TP – first 9 cards.

Official Airmail Covers

1962 The first standard Swiss airmail envelope had a unique imprinted 65c stamp design in triangular format (two jet planes in flight).
- *Designer unknown.*

1998 The long-awaited second official airmail envelope (albeit commemorative) issued in 1998 sported/used the designs of the two related Swiss/Chinese Joint-Issue stamps. It was used in particular for the special Geneva/Zürich- Shanghai/Beijing flights.
- The aerogramme was designed by *Beat Leuenberger (Berne).*

Newspaper Wrappers

1871 – the first wrapper band for printed matter had an imprinted 2c or 5c red stamp with a unique design with numeral flanked by leaves, cross above and post horns in four corners.
- *Designer unknown.*

1873-1908 replaced by various versions of the 2c and 5c imprinted stamps used on the postal stationery cards.
- In shades of green, brown, red and black.

1909-1933 The imprinted stamp designs were imprinted versions of the current Tell Boy or Tell definitive
- 2, 3, 5, 7 and 10c.

1934 - 5c Green stamp (from 1948 - brown)
- Simple design unique to wrappers showing an Edelweiss flower.
- Designer: *Herman Eidenbenz, (Basel), embossing by Paul Burkhard, (Lugano).*

Money Order Forms

1867-1905 – includes a unique indicium' or imprinted stamp
- Up to 75c.
- Various forms issued for Domestic and International use.
- *Designer unknown.*