

*For immediate press release*

# Customised Stamp Sheets of Great Britain

*A collectors guide to Generic Smilers Sheets, Customised Smilers Sheets and  
Business Customised Stamp Sheets*

Smilers® stamp sheets were first made available to the British public at the International Stamp Show 2000. For the first time the British public could have their own photo-image printed next to a British postage stamp and send it to a friend or relative. Customised mail had arrived! These customised stamp sheets have opened up a whole new area of British stamp collecting and study and is presented here in great detail for the first time.

Since that launch in 2000, the popularity of customised stamp sheets has grown with the British public, many 1000's of sheets have been ordered by the public using personal images to decorate their mail. Royal Mail has also introduced additional products primarily intended for the philatelist and business user. Nearly sixty generic stamp sheet designs with pre-defined label designs have been issued to date, featuring a variety of interesting subjects. Over 100 attractive business customised sheets have been produced by a variety of organisations covering a wide range of thematic and business promoting subjects, some with print-runs as low as 100 sheets.

This new catalogue from Ridgewood Publications provides an invaluable guide for all GB stamp collectors and specialists alike with detailed information on these issues, providing a price guide to current market values. As well as over 150 full colour illustrations, it tells the 'Smilers Story' tracing the origins of Royal Mail's customised stamps from the Greetings stamps of the 80's to the present day. This comprehensive work has been compiled with the help of several of the country's leading Smilers experts and removes the mystery and myths surrounding this growing area of GB stamp collecting.

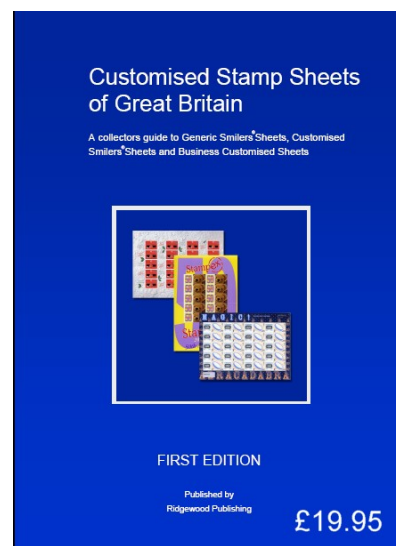
## Scope

This handy A5 guide is arranged in three main reference sections covering the following customised stamp sheets:

- Generic Smilers sheets
- Customised Smilers sheets
- Business Customised stamp sheets

It includes information on all known stamp sheet varieties and provides detailed issue notes for all Generic and Customised Smilers sheets including:

- Trials and errors
- Phosphor changes
- Perforation varieties
- Printer variations
- Rare sheets and formats



Business Customised sheets are illustrated in their own section where thematic categorisation is also included.

In addition, over 100 *themed* customised Smilers sheets, produced for the Smilers collectors market by philatelic societies, dealers and individuals alike are listed.

An additional section documents and illustrates ephemera relating to collectable Smilers promotion material and compliments the 'Story of Smilers'.

## About the Guide

The Guide has been produced in a handy A5 format and extends to over 200 pages. It includes over 150 full-colour illustrations and, being wire bound, the book, when open, can be laid flat for ease of use. Sections are fully indexed and colour-coded for quick reference. This is the first edition and is complete until the end of January 2007. Includes some pre-release images and information on forthcoming 2007 issues.

## Retail Sales

£19.95 + £2.55 p&p delivery to UK. Cheques payable to Ridgewood Publishing or order through website.

[Sample page](#)

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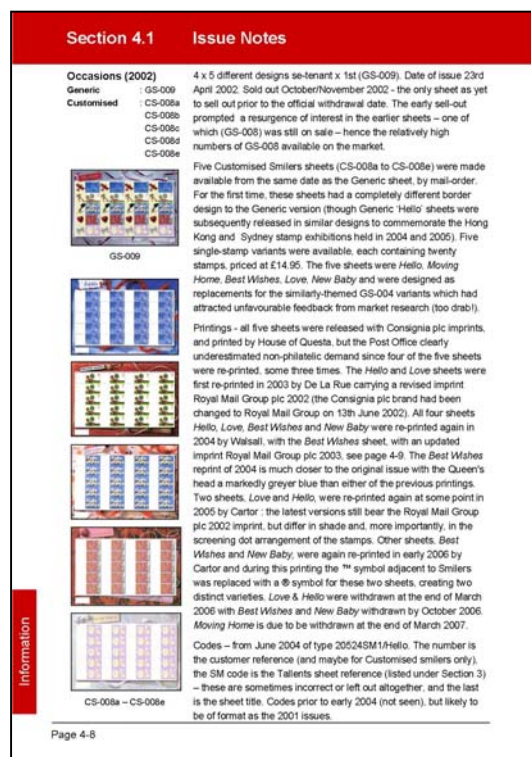
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