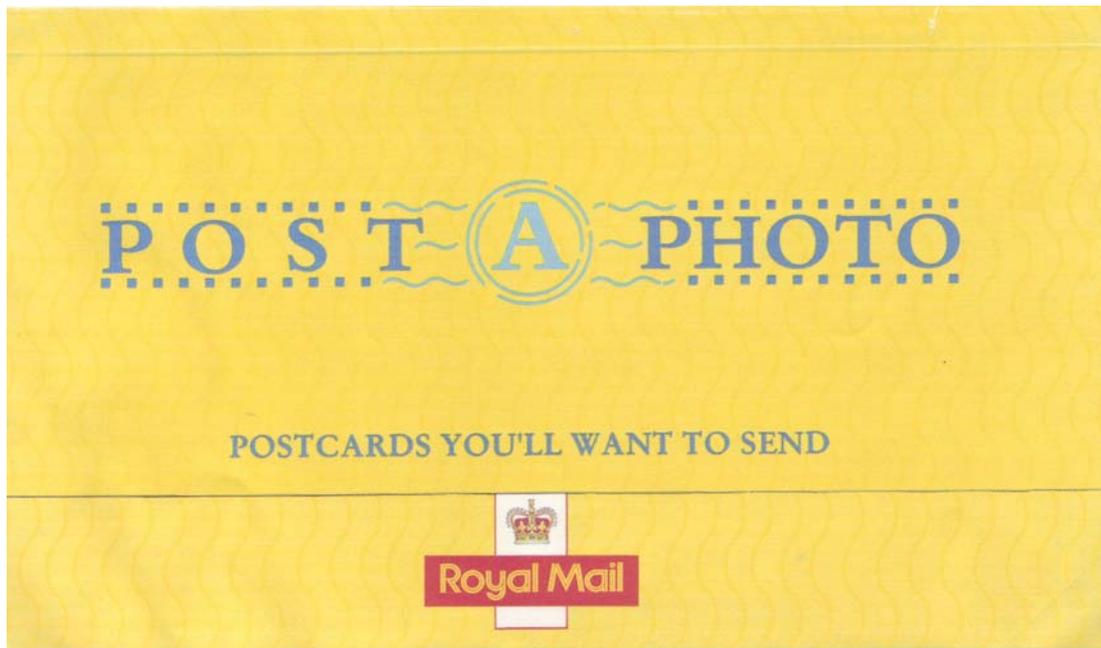


Royal Mail Smiler Post Cards



Sometime during 1992 Royal Mail introduced a personalised postcard service called Post-a-Photo. Initially the subject of a Royal Mail promotion, Royal Mail customers were invited to submit a negative and 4 x 1st class stamps to Royal Mail who in return agreed to supply 20 personalised postcards using the negative provided. Royal Mail appear to have underestimated demand or perhaps the manufacturer was unable to fulfil all the orders as shortly afterwards Royal Mail had to apologise for the initial delay in providing the postcards and subsequently the cancellation of the order perhaps due to the pull out of the original manufacture.



A Royal Mail Postcard apologising for the delay in sending a personalised Postcard

These scans are of the Royal Mail correspondence advising of delays in supplying Post-a-Photo postcards. The first is the text of a postcard, the second the text of a letter. The original supplier of the service "Buckingham Photo Services" appears to have given up as subsequent Royal Mail correspondence indicates that Royal Mail were having difficulty tracking down an alternative supplier.

POST A PHOTO

Thank you for supporting Royal Mail and taking part in the Post a Photo promotion.

We are in receipt of your application. However, due to an overwhelming response to the offer, we are experiencing some delays in production. Your postcards may take a little longer than the original time quoted, however if you have an urgent deadline please contact us and we will try our hardest to fulfil your application.

Contact: Karen Godfrey

Customer Services Department

Buckingham Photo Services

6 Little Balmer

Buckingham Industrial Park

Buckingham MK18 1SX

Tel: 0280 812026



Please keep this card and quote the reference number on the address label if you have any further queries about your application.

Dear Applicant

As you know it has been a long time since you applied for the Post-a-Photo promotion. You may have recently received your postcards, in which case please ignore this letter. However you may still be waiting to hear from us and for this reason I am writing to express my apologies for the further delays in processing your negatives.

Due to the overwhelming response to Post-a-Photo it has not been possible to process all the negatives within the time envisaged in the offer.

Your negatives are being processed as quickly as possible and should be with you in the next few weeks. If you have any further queries concerning the Post-a-Photo promotion you may write to us at the above FREEPOST address. Once again on behalf of Royal Mail please accept our sincere apologies for any inconvenience this may have caused.

Following the initial problems with the Post-a-Photo service, Royal Mail did appoint another postcard manufacturer because by November 1992 customers were again being contacted to supply their negatives by 6th November 1992, the closing date for the re-launched service.

As part of that effort, two postcards issued to disappointed customers by Royal Mail featured two of the smilers stamps. The first "Bear with us ..." advises their customer of a problem. The second "Hurry along now!" advises their customer of the closing date for the service.

