

Royal Mail Smilers® Information Leaflets

Since the launch of the smilers personalised stamp sheets in 2002, Royal Mail have issued several publicity leaflets advertising their product, which were distributed through the Post Office network. The following is a summary of these leaflets and, where available, scans of the leaflets are provided. They help document and tell the Smiler story. Additionally, in recent years the Royal Mail Philatelic Preview pamphlet has carried interesting information on forthcoming smilers issues.

- V1/750k/MW/May02, S&C172DL
- V2/3.72m/MW/Sept02, S&C238DL
- V3/1.6m/MW/Dec02, S&C252DL
- V4/605k/SE/Jun03, S&C324DL
- V5/950k/SE/Jan04, S&C357DL.
- V6/950/TL/Jun04, RMMKG003DL.
- 945/TL/September04, RMMKG020DL
- 560/PJM/June05, RMMKH001DL
- 924/PM/Nov05, RMMH053.
- 62/PM/Feb06, XXXXXXX (does this exist?)
- 150/PM/May06, RMH092
- 150/PM/Sept06, RMJ046DL



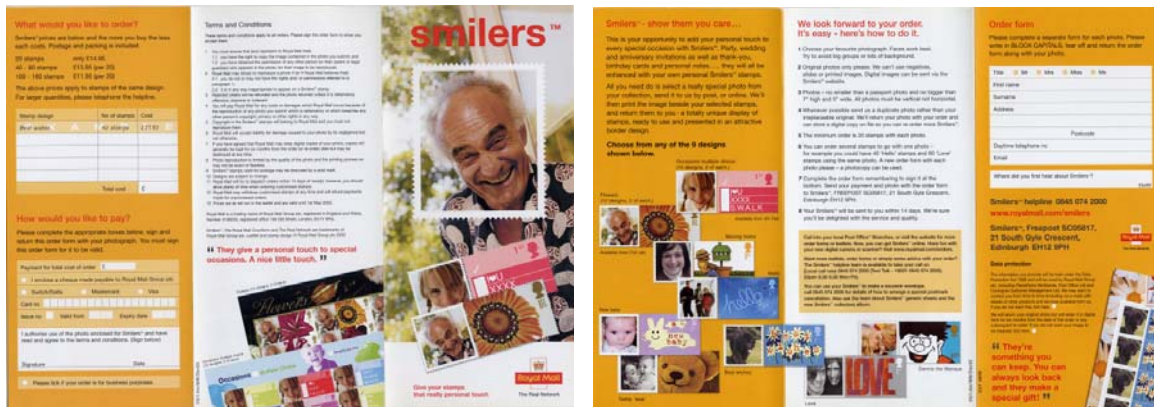
V1/750k/MW/May02, S&C172DL



V2/3.72m/MW/Sept02, S&C238DL



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- V3/1.6m/MW/Dec02, S&C252DL

No image available

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V6/950/TL/Jun04, RMMKG003DL.

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No image available

945/TL/September04, RMMKG020DL

smilers®
Your favourite photo with real Royal Mail stamps

Miss C Davies
19 Imogen Street
ALTRINGHAM
Cheshire
WA20 9JW

Royal Mail

what are smilers®?

Create your own Smilers® using your favourite photo with real Royal Mail stamps. Simply send us your photo as a print or even digitally, and we'll create real stamps for you of your children, grand children, weddings or just about anything else you fancy. Use them, frame them, share them, it's up to you. Make someone smile with a smiler!

It's as easy as 1,2,3!

- 1** Pick up a leaflet from your nearest Post Office® branch or visit www.royalmail.com/smilers for an order form
- 2** Send us your chosen photo and stamp design
- 3** Receive your smilers®

Plenty of fantastic designs to choose from:

Want to know more? Go to www.royalmail.com/smilers or pick up a leaflet from all Post Office branches®

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No ref: Insert ex-MAGIC Presentation Pack issued 15th March 2005

Place your order

Smilers® prices are shown below and the more you buy the less each costs. Postage and packing is included. For larger quantities please call 0845 074 2000.

Stamp Design(s)	No. of stamps	Cost
Leave Blank	10 stamps	£1.95
40-80 stamps (2-4 sheets)		£11.95 (per 20)
100-200 stamps (5-4 sheets)		£13.95 (per 20)

How would you like to pay?

Payment by total cost of order:

order a cheque made payable to Smilers® Stamps

Mastercard Maestro Visa Cash

Name: Surname:

Home no: Mobile: Email:

Signature:

Date:

Please tick if your order is for business purposes

to help you...

Royal Mail can arrange for alternative formats of this booklet to be sent to you.

To receive 2 hour next day Customer Service call 08457 740 740. 7 days a week at least 9am to 5pm. We offer a helpline service on 08457 848 848. Alternatively please visit our website www.royalmail.com which has been designed with all of our customers in mind.

Terms and conditions

Royal Mail can arrange for alternative formats of this booklet to be sent to you. To receive 2 hour next day Customer Service call 08457 740 740. 7 days a week at least 9am to 5pm. We offer a helpline service on 08457 848 848. Alternatively please visit our website www.royalmail.com which has been designed with all of our customers in mind. Terms and conditions apply to all orders. Royal Mail is a trading name of Royal Mail Group plc, registered in England and Wales, Number 4136855, registered office 141 St Street, London, EC2Y 9RL. Smilers, Smiler and The Royal Mail Smilers are all registered trademarks of Royal Mail Group plc. Leaflet design © Royal Mail Group plc 2004.

smilers®
Your favourite photo with real Royal Mail stamps

Miss C Davies
19 Imogen Street
ALTRINGHAM
Cheshire
WA20 9JW

Royal Mail

Plenty to choose from

With a wide range of different Smilers® designs to choose from, some of which are shown below. When ordering please write down the name and the reference number of the photo (photo) you have chosen on the order form. For the complete range visit www.royalmail.com/smilers

What are Smilers®?

Create your own Smilers® using your favourite photo with real Royal Mail stamps. As you send us a photo of your children, grand children, weddings or just about anything else you fancy and we'll do the rest!

Ordering Smilers® couldn't be simpler

1 Pick your photo

One of two back with a simple background works best. You can use photographic prints or electronic (DIGITAL) photos. **Prints:** We can accept photographs or photographic prints no larger than 20x25. If any part of the image on the photo is important please indicate this accordingly. **Digital Photos:** Recommended minimum size 300x400 which should be saved as a JPEG or GIF format on CD-ROM. Whether you choose a traditional print or a digital photo, images should be e-mailed to smilers@royalmail.com and include the name of the person in the photo.

2 Choose a stamp design

Pick one of our stamp designs, to go with your photo, from our online catalogue.

3 Send to us

By post: Send a new order form with each photo. Pick up extra forms from your nearest Post Office® branch, download some from our website or use photocopies. Fill in both sides, sign, date it and send with your photos and payment to Smilers®, Royal Mail, Freepost SC0 5817, EDINBURGH, EH12 9PH.

Online: To send digital photos go to www.royalmail.com/smilers where you will find a simple step-by-step on how to create your Smilers®!

4 Receive your Smilers®!

You should receive your Smilers® stamps within 14 days of ordering.

Please refer to our website for further details www.royalmail.com/smilers

Order Form

Please complete a separate form for each photo and write in BLOCK CAPITALS. Tear off and return this order form with your photos.

Title: Mr Mrs Miss Ms

Post Name:

Surname:

Address:

Postcode:

Daytime Telephone no:

Email:

If you would like to receive information on other Royal Mail products for small orders tick here.

Where did you first hear about Smilers®?

Smilers®, Royal Mail, Freepost SC0 5817, EDINBURGH, EH12 9PH

Smilers® helpline 0845 074 2000 www.royalmail.com/smilers

Legal Protection: The information on this leaflet will be used by the Royal Mail Group Ltd (RMGL) and its agents to create Smilers® stamps. Smilers® stamps are made from digital photos which are sent to our central processing unit. The information on this leaflet will be used by the Royal Mail Group Ltd (RMGL) and its agents to create Smilers® stamps. Smilers® stamps are made from digital photos which are sent to our central processing unit.

Each sheet contains 20 stamps and an envelope. Number stamps: 100 for printing.

560/PJM/June05, RMMKH001DL



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924/PM/Nov05, RMMH053

No image available

62/PM/Feb06



150/PM/May06, RMH092



Royal Mail Preview of Sept/October 2006 issues included a feature on ITV smilers. The smilers sheet illustration is the Cartor printing later withdrawn by Royal Mail (prior to issue) and replaced with De La Rue printing.

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150/PM/Sept06, RMJ046DL

Quantity	Per stamp	Per sheet (20 stamps)	Per sheet (50 stamps)
1st Class	only £1.19	£23.80 (per 20)	£59.50 (per 50)
2nd Class	only £0.95	£19.00 (per 20)	£47.50 (per 50)

Royal Mail Preview October 2006 included a feature on the new definitive size Smilers. No mention is made of the customised versions of these new stamps, other than in the order form! The new Christmas stamps are mentioned.

Royal Mail Preview November 2006 included a feature on Christmas Smilers including an illustration on the envelope. Interestingly no mention is made of the customised versions featured on the envelope!