

# T.A. Fisher Personalised Smilers Sheets



To promote its sale of a distinct property conversion, T.A. Fisher hit upon a novel idea in 2006 to use the personalised Royal Mail stamp sheets to provide a low cost marketing boast to their sales! The property in question is the Purley Magna re-development at Purley Magna, Reading. The stamps in question were produced in a limited print run of five sheets of each design to attract interest during a property marketing campaign.



The two sheets in my collection are unique and track an interesting development of the Smilers sheet story.