

# Bulletin



Stamp news from Sweden Post 3/2007

Three  
engraved  
issues

DAY OF ISSUE MAY 10, 2007

Queen Silvia stamp in new color  
and with a new denomination

Regions from north to south

Four images of Sweden  
in her summer robes

The joy of angling  
on summer 2007 stamps

**Summer fishing  
– the great adventure**

Carl Linnaeus

**Tercentenary  
commemorated with  
engraved minisheet**



2007 is the 300th anniversary of Carl Linnaeus' birth in Råshult in southern Sweden. The tercentenary is being celebrated in many places in Sweden and across the world. Sweden Post started off the anniversary year with two engraved coil stamps in January, and May 10 sees a beautiful minisheet engraved by Lars Sjööblom.

## Linnaeus tercentenary continues with engraved minisheet

The minisheet shows Georg Dionys Ehret's botanical illustrations from Linnaeus' bedroom wall in Hammarby. Linnaeus bought the Hammarby estate, a small farm just outside Uppsala, in 1758. He found Uppsala itself a noisy city with poor air quality. Hammarby came to be the Linné family's refuge, and the location close to nature Linnaeus had long dreamed of. He moved his unique collections to Hammarby, where he taught and conducted research. He could grow plants on the farm that could not survive the conditions at the university gardens, and he could also keep livestock.

On a small hill at Hammarby, Linnaeus had a stone house built to house his extensive collec-

tions. The location and construction materials were chosen to withstand fire and flood. The house, which he called 'my palace in heaven', was also where he taught his private students.

After Linnaeus' death, his widow Sara Lisa stayed at Hammarby until her death in 1806. The farm remained under the family's ownership until 1879 when the state bought it, and it came under the management of Uppsala University. Today Hammarby is one of Sweden's best-preserved 18th century farms, featuring household utensils, clothes and art from Linnaeus' own home. The plants Linnaeus himself grew and used in his teaching are still grown in the gardens today.





#### Minisheet Linnaeus 2007

2-color recess and 4-color offset  
Minisheet format: 125 x 93.75 mm  
Stamp format: 32.5 x 50 mm  
Art. No.: 241512

**SEK 22**



#### Collector's Sheet

Art. No.: 241515

**SEK 42**



#### First Day Cover, FDC

Art. No.: 241514

**SEK 26**

## Linné 2007

Day of issue: May 10, 2007

The stamps are illustrated with a banana plant, *Musa x paradisiaca*, and a plant called mayapple or mandrake, *Podophyllum peltatum*. The stamps and minisheet are based on photographs by Per Myrehed and the National Property Board. Stamp engraving by Lars Sjööblom. The First Day Cover is illustrated with a snake's head fritillary, *Fritillaria meleagris*, and the cancellation bears Linnaeus' signature. On the collector's sheet is a portrait of Linnaeus in bridegroom attire, painted by Johan Henrik Scheffel in 1739, from a photograph by Björn Hansson. The minisheet, stamp products and FDC cancellation are all designed by Roger Jonsson and Michel Östlund/Hera.

Stamp designer  
and engraver

#### Lars Sjööblom

Lars Sjööblom is the only permanently employed engraver at Sweden Post. His artistic career began at the Berghs School of Advertising in 1977, from where he was hand-picked for the special engraver's course at the Royal University College of Fine Arts. Lars began at Sweden Post in 1983 and in his more than 20 years with the company he has been behind the design and engraving of many beautiful issues.

**Linnaeus' Hammarby  
outside Uppsala is open  
to visitors May 1 to  
September 30. For further  
information, go to  
[www.hammarby.uu.se](http://www.hammarby.uu.se)**



**Carl von Linné book**

Pages: 34\*

Format: 18 x 21 cm

Art. No.: 241516

**SEK 149**

## Exclusive book on Linnaeus with stamps and cylinder impressions

To celebrate the Linnaeus 2007 tercentenary we are publishing an exclusive book about Carl Linnaeus' life and works. In addition to fascinating text and beautiful pictures, the book also contains two specially produced sheets with prints of the four stamp engravings from the

stamp printing works, known as *cylinder impressions*, as well as a transparent pocket containing all four stamps featuring Linnaeus from 2007.

The ring-bound book depicts in words and pictures Carl Linnaeus' life, from his childhood in Småland, southern Sweden, to his journeys in Sweden and abroad, his botanical works and his time as an esteemed professor in Uppsala. The author of the book is Marita Jonsson, who is also responsible for the majority of the book's photographs. Marita's text is translated into English and German.

The Carl von Linné book is presented in a specially designed protective case and is a must for stamp and history enthusiasts alike.







**A must for stamp and history enthusiasts alike!**

## Special issue of older Linnaeus stamps!

### **Carl Linnaeus gift book special**

Pages: 24 plus 5 with special  
prints and 2 transparent  
pockets with stamps\*

Edition: 950 copies

Format: 18 x 21 cm

Art. No.: 241517

**SEK 299**



The special issue contains another transparent pocket of older Linnaeus stamps, all long since discontinued from Sweden Post's standard range. You will find:

- Two coil stamps showing portraits of Carl Linnaeus, both from the 1939 Royal Swedish Academy of Sciences issue. The stamp denominations are SEK 0.15 and SEK 0.50 respectively.
- Two coil stamps showing pictures from Carl Linnaeus' Hammarby country house, both from the 1963 Historic Buildings issue. The stamp denominations are SEK 0.20 and SEK 0.50 respectively.
- The Linnaeus' Travels issue from 1978, which comprises a booklet of 6 stamps and an equal number of motifs. The stamps in the booklet each have a denomination of SEK 1.30.

SPECIAL  
**Carl von Linné**  
18 JUNI 1707 - 10 OKTOBER 1778

\* The book contains: 24 pages of text and images about Linnaeus' life and 1 sheet of special prints featuring motifs from Uppsala from Suecia Antiqua et Hodierna by E. Dahlberg, 2 sheets of enlarged details of stamp engravings and information about them, 2 sheets of unique special prints of the engravings for this year's new Linnaeus stamps (known as cylinder impressions) and 1 transparent pocket with the 2007 Linnaeus stamps (2 coil stamps and 2 stamps in a minisheet). The special issue also includes a transparent pocket containing older issued stamps (see further information in the product text).

This year's summer stamps for domestic mail are based on the joy of angling. In a booklet containing four motifs, 10 stamps and a coil stamp, we see children busy fishing. Most children are fascinated by fishing, whether with an artificial bait, a worm or a spinning lure. It's a summer pastime, among all summer's other pastimes, and a big non-stop adventure.

## The big adventure

Many of us have fond recollections of afternoons spent on the jetty, warm evenings on the craggy rocks or early mornings on the open sea. We recall the crabs scratching in the bucket, the jerk on the line when the fish bit at the hook, and the pride of actually touching a newly caught fish for the first time. We also remember the satisfaction of releasing the afternoon's catch back into the water, only to carry on fishing the next day.

Perhaps the attraction lies in the sense of freedom associated with the water. Perhaps

it's the inquisitiveness and the joy of discovery, or the fact that no two sessions are the same. It could also be the fine feeling of managing to accomplish something on your own that produces a buzz, or possibly the pleasure of being brave enough to handle a live catch. Whatever the reason, angling is a pleasure that attracts, enchants and entertains children and adults alike, generation after generation.

Why not get your old fishing rod out this summer?



**Angling with a Worm**  
Coil stamp, 4-color offset  
Format: 31.25 x 26.60 mm  
Art. No.: 241507

**SEK 5.50**



**Holiday Angling  
Booklet/10 stamps**

4 motifs, 4-color offset  
Self-adhesive  
Format: 37.50 x 26.60 mm  
Art. No.: 241504

**SEK 55**



**First Day Cover, FDC**

Art. No.: 241509

**SEK 31.50**



**Collector's Sheet**

Art. No.: 241510

**SEK 47.50**



**Summer angling  
– a children's  
pastime**

Day of issue: May 10, 2007

The stamps show children discovering the joy of angling. The stamps in this booklet are called Jetty Fishing, Fish Kiss, Double Joy and Fishing with Friends. The coil stamp is called Angling with a Worm. The stamps are based on photographs by P. Arsenault, V. Askland, B. Röhsmann, J. Alexandra and T. Lilja. Graphic design by Olöf Baldursdóttir. The collector's sheet shows a photograph by Mikael Engström. The First Day Cover picture is by Jan Töre and the cancellation is an illustration by Norbert Tamas. Graphic design for the collector's sheet and First Day Cover by Norbert Tamas.

**Stamp designer  
Olöf Baldursdóttir**

Olöf Baldursdóttir was born in Reykjavik, Iceland, where she studied applied art. She moved to Sweden with her family in 1984. Over the years she has designed logos, packaging, folders and stamps, as well as collector's items. Her first stamp designs were three issues of Olympic Gold in 1991–1992. This was followed by many assignments, the design of this issue being the latest.

On January 1, 2007 Sweden Post increased the rate for international mail from SEK 10 to SEK 11. As a result the stamp featuring Queen Silvia from 2005 is being issued in a new color and denomination. The stamp is based on a photograph by Ewa-Marie Rundquist and is engraved by Martin Mörck.



**Queen Silvia 2007**

Coil stamp

2-color recess

Format: 31.3 x 26.6 mm

Art. No.: 241524

**SEK 11**

## Queen Silvia stamp in new denomination



Sweden's Queen, H.M. Queen Silvia, is extensively involved in humanitarian issues. In spring 1999 the Queen took the initiative to establish her own foundation, the World Childhood Foundation (WCF). The goal is to promote the right of every child to its childhood and to work for better living conditions for children in danger. "We must fight against the extreme material, social and emotional poverty in which they live," writes the Queen on the WCF website [www.childhood.org](http://www.childhood.org). The foundation supports many different projects in around 15 countries and today has activities in Sweden, Brazil, Germany and the USA.

Queen Silvia is also an honorary member of the international Mentor Foundation, which aims to support preventive action against drug abuse. Through the scheme, school pupils are given a mentor, an adult contact outside the family who can provide experience and be a contact for future working life.

Also on the Queen's initiative the Silvia-hemmet or Silvia Home for dementia patients was set up on Drottningholm island, Stockholm. The Silvia Home Foundation, which the Queen actively chairs, promotes scientific research and prepares education, training and care in the field of dementia. Since its foundation in 1996, the Silvia Home has trained 34 assistant nurses in cutting-edge expertise with special knowledge in education and instruction relating to care for dementia patients.

Queen Silvia also works actively for people with disabilities, partly through her chairmanship of the Royal Wedding Fund. The fund, which was established in 1976, assists young people with disabilities by giving them access to sports equipment and supporting research in the field of young people and disabilities. The Queen also chairs the Queen Silvia Jubilee Fund for research into children and disabilities.





**First Day Cover, FDC**

Art. No.: 241526

**SEK 15**

**Collector's Sheet**

Art. No.: 241527

**SEK 31**



**Queen Silvia  
stamp in new  
color scheme and  
denomination**

Day of issue: May 10, 2007

The stamp portraying Queen Silvia is based on a photograph by Ewa-Marie Rundquist and is engraved by Martin Mörck. Graphic design for the stamp by Gustav Mårtensson. The collector's sheet shows a photograph of Queen Silvia on a state visit to Finland in 2003, photograph by Charles Hammarsten/IBL. The First Day Cover shows Queen Silvia receiving a donation for the WCF in 2004, photograph by Nils Petter Nilsson/Scanpix, and the cancellation depicts a crown. Norbert Tamas designed the collector's sheet and First Day Cover.

**The issue's photographer  
Ewa-Marie Rundquist**

Ewa-Marie Rundquist was born in 1958 in Vindeln, northern Sweden. She is one of Sweden's foremost photographers in the fields of fashion, advertising and portrait photography. The book *Drottning Silvia (Queen Silvia)* was published in 2001 in which the Queen openly talks about her life and commitment to important issues. Several of the book's photographs were taken by Ewa-Marie Rundquist and show the Queen in a way we may not be used to seeing her. The photograph which formed the basis for the stamp was taken in connection with the book.

The four stamps for international mail depict four landscape pictures of Sweden in her summer robes. From Lapland in the north to Skåne in the south we see the country at her very best.



## Magnificent landscapes show different sides of Sweden

The four stamps in the issue portray Sweden's forests and her agricultural landscape. The stamp *Undulating fields* shows a field of rape in full bloom in Skåne. Rape is often seen in flower during the early summer and is a common crop in southern Sweden. We find further agricultural land on the stamp called *Hay field*. The picture was taken in Jämtland, north-west Sweden, and shows a view of Kallsjön lake with a hay field in the foreground. This type of field cannot be ploughed, instead it is used for hay which is harvested in the late summer.

The stamp depicting the elk looking inquisitively into the camera has been called *Magic*

*forest* and shows a photograph from Sveafallen in Närke, central Sweden. Sveafallen is a well-known nature reserve for geological research into events during the Ice Age. Today the area is covered with forest but there are still traces of the ice melt in the form of pot-holes and erratic blocks, for example. The final motif in the issue is called *Forest mere* and shows a view from Muddus national park in Norrbotten, northern Sweden. The national park comprises marshland and the surrounding tree-clad mountains. The forests are mainly primeval forest of pine, spruce and birch. The marshland is a breeding ground for many birds.



**First Day Cover, FDC**  
Art. No.: 241521  
**SEK 48**



**Collector's Sheet**  
Art. No.: 241522  
**SEK 64**



**Booklet/4 stamps**  
4 designs  
Art. No.: 241518  
**SEK 44**



## Swedish landscapes from north to south

Day of issue: May 10, 2007

The issue's stamps were designed and engraved by Piotr Naszarkowski. The stamps are based on photographs by Jan Töve/Naturfotograferna, Jan Schützer/Naturfotograferna, Per-Olov Eriksson/Naturfotograferna and Tore Hagman/Naturfotograferna. Graphic design and originals by Gustav Mårtensson. The First Day Cover shows agricultural landscape (photograph by Peter Gerdehag/brljans.se) and was designed by Norbert Tamas. Norbert also designed the First Day Cover which is a photograph by Anders Ekholm/Tiofoto. The cancellation shows a rape flower.

Graphic design and originals  
**Gustav Mårtensson**

Gustav was born in Lund in 1965 where he was educated and learnt the craft. At university he read history of art and communications science, and he later attended the School of Design and Crafts at Göteborg University. He has worked at Sweden Post since 2002 and has designed stamps and collector's items. He is the creator behind many ingenious stamps such as *Elks* (1997), *Star signs* (1999) and *Swedish Stamps 150 Years* (2005).



**Maximum Cards**  
**Summer Landscapes**  
Art. No.: 241523  
**SEK 64**



## Maximum Cards Summer Landscapes

The four maximum cards show pictures linked to the stamp designs. The cards and their cancellations are designed by Norbert Tamas. The cancellation design depicts a pine shoot.

Use the maximum cards for all your summer greetings!

Why not send someone a greeting on these fine maximum cards?





## Issue Set May 10, 2007

The issue set contains one of each motif of the stamps included in the May 10, 2007 issue. This issue set contains the motifs from the issues *Tight Lines*, *Linnaeus 2007*, *Summer Landscapes* and *Queen Silvia 2007*.

### Issue Set May 10, 2007

Art. No.: 241528

**SEK 104.50**

### Cancelled Set May 10, 2007

Art. No.: 241529

**SEK 104.50**



## Collector's Sheet Set May 10, 2007

The collector's sheet set contains the four collector's sheets for the issue.

### Collector's Sheet Set May 10, 2007

Art. No.: 241530

**SEK 164.50**

**Purchase the collector's sheet set  
and save SEK 5 per sheet compared  
to buying the sheets individually!**



## International Polar Year 2007 – 2008

## Exciting book published by eight countries

### Ring-bound book: International Polar Year 2007–2008

Folder format: 24 x 22 cm

Pages: 54

Art. No.: 241442

**SEK 235**



**Topical  
reading and  
beautiful  
images!**

International Polar Year 2007–2008 is now being commemorated by eight countries in a joint book. The ring-bound book tells in words and pictures of the participating countries' commitment to the Polar regions. It also contains all the countries' Polar stamps from 2007.

The participating countries of Sweden, Denmark, Greenland, Norway, Finland, Iceland, Canada and the USA have each contributed minisheets of the same size. Each country describes its commitment and its stamps in its own language as well as English.

# New Subscriptions for 2007

Owing to popular demand, Sweden Post is launching two new stamp subscriptions for 2007: Souvenir Sheets and First Day Cover Year Set.

***Register your subscription on the order form now!***

**! NEW! Subscribe to cancelled souvenir sheets! Sign up on the order form.**

## Souvenir Sheets Subscription

This subscription enables you to secure your own copy of our popular souvenir sheets! Starting in 2007 we will be issuing 2–4 souvenir sheets\* a year, all in a limited edition. As a subscriber you can make sure you never miss out!

**Approx. SEK 150 a year**

\* Planned issue for 2007: 3 sheets.



## First Day Covers Year Set

We are now bringing together all the First Day Covers in a specially produced set delivered each year in November. All in one place – could it be any simpler?

**Approx. SEK 520 a year**

## New accounts for payments

As of December Sweden Post Stamps has had new accounts for receiving payments. These new accounts can be found under 'Purchasing information' on the next page.

Are you affected by the change? If so, please amend your payment instructions as soon as possible. Sweden Post Stamps' old accounts will however remain open for payments alongside the new accounts for a short transition period.

**Important information!**



**Living Earth 2**  
Art. No.: 240211  
**SEK 95**

## Living Earth 2

Sweden, Singapore, Canada, Hong Kong, Ireland and the United Nations present this beautiful folder of stamps based on the theme of nature. The folder contains 18 stamps and has information in Swedish, English, German, French and Chinese.

## Living Earth 3

Here five postal authorities feature their stamps based on the theme of nature. The participating postal authorities are Sweden, Hong Kong, Canada, Ireland and the United Nations. The book has texts in Swedish, English, German, French and Chinese.

# Purchasing Information



Please contact our Customer Service in Kiruna if you have any queries about our products or your subscription, or if you want to order.

**Telephone: + 46 980 749 36**

**Fax: + 46 980 814 90**

**E-mail: [stampservice@posten.se](mailto:stampservice@posten.se)**

**[www.posten.se/stamps](http://www.posten.se/stamps)**

**Open: Monday–Thursday 8 a.m.–5 p.m.**

**Friday**

**8 a.m.–3 p.m.**

**Sweden Post Stamps, Customer Service, SE-981 84 KIRUNA, SWEDEN**

## Bulletin

The Bulletin with information about new stamp issues is published five times a year. All our customers get it for free.

## Payment

Sweden Post Stamps requests advance payment unless otherwise stated. We only deliver if the amount of the order is covered by the account. You can pay through one of our bank accounts. Unfortunately we cannot accept cheques and cash money. We accept Master Card and Visa.

## Bank Accounts

**Sweden** (Payment in SEK):

Handelsbanken Sweden

Account no: 251 855 848

IBAN: SE46 6000 0000 0002 5185 5848

BIC: HANDSESS

**EUR** (Payment in EURO):

Handelsbanken Frankfurt, Germany

Account no: 11389 032

BLZ: 514 206 00

IBAN: DE18 5142 0600 0011 3890 32, BIC: HANDDEFF

## Deliveries

Orders from Bulletin: Your order will be delivered within two weeks of the issue date. General deliveries: Goods are delivered 1 to 2 weeks after we receive your order.

## Registered delivery

Only deliveries of over SEK 2,000 are sent by registered mail.

## Customer number

Please state your customer number when contacting us. You will find it on your delivery note.

## Full warranty

Purchases may be returned within **2 weeks** after receipt. You get your money back or we exchange the product. Please write a few lines to tell us why you are returning it.

## Free deliveries of subscriptions and purchases over SEK 150

We pay the postage and handling charges for subscription deliveries and for individual purchases over SEK 150. For purchases under SEK 150, we have to charge a fee of SEK 40 (as well as for purchases outside subscriptions of less than SEK 150).

## Parent/Guardian signature

Orders from children under 16 must have the signature of a parent or guardian.

## Special services

Please contact our Customer Service for special requirements like cancellations or stamp arrangements.

## PLEASE NOTE

- The pictures of stamps and stamp products shown in Bulletin are originals. The design may be subject to alteration before the day of issue.
- The format dimensions provided for the stamps are theoretical values used in stamp production. The actual dimensions may deviate by up to plus or minus 2% from this figure, as the paper is affected by moisture and other mechanical stresses during production. If a stamp has been removed from an envelope using water, the deviation may be even greater.

# Swedish Stamps Narrate 2006

Swedish Stamps Narrate offers interest reading, beautiful pictures and wonderful stamps! The Year Book is printed in a limited edition of 6,000, each copy numbered on an exclusive insert.



**2006 Year Book  
Swedish Stamps Narrate**  
Edition: 6,000 copies  
Art. No.: 241414  
Stamp value: SEK 399.10  
**SEK 498**

## 2006 Year Set

The set contains a mint stamp of each motif and the serrated version of the booklet stamps and coil stamps. Naturally the international stamps in our joint issues are also included. The issues are described in English, German and Swedish.

**2006 Year Set**  
Art. No.: 241348  
**SEK 464**



## 2006 Booklet Year Set

The 2006 Booklet Year Set contains all the booklets and mini-sheets issued during the year in an attractive, handy folder. The issues are described in English, German and Swedish.

**2006 Booklet Year Set**  
Art. No.: 241349  
**SEK 514**

The next Bulletin will be published in August 2007