



Philatelic Society of Trinidad & Tobago

(Founded May 1942)

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NEW ISSUE NEWS



Fig. 1: COASTAL DREAMSCAPE BOOKLET (INSIDE)

The fourth issue released for this year was the Coastal Dreamscape booklet. TTPost informed us that the booklets were released approximately the 2nd May. The stock of the \$ 1.00 stamp of the old definitive, ' Vanishing Faces ', had been exhausted and the booklets were placed on sale quickly to meet the demand for \$ 1 stamps. There was no prior announcement of the day of issue. No official FDC's were produced.

The booklet consists of ten \$ 1.00 stamps, all self-adhesive. The stamps featured underwater photographs by Solomon Baksh. The ten stamps portrayed Foureye Butterfly Fish, Caribbean Reef Squid, Hawksbill Turtle (with diver), Southern StingRay, Queen Angel Fish, Giant Anemone, Peppermint Shrimp, Rough File Clam, White Speckled Hermit Crab and Christmas Tree Worm. The front cover of the booklet reproduced the photograph of the Hawksbill Turtle with diver. The booklet was produced by Cartor Security Printing, France. No brochure was produced for this issue. TTPost did not provide the scientific names for the marine life. The booklet was sold at \$ 10 each.

The photographs used for the booklet were absolutely stunning. One of our members informed us that Solomon Baksh is working on a book with his photographs.



Fig. 2: LOCAL MEDICINAL PLANTS FDC

The fifth issue of the year was the new definitive Local Medicinal Plants. Again, due to the depletion of stock of the old definitive, the stamps were released as soon as they were received from the printers. TTPost sources informed us that the stamps were placed on sale from approximately 18th May. The FDC's were not placed on sale until after the 14th September. The date stated as the "First Day of Issue" on the pictorial cancellation of the FDC's was the 1st September. The pictorial cancellation illustrated a mortar and pestle as used by pharmacists. It is needless to state that it is a highly unusual situation when the "official first day of issue", 1st September, is over three months after the stamps were placed on sale to the public, approximately 18th May. Members should keep any of the new definitives used prior to the 1st September on cover as they will make an interesting addition to one's collection.

The issue consists of nine stamps: 25c - Racket; 50c - Chandelier; 75c - Worm Grass, \$ 1.00 - Black Sage; \$ 3.00 - Wonder of the World; \$ 4.00 - Aloe Vera; \$ 5.00 - Senna; \$ 10.00 - Bois Bande; \$ 20.00 - Herbal Garden.

The stamps were printed by Cartor Security Printing, France. The artist was Ato Osei of Gasparillo, Trinidad. The FDC's consisted of two covers. One cover bore the 25c, 50c, 75c, \$ 1.00 and \$ 3.00 stamps which was sold for \$ 8.00 each. The other cover bore the \$ 3.25, \$ 4.00, \$ 5.00, \$ 10.00 and \$ 20.00 stamps which was sold for \$ 45.00 each. Neither a Souvenir Sheet nor a brochure was produced for this issue.



Fig. 3: TOBAGO HERITAGE FESTIVAL FDC

The sixth issue released was Tobago Heritage Festival on the 15th August. The issue consisted of five stamps featuring various Heritage events: \$ 1.00 - Bele (dance); \$ 2.50 - Dancing the Jig; \$ 3.75 - Goat Race; \$ 4.50 - Harvest Festival; \$ 5.25 - Drumming Festival. A souvenir sheet was produced which featured the Traditional Tobago Wedding with one \$ 15.00 stamp in it.

The stamps were printed by Thomas Greg & Sons De Columbia S.A., Colombia. The issue was designed by Martin Superville of Lowlands, Tobago. The graphics were done by Troy Rhodes of DesignWise Ltd. The FDC was sold at \$ 19.00 each and the Souvenir Sheet at \$ 15.00. A brochure was produced for this issue.

The next issue scheduled to be released will be Sir Solomon Hochoy, former Governor-General. The issue will consist of five stamps and one souvenir sheet. It will be available at the end of September / early October. There are four other issues planned for this year: the 50th Anniversary of the Women's Police Association - Souvenir Sheet only, Anansi the Spider, Children against Cancer and Christmas 2005.



Lonsdale Saatchi Saatchi
PO Box 1251
Port of Spain



Direct Mail
Right on Target



Fig.1: DIRECT MAIL ENVELOPE WITH UNADDRESSED MAIL SERVICE DATESTAMP



Lonsdale Advertising Ltd.
8-10 Market Street
St Clair
Port of Spain



Direct Mail
Right on Target



Fig.2: DIRECT MAIL ENVELOPE WITH BULK POSTAGE DATESTAMP



Unaddressed Mail

is a service that delivers your advertising material / samples directly to homes and businesses within Trinidad & Tobago.

There is no need for names and addresses. All you need to do is call TTPost, and we will supply you with the number of delivery points in each city, town or suburb that will assist you in effectively targeting these areas. Simply supply TTPOST with the items to be delivered (flyers, samples etc) and we will do the rest

WHAT ARE THE BENEFITS?

- There is a **significant reduction off regular postage rates!**
- With our service you will have direct access to over two hundred thousand (200,000) households including businesses in Trinidad & Tobago.
- Choose the best area to promote your product and services, whether it be households (upper-class, middle-class, lower-class) or businesses. The options are virtually limitless.
- There is no need to package items in an envelope (no staples however!) and no addresses necessary.
- There is no need to frank or stick stamps on items.

Fig.3: UNADDRESSED MAIL INFORMATION FROM TTPOST PAMPHLET.



Direct Mail

is a service that allows you to advertise your goods and services directly to your existing / potential customers.

It is a known fact in business that it is easier and less expensive to win repeat business from your existing customers than it is from new customers!

All you need is a database of customer names and addresses and you can send special offers and information to your existing or potential customers encouraging them to use your product repeatedly. A Direct Mail package may include an envelope, a letter from your company and a brochure or any other promotional material - its that simple!

WHAT ARE THE BENEFITS?

- Offers substantial discounts off regular postage rates.
- You can target specific customers with tailored messages. No need to spend large amounts of money on newspapers, radio or TV advertisements.
- Direct Mail can support all of your marketing / advertising efforts.
- You can aim to increase the response to your offer by including a **Business Reply Card** or **Free Post** address, that allows your customers to respond to your offer at no cost to them and increase your response rate.
- Builds customer loyalty, by allowing you to advertise to your customers not your competitors.
- You can accurately measure the effectiveness of your marketing efforts.

CUT ALONG DOTTED LINE

Fig.4: DIRECT MAIL INFORMATION FROM TTPOST PAMPHLET.

TTPOST UNADDRESSED MAIL & DIRECT MAIL (cont'd)

As can be gathered from the information provided in the TTPost pamphlet, this type of mail is more commonly known as 'junk' mail. The Direct Mail envelope (similar to fig. 1) was used in April 2005 to deliver a TTPost letter to households announcing the Brian Lara 400 issue. The envelope did not receive any postmarks or datestamps. TTPost sources informed us that these printed envelopes are used only by TTPost. TTPost uses them to send out advertisements / announcements of its services or items on sale.

Joe Chin Aleong reported the Direct Mail Envelopes used with a ' NATIONAL MAIL CENTRE / JUN 16 2004 / BULK POSTAGE ' oval datestamp (Fig. 1) and a ' TTPOST / MAR 22 2005 / UNADDRESSED MAIL SERVICE ' circular datestamp (Fig. 2). To obtain these datestamps meant that the envelopes did not contain the usual TTPost advertisements / announcements, but carried correspondence from TTPost personnel in those departments.

Other information regarding eligibility for Direct Mail is that the minimum volume requirement per mailing is 300 identically sized items. Discounts off the normal letter price range from 7% for the 300 to 10,000 level to 24% for over 500,000 items. Among items not eligible are financial reports, financial statements, payments and newsletters.

SOCIETY NEWS

Joe Chin Aleong is working on a catalog of Tobago picture postcards from the earliest to present. Anyone who has information in this area is asked to contact him. Photocopies of the front and back of each card can be sent to him. His address is: 10th First Avenue, Cascade, Port of Spain.

CORRESPONDENCE

Lewis A. Bull, a pensioner, would like to exchange his fine used Great Britain stamps for one each very fine used \$ 20 and \$ 50 Birds Definitive stamps SG#797 & 798. His address: 17 Highgrove Way, Ruislip, Middlesex, HA4 8EA, United Kingdom.