

GENERIC SMILERS SHEETS

Glenn H Morgan FRPSL

Last August, my article and listing of Business Customised Stamp sheets led several readers to request an update to the previously published Generic Smilers sheets listing. As many readers will not have seen the original article, our Editor has agreed to a complete listing from 2000 appearing here.

This series of stamp sheets exists to enable philatelic customers to acquire the stamps that appear alongside the photographs used for personalised Smilers, but without needing to pay for the premium photographic service. Instead, the labels are pre-printed with appropriate generic imagery and have attractive marginal designs. Sheets currently sell for 55p above the face value of the stamps included.

These have proved to be extremely popular with collectors and, since Royal Mail produced a Smilers album*, the prices of obsolete sheets have substantially risen as collectors try to fill their gaps. The star items are the pair of 2001 *Christmas Robin* and *Christmas Cracker* design sheets (numbered **2a** and **3a** below) with the short-lived 'Consignia' copyright © imprint. These were clearly missed by many collectors probably because outwardly they resembled the previously issued version with an imprint of 'The Post Office'.

The decorative margin, stamps and labels are all printed by a Royal Mail security stamp printer. Completeness is achievable, collectors usually favouring to retain full or half sheets, although some do collect just singles of each possible stamp and label combination.

**Tallents House order codes: Album to 2002 PA668 £16.50, slipcase PA676 £7.50, 2003 pages PA684 £5.99, 2004 pages PA694 £5.99 and five blank pages PA633 £2.99, plus handling fees.*

CATALOGUE LISTING

<u>No./Date</u>	<u>Issue details</u>	<u>Format</u>	<u>Printer (Process)</u>	<u>Gum</u>	<u>Price</u>
2000					
1 22 May	'The Stamp Show 2000' (Smiles stamps) [51,724 sold]	10P	Questa (G)	WA	£25
2 3 Oct	Christmas (Robin in post-box stamp) [<i>Post Office</i> © imprint]	20L	Questa (G)	WA	£130
3 3 Oct	Christmas (Cracker stamp) [<i>Post Office</i> © imprint]	10L	Questa (G)	WA	£110
2001					
4 5 June	Occasions (Mock-Hallmark stamps)	20L	Questa (L)	WA	£75
5 3 July	Smiles [as 1 , but Royal Mail cruciform logo in margin]	10P	Questa (L)	WA	£95
2a 9 Oct	Christmas (Robin in post-box stamp) [<i>Consignia</i> © imprint]	20L	Questa (G)	WA	£425
3a 9 Oct	Christmas (Cracker stamp) [<i>Consignia</i> © imprint]	10L	Questa (G)	WA	£425
6 14 Dec	Cartoons (Cartoons stamps)	10P	Questa (L)	WA	£35
2002					
7 23 April	Occasions (Hello, Moving, Best Wishes, Love, New Baby)	20L	Questa (L)	WA	£35
8 21 May	World Cup Football Championships (World Cup stamp)	20L	Walsall (L)	WA	£20
9 1 Oct	Knock, Knock! (10 Bear & 10 Dennis the Menace stamps)	20L	Questa (L)	WA	£20
10 1 Oct	Christmas (Cracker stamp) [new marginal design]	20L	Questa (L)	WA	£15
2003					
11 21 Jan	Flower Paintings (Flower stamps)	20L	Questa (L)	WA	£17
12 4 Feb	Occasions (Multiple Choice tick boxes stamps)	20L	Questa (L)	WA	£17
13 29 July	Crosswords (Cartoons stamps)	20L	Questa (L)	WA	£15

14	30 Sep	Christmas (Winter Robins stamp)	20L	De La Rue (L)	SA	£15
15	4 Nov	Christmas (Ice Sculptures. 1st class spiral stamp)	20L	De La Rue (L)	SA	£15
16	4 Nov	Christmas (Ice Sculptures. 2 nd class star stamp)	20L	De La Rue (L)	SA	£15

2004

17	30 Jan	'Hong Kong 2004' Stamp Expo (Hello stamp)	20L	Walsall (L)	WA	£12
18	3 Feb	Occasions (Entertaining Envelopes stamps)	20L	De La Rue (L)	WA	£12
19	25 May	Royal Horticultural Society Bicentenary (Dahlia stamp)	20L	Walsall (L)	WA	£12
20	27 July	'Rule Britannia!' (Union Flag stamp)	20L	Walsall (L)	WA	£10
21	2 Nov	Christmas Delivery (10 1 st & 10 2 nd class Santa stamps)	20L	De La Rue (L)	SA	£10

2005

22	11 Jan	Farm Animals (Farm Animals stamps)	20L	Walsall (L)	WA	£10
23	15 Mar	Magic! (Heads and Tails Magic stamp)	20L	Walsall (L)	WA	£10
24	21 April	'Pacific Explorer '05' Stamp Exhibition (Hello stamp)	20L	Walsall (L)	WA	TH
25	21 June	White Ensign (White Ensign stamp)	20L	Cartor (L)	WA	TH
26	15 Sep	'Classic ITV' 1955-2005 (Emmerdale stamp)	20L	Walsall (L)	WA	TH
27	1 Nov	Christmas (1 st & 2 nd class Winter Robin stamps)	20L	Cartor (L)	SA	TH

2006

28	10 Jan	A Bear Called Paddington (1 st class Paddington stamp)	20L	Cartor (L)	SA	TH
29	7 Mar	'Fun Fruit and Veg' (Fruit and Vegetable stamps)	20L	Cartor (L)	SA	TH
30	25 May	Washington 2006 Stamp Exhibition (Hello stamp)	20L	Cartor (L)	WA	TH
31	06 Jun	"England's Finest Hour" (1 st World Cup Winners stamp)	20L	Cartor (L)	WA	TH

Key:

Format – 10 or 20 = number of stamps per sheet, P or L = Portrait or Landscape sheet layout.

Gumming – WA = Water Activated, SA = Self-adhesive.

Printing Processes – (G) = [photo]Gravure, (L) = [offset] Lithography.

Price – an approximation of what the sheet is currently selling for. Substantial discrepancies to these prices can be found, both higher and lower, as prices are extremely volatile at present.

TH – Item still/will be available at the original new issue price from Royal Mail Tallents House.

(860 words)