

8.1.2016

Twittering great tit selected as the most beautiful stamp of 2015

The number of votes submitted broke the record, thanks to the advertisement in Postinen.

Finns have voted the *Spring twitter* Easter stamp which features a great tit singing on a branch with willow catkins as the most beautiful Finnish stamp of 2015. The stamp is a 1st class stamp, and there is a narcissus protruding over its regular borders. The stamp sheet also includes witty, onomatopoeic Priority labels bearing the text PRIORI-TITI-TYY. The Spring twitter stamp is illustrated and designed by **Salli Parikka Wahlberg**.

Spring twitter won a total of 9% of all the 36,226 votes. Votes were accepted on Posti's website and via mail. The contest was also announced in Postinen, the folded advertisement leaflet that is delivered to households with direct marketing mail. The message clearly got through: the number of votes increased by 40% from last year.

Other animal stamps as runners-up

The Valentine's day stamp by **Ilja Karsikas** that bears a fox and a rabbit placed second with 8.3% of the votes. *Gold swan* by **Klaus Haapaniemi** with its ornate decorations in gold foil received 7.2% of the votes and placed third.

This year, all the designers of the three most popular stamps were first timers.

- The voting results show that Finns appreciate variety and want to have plenty of colorful stamps from which to choose. People want different stamps for different situations. This is a good starting point for stamp design, **Tommi Kantola**, Design Manager at Posti says.

From idea to stamp

Anyone can suggest themes for new stamps by filing their idea with justifications at www.posti.fi/ehdotapostimerkkia. The stamp committee makes the stamp publication decisions, and its members include both representatives of Posti and external experts. Usually, it takes several years to develop an idea into a finished stamp.

Stamps are available at around 1,400 service points, 3,200 resellers and at the Posti online shop.

8.1.2016

The ten most beautiful stamps of 2015

1. Spring twitter, Salli Parikka Wahlberg, 9.0%
2. Valentine's Day, fox and rabbit stamp, Ija Karsikas, 8.3%
3. Gold swan, Klaus Haapaniemi, 7.2%
4. Summer feeling, rowing stamp, Pietari Posti, 6.6%
5. Christmas street, Klaus Welp, 6.5%
6. Floral beauty, rose stamp, Minna Immonen, 6.0%
7. Synchronized skating, Ari Lakaniemi & Susanna Rumpu, 5.5%
8. Reflection, Klaus Welp, 5.0%
9. Festive bouquet, Riikka Juvonen, 5.0%
10. Floral beauty, orchid stamp, Minna Immonen, 4.0%

Further information

Posti Ltd

Petri Pohjolainen, Design Manager, tel. +358 20 451 5572,
petri.pohjolainen@posti.com

Tommi Kantola, Design Manager, tel. +358 20 451 5531,
tommi.kantola@posti.com

Posti Group Corporation

Merja Suomalainen, Communications Specialist, tel. +358 400 918 221,
merja.suomalainen@posti.com

Image material for the media:

<http://digilibrary.emmi.fi/?cart=2557-bakmfqmcj&l=FI>

All stamps available for sale are featured in Posti's online shop:

www.posti.fi/goshopping