

Pos Malaysia Berhad Corporate Communications executive assistant Siti Nadzirah Zainal Abidin with the limited-edition folder set.



(Above) Diyana (right) holding up the limited-edition 'Scented Flowers Series 2' folder complete with stamps, First Day Cover and scented miniature sheet.

(Right) The limited-edition series features the bread flower, yellow saraca, cannonball flower and the cape jasmine.



Fragrant stamps make a comeback

Pos Malaysia launches limited-edition collection called Scented Flower Series 2

story by
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THE fresh, subtle scent of jasmine flowers lightly covers Pos Malaysia Berhad's brightly coloured miniature sheet from the newly launched "Scented Flowers Series 2".

A continuation of their "Scented Flowers of Malaysia" series featured in 2001, these limited-edition stamps are now available to the public.

The collection of stamps include three different flower designs – the bread flower (*varlaris glabra*), yellow saraca (*saraca cauliflora*), and cannonball flower (*couroupita guianensis*).

Each sheet features 10 pairs of stamps, and each pair has one stamp with budding flowers and the other with flowers in full bloom.

The First Day Cover is designed around the *bunga tanjung* (*mimusops selengi*), whereas the fragrant miniature sheet is designed around the cape jasmine (*gardenia jasminoides*).

Pos Malaysia Berhad Stamp and Philately Unit head Diyana Lean Abdullah said in conjunction with the Year of the Monkey, the first collection this year, themed around primates, was greeted with enthusiasm as they were sold out within the first day.

"The miniature sheet's jasmine scent is mixed together with the ink, then printed onto the sheet, but it's not the first time we

have had scented stamps. The first was the scent of kaffir lime.

"We worked together with Universiti Putra Malaysia as their experts helped us with our decision on which flowers to choose during the selection process, by giving us detailed information on the different species that grow around Malaysia.

"So we picked flowers based on their attractive appearance and pleasant scents," she said.

Rubbing the surface of the miniature sheet will let off its jasmine scent, which can usually last for years if kept well and not over-used.

Completing the series is a limited-edition set that includes an informative brochure with information on the flowers, a folder, and entire scented flowers set series priced at RM68.60.

Only 200,000 pieces are printed for each flower-designed stamp, 35,000 pieces of First Day Covers, 30,000 scented miniature sheets, and 2,000 folders.

The stamps can be found at all 703 Pos Malaysia branches nationwide but will be distributed according to the size of the post office, with a larger amount sent to the bigger branches.

Stamps with the bread flower are priced at 70sen per stamp, while the yellow saraca and cannonball flower designs are 80sen per stamp.

The cape jasmine scented miniature sheet costs RM5.30, the First Day Cover with the *bunga tanjung* is priced at 55sen, and the folder at RM6.35.

For details, visit www.pos.com.my and email filateli@pos.com.my or call 03-2267 2267 ext 6656.