



Philatelic conference:
“Innovation in the philately industry regarding postage stamp security”
Moroccan Post experience

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THE ROLE OF THE POSTAGE STAMP

Through the issuing of postage stamps, postal operators have the following objectives:

- 1 •confirm the sovereignty of the country;
- 2 •promoting culture and heritage;
- 3 •generate a commercial income;
- 4 • Promoting the compagny's image

However, the emergence of New Technologies has changed the landscape for different activities. The postage stamp finds fewer users looking to purchase or collect it.

WHEN AND HOW TO INNOVATE

■ Innovation in postage stamps is a way to:

- ✓ Increase income;
- ✓ Enhance the image
- ✓ Secure postage stamps and fight against fraud.

■ An innovation must have a meaning:

- ✓ A definite and significant opportunity;
- ✓ A measured investment.

■ When to innovate:

- ✓ When the interest in the stamp falls with collectors;
- ✓ At the report of a fall in sales;
- ✓ The need to play the institutional role of philately for the company.



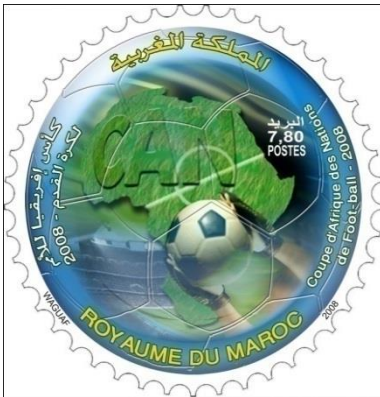
*The innovation on
which plan?*

In terms of themes

In terms of techniques

in terms of security

IN TERMS OF THEMES



Circular postage stamp



Octogonal stamp



Triangular stamp



Stamp long landscape



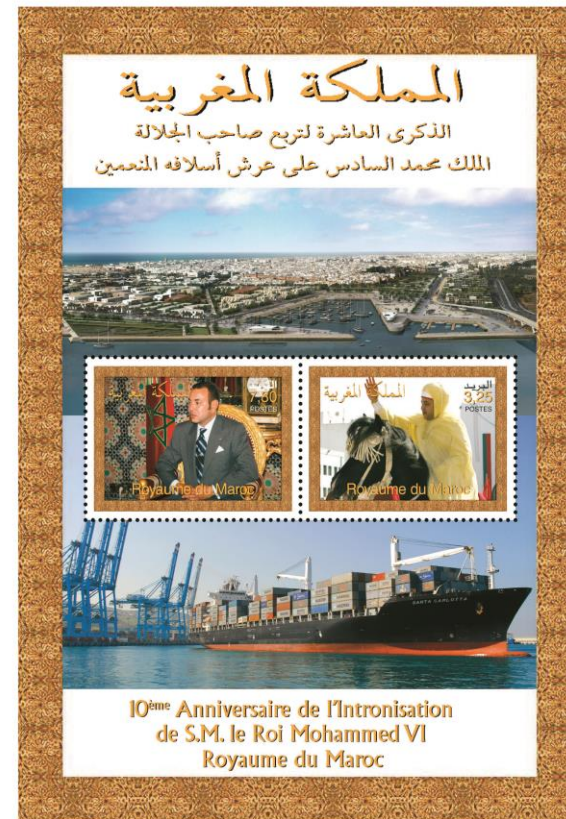
Oval postage stamp

IN TERMS OF PRINTING TECHNIQUES

- The lenticular stamp in 2009 (three Kings of Morocco): Morocco is the first country in Africa to use this technique



Lenticular stamp



Souvenir sheet with embossing gold plating

IN TERMS OF PRINTING TECHNIQUES

- Perfumed postage stamps in 2010: orange blossoms and damascena pink; Morocco was the first country in Africa to use this technique.

Stamp with Rose scent



Stamp with Oranger scent



- Stamps seeds and stamps on 100% recycled paper issued in 2010. Morocco was the third country in the world and the first in Africa to use this technique



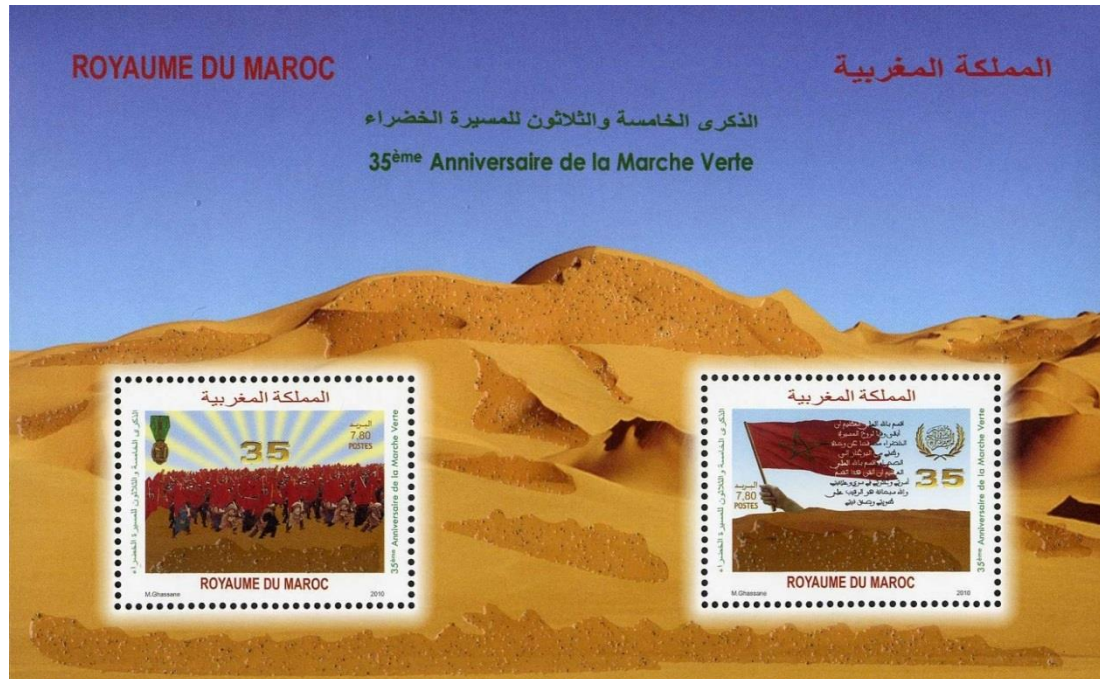
Stamp seeds

Stamp on 100% recycled paper



IN TERMS OF PRINTING TECHNIQUES

- The stamps with thermography in application of the real sand of southern Morocco issued in 2010: Moroccan post is the first one in Africa to use this technique;



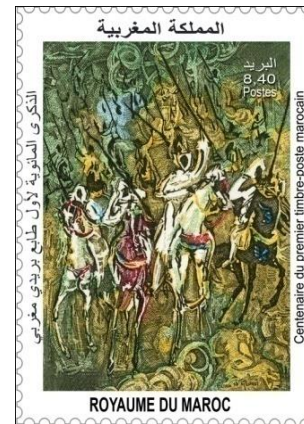
IN TERMS OF PRINTING TECHNIQUES

- The stamps with metallic ink presented in the head spade issued in 2011.



IN TERMS OF PRINTING TECHNIQUES

- The audio stamps issued in 2012 that allow to transmit a sound through the smartphone or the pen scanner; Morocco third in the world and first in Africa to have used this technology.



- Stamps with acrylic varnish and special cutting in parchment form issued in 2012;



IN TERMS OF PRINTING TECHNIQUES

- the souvenir sheet printed on natural silk thread issued in 2013



IN TERMS OF SECURITY

■ perforation with safety notch

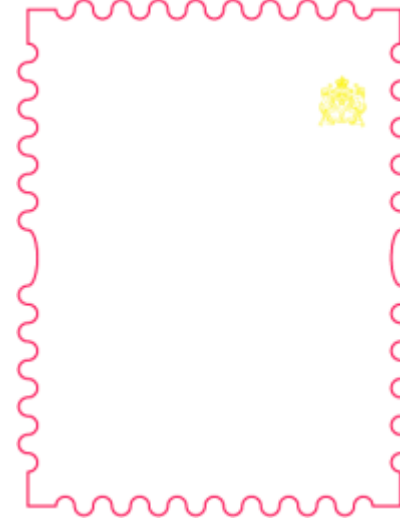
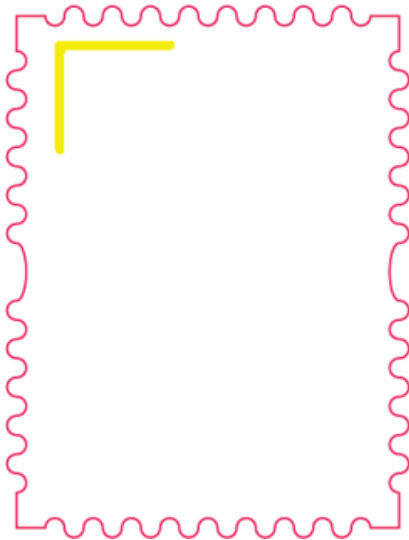
It is a special cut-out form in the perforation of postage stamps.

This cutting is detected with the naked eye as shown in the following examples:



- A phosphorescent ink invisible

It is in the form of a drawing or square, located at the upper corner of each postage stamp



IN TERMS OF SECURITY

■ The increased reality

It is an image recognition technology through downloading an application on a smartphone. Once the image is scanned, the online content opens automatically.

It is one of the most modern and innovative technologies. That is also a way to authenticate the stamp



CONCLUSION

- There are various other innovations offered by printers to secure postage stamps:
 - Hologram;
 - Perforation inside the stamps;
 - Hidden Images;
 - Etc...
- Innovation has a cost, sometimes significant ... That's why it must be measured to avoid over-innovation at the risk of banishing its usefulness.

It is also important for postal operators to decide if innovation in stamp security must be visible or not for users and philatelist.

Thank
you

