

The Future of Philately in Austria

A Case study

Key Statement:

- **Innovation is a MUST in our world; Philately is no area of exemption!**
- **Due to tradition and the position of the postal stamp in society, stamp innovation has been neglected for decades.**
- **New methods of postal franking, incl. Electronic developments, have brought the postal stamp to the edge of abyss.**

Innovation - there is not one world wide adaptable general recipe.

- **Regain the interest of the public – refrain from being up against a brick wall!**
- **Serve the collector as good as you can – but the everyday client in the post offices is important as well – a stamp is nothing unless really used for postal services.**
- **Set measures to secure that stamps are being sold in post offices (again)!**

The Austrian Way

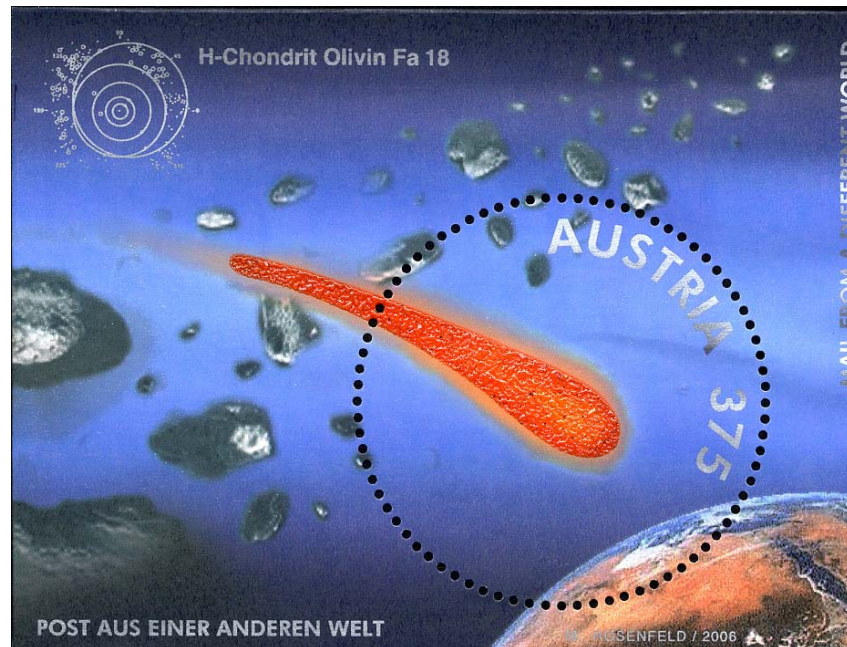
Technical Innovations - Crystals



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Technical Innovations II

ground Meteorit



Technical Innovations III - Embroidery



The Austrian Way

Technical Innovations IV Lenticular Technology



The Austrian Way

Meine.Marke Personalized Stamps

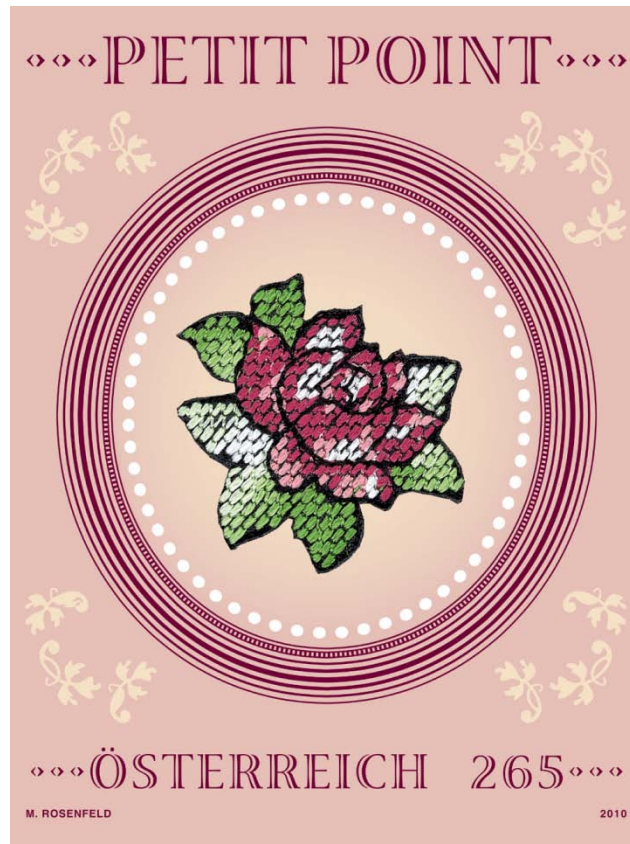
Personalized stamps for individual needs!



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Embroidery

Petit Point



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Joint Issues

between Israel and Austria, Star of David



Thank you for your attention.