

Boots Label.



In 1994 Boots Pharmaceutical in UK wanted to increase the revenue on greeting cards sale. To promote the sale, they have decided to redesign their own brand of greeting cards. In particular make them more attractive, in other words easy to use than other similar products available in the market. One of such new feature was to add one 1st class postage stamp (to pay the 1st class delivery – locally) with each greeting cards. They didn't simply add a stamp with the greeting card or hand out the stamp when customer bought the greeting cards as had been the case until then.

The Boots own designer's wanted to incorporate the 1st class postage stamp such a way they would be an "eye-catching" to the customers. Internal trails with stamps inserted, prepaid stamped envelope and stamp in a glassine envelope were proposed. They were all rejected by the Royal mail or by the management as not cost effective. Finally they all agreed upon on the Boots Label, which is folded to cover the bottom right corner of the greeting card before the entire card and label has be wrapped by cellophane.



The 1st Boots Label (DG N1.13.5 from mini sheet DMS2) was issued on August 16th, 1994, was printed on cream paper by Questa, 2B (AY) yellow phosphor 1st class (Flame), PVA and thin value (SG 1671m). The rectangular label had been rouletted diagonally from both bottom corners which coincide in the middle of the top, made possible to fold it into a triangular cup shape to cover the corner of the greeting card.



On September 11th, 1995 Questa has re-printed the same Boots Label without the text and Boots Brand on top of the stamp. Instead the text and Brand were printed on the cellophane wrap where they would have appeared on the original issue. It was later known as “Unbranded” Boots Label. It was printed on white paper (DG N1.18.2 from mini sheet DMS4), 2b Blue (AB) phosphor (SG 1671ma). Later this unbranded Boots label was printed by different printers. Printing also differed in phosphor and elliptical position, but remains 1st class (flame) stamp throughout.

Various Publicity overprints were issued on Branded and Unbranded Boots Labels to commemorate various stamp shows locally or internationally. Other labels with surcharge were issued to raise funds to support victims of the natural disasters. These labels were available directly from Boots on the shows where Boots had attended the shows. When Boots didn't attend the shows these labels were available from The Royal Mail or their agent Rushstamps. Such label has “Royal Mail” or Rushstamp's logo “RS” replaced Boots brand.

Following are some of the publicity overprints of Boots Labels.

SINGAPORE '96 STAMP EXHIBITION.



The 1st ever publicity overprinted label used as a marketing tool since the introduction of Boots Label. Very scarce, 2B yellow phosphor. This also exists printed on the back instead on the front, even scarcer

BANGKOK '96 STAMP EXHIBITION.



Unbranded Boots Label, 1st class Machin (flame), 2B blue Phosphor. Publicity overprinted to celebrate the stamp exhibition held in between 14th to 20th February, 1996 in Bangkok, Thailand. It was sold through the Royal Mail booth.

INDONESIA '96 STAMP EXHIBITION



Unbranded Boots Label, 1st class Machin (flame), 2B blue phosphor. Publicity overprint to celebrate the stamp exhibition held in between 21st to 30th March 1996 in Bandung, Indonesia. This label was a numbered limited issue of 1500 sheets. The number of this label is 1483.

HONG KONG '96 STAMP EXHIBITION



Unbranded Boots Label, 1st class Machin (flame), 2B blue phosphor. Publicity overprinted to celebrate the stamp exhibition, Hong Kong –China Stamp Exhibition in Hong Kong in 1996.

TAIPEI '96 ASIA INTERNATIONAL STAMP EXHIBITION



Unbranded Boots Label, 1st class Machin (flame), 2B blue phosphor. Publicity overprint in blue, to celebrate the 10th Asia International Stamp Exhibition in 1996, Taiwan.

HONG KONG '97 STAMP EXHIBITION



Unbranded Boots Label, 1st class Machin (flame), 2B phosphor. Publicity overprinted to celebrate the stamp exhibition held in between 12th to 16th February 1997 in Hong Kong. The label was sold through the Royal Mail booth on behalf of Boots.

PACIFIC '97 EXPO



Unbranded Boots Label, overprinted in black with Rushstamps logo. 1st class Machin (flame), 2B blue phosphor to celebrate the World Philatelic Exhibition of stamps in San Francisco, California in 29th May to 8th June, 1997. This label was sold through the Rushstamps booth.

PACIFIC '97EXPO



This branded Boot Label was to commemorate the same Pacific '97, as above at The World Philatelic Exhibition held in San Francisco in 1997. There are three major differences in between this and the previous label. This label is overprinted in blue and contains "Royal Mail" instead of the Rushstamps logo. And the stamp is same as above except for it has 2B yellow phosphor and sold through the Royal Mail booth.

MOSCOW '97 STAMP EXPO



Unbranded Boots Label, overprinted in black to commemorate the Moscow '97, World Philatelic Exhibition of Stamps held on 17th to 26th October, 1977 in Moscow, Russia. The stamp on the labels is 1st class Machin 2B blue phosphor.

BANGKOK '97 THAI STAMP SHOW



Unbranded Boots Label, overprinted in blue to commemorate the Thai-China Stamp Exhibition in Bangkok, Thailand held on 5th to 14th December, 1997. The stamp is 1st class Machin, 2B blue phosphor.