

Americká Společnost výplatních otisků vydala počátkem března 2022 již 335. číslo elektronického Bulletinu, časopisu pro své členy. Bulletin vychází již od roku 1948, dříve v papírově formě, pak krátký čas souběžně v obou mutacích (elektronické i tištěné), nyní již nějaký čas pouze v elektronickém vydání.

Číslo 335 má rozsah 22 stránek a dotýká se nejen klasických výplatních otisků, ale zabíhá i do světa dalších poštovních výplatních znaků používaných při dopravě a přepravě poštovních zásilek. Tento svět je v USA velmi pestrý a využívá moderních technologií více než kdokoli jiný na světě. Časopis se věnuje nejen klasickým výplatním otiskům.

Co najdeme v tomto čísle Bulletinu, který opět jako vždy precizně sestavil redaktor David Crotty z Kentucky řečený Starý Dave. Je mi velkou ctí, že mohu čas od času do tohoto prestižního odborného zpravodaje přispívat.

Peter Elias, Frankie Sutura a další přispívají zajímavostmi ze světa padělků otisků.

Hlavní studií zpravodaje je tentokrát podrobná a velmi odborná studie Lena Nadybala o přiblížení světa německých datamatrixových kódů (DMC) .

Zajímavostmi z poštovního provozu USA přispívá opět Len Nadybal a Dennis Ladd.

Článek Douglase Quina se týká britské královské pošty, která přidává k definitivním známčkám kódy.

Další rozsáhlou a značně odbornou studií se týká patnáctiletého výročí existence poštovního prostřednictvím známek zhotovených na zakázku v USA (2004 - 2019).

Ron Zukin dokládá obrázky propagačních výplatních otisků, které propagují slušné řízení dopravních vozidel (v rámci hsla DRIVE SAFELY).

Titulka a dvě stránky z obsahu Bulletinu.

Spring 2022

The Meter Stamp Society Quarterly **0193**



Bulletin

Website: www.meterstampociety.com
Discussion Group: <https://groups.io/g/meterstampociety>

Est. 1948

Fantasies, Fakes, and Counterfeits Peter Elias, Frankie Sutera, and others



Several offerings from Seller Lindseylsoot.

Peter Elias is one of the MSS members who is watching, with horror, the distribution of fake postage that is created in many different ways. This group of stamps is sold on eBay.com by one Lindseylsoot, just one such seller who recently began to actually admit that he is selling fake stamps. Seller Lindseylsoot describes his trade:

"These are unused genuine Netstamps Clear Labels printed with images of current US stamps plus some images that were not ever on postage stamps to my knowledge. Sheets are tagged as shown so I believe they are genuine, however I'm sure the images are not authorized by Stamps.com, thus these are fakes, phantoms, Cinderellas, and counterfeit. Great variety for you specialty collectors out there - Not to be used as postage!"

"I am what you would call a casual collector; I just look for things that attract my eye with no concern for rarity or variations."

Someone paid \$36.75 for this group after five bids.

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ping for a total price of \$24.35 (almost \$1.22/stamp with 40% of the fee for postage), affiliate Shutterfly charged \$24.99 + \$4.99 (normal shipping) + \$2.10 (destination sales tax on product plus shipping) = \$32.08 (\$1.64/stamp with 31% of the fee for postage). There were no discounts for orders containing multiple identical sheets. Endicia also offered customers the choice of large portrait stamps, and options for colored side panel areas and text around the data matrix that Shutterfly did not, but the affiliate had the costs of artists designing the stock images, and providing First Class Mail tracking of shipments that Endicia did not have. There were 4 shipping options: 1) Economy @ \$4.99, 2) Standard @ \$9.99, 3) Expedited @ \$14.99, and 4) Rush @ \$19.99. Finally, after being frustrated for 3 hours, an order was placed at 2:45 A.M. EST August 22. My order placed on August 21 PT was the first one printed for a Shutterfly consumer, and had ID 105239, ERN #123341, and stamp serial numbers A000001107 - A000001126 (Figure 4).

When the new press and software were purchased by Endicia during mid June 2014, it was decided to order new paper stock. To simplify the printing of the large stamps on 11 x 8 1/2" backing paper and 10 7/8 x 8 1/2" stamp paper, and small stamps on 8 1/2 x 7 1/4" backing paper and 9 1/2 x 7 1/4" stamp paper, it was decided to change the printing of the small stamps onto sheets equal in size to the large ones. Each sheet contained 20 stamps (2 blocks of 2 x 5) that had vertical rule lines through the center gutter. For Shutterfly, the provider printed Shutterfly, in bright-orange on the left of the top selvage of each pane, www.Shutterfly.com on the right selvages, and a barcode, Order ID, ERN #, and 10/20 and 20/20 (for orders of 20 stamps) all in black on the bottom selvages. To the left of the indicia, each stamp was inscribed vertically endicia.com, and to the right of the matrix on large stamps also reading vertically downwards was a serial number beginning with an A followed by 10 digits (Figure 4). On small stamps, the serial number was to the left of the denomination. Endicia numbered stamps consecutively with counting beginning at the upper left column, and going across like philatelists (stamp collectors) did. Each group of 10 large stamps and barely any of the selvages were covered with 118 x 182 mm blocks of dull fluorescent flood tagging that glowed green (typically zinc orthosilicate) under shortwave (2.537 Å) and longwave (3.660 Å) UV light. On the panes of the small emissions, the blocks of tagging measured 82 x 158 mm.

I made a call to Shutterfly Customer Service on August 27, 2014 to inform the technical department about the false statement that PNG images were acceptable, and that their software severely cropped submitted portrait images. Hopefully, corrections would be made for the current user and other patrons in the future. The receptionist would not transfer the call, but decided after listening for about 5 minutes that the issue was way beyond her comprehension, so finally transferred the customer to the technical department. He listened to a point, but mostly tried to convince me that I didn't know what I was talking about, and told me that they had no issues. After about 20 minutes, the technician said that he was unable to answer any of the questions presented to him. I told him repeatedly that no questions were being put forth, but rather issues with the site were being reported for their benefit and consumers. In the end, the specialist said he had other customers waiting to speak with him, and since he was sure he could help them, and couldn't be of any help with the current call, he wanted to get to them. Eventually, a Level 2 Tech Support person said it was the consumer's fault that the portrait image was as it was on the stamp design area even after being told it did not happen on their provider, Endicia's site (Figure 5).

Harry Whitehouse with Amine Khechf co founded Endicia under the umbrella of PSI Systems, Inc. in 1987 (Figure 6). Endicia, as 1 of 3 USPS providers (PB and SDC were the other two), sold its products under the brand names of Endicia, DYMO Stamps, and PictorialPostage personalized postage stamps. Some 20 years later in 2007, Newell acquired PSI Systems, Inc. Endicia had printed more than \$12 billion in postage since its inception, and had approximately \$59 million in revenue during the 2014 fiscal year/ but, owing to Endicia's underperformance, it was placed on Newell's discontinued operations list at the end of October 2014. Newell stated that although Endicia was an attractive asset for the company, it failed to form part of its key focus, so management decided to unload it. It was felt that SDC's traditional strength in the enterprise and small business mailing segments together with Endicia's high volume shipper business would allow the 2 companies to more

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Figure 5: At left, an extreme portrait photo uploaded onto a Shutterfly landscape stamp design area at the top right to illustrate how their software cropped images to fill the space. At the bottom right, the same image uploaded to the same stamp template on the Endicia site. The gray areas on either side of the image showed the design area portions not used, but were not printed on actual stamps.



Figure 6: Endicia founders Harry Whitehouse and Amine Khechf.

Topical Meter Corner

Ron Zukin



