

19/2014

Hungarian Stamps

MAGYAR POSTA

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INNOVATIVE SOLUTIONS 2014 – PARCEL TERMINAL



Magyar Posta is popularising the introduction of the automated parcel terminal service by releasing a regular stamp with a label. The design of the parcel terminal appears on the label of the regular stamp called Your Own Message Stamp IV: Domestic 35. The stamp was designed by the graphic artist *Imre Benedek* and produced by the banknote printing company Pénzjegynyomda. The new issue will be available at large post offices and Filaposta in Hungary from 20 June, but may also be purchased from Magyar Posta's online store.

Keeping abreast of international trends, as the first of the courier firms in Hungary, Magyar Posta has begun operating parcel terminals at well-frequented places in Budapest and in major cities around the country. The service was launched with terminals at 8 locations in the capital and 18 locations in the provinces, with the installation of more terminals in progress. Customers can collect their parcels from the terminals 24 hours a day seven days a week. The advantage of the terminals is that they allow fast and easy access to parcels at the touch of a few buttons. They save time and cut out queuing. They are discreet and mean that parcels do not need to be delivered to the home or the workplace. The terminals are easy to get to and are located in busy places.

When ordering a product, customers must give their mobile phone number and e-mail address and choose the terminal they wish the parcel to be delivered to. Magyar Posta Logistics conveys the ordered products from the sender to the chosen parcel terminal. The customer is then informed of the ID code required for collection by text message. The parcel may be collected within 48 hours of the receipt of the message at any time of day or night without having to queue. Parcels that are not collected are kept safe at the post office nearest the terminal for 5 or 10 days as requested by the sender. The safety of parcels is ensured by metal lockers and a remote alarm and camera system incorporated into the terminal.

With the growth of e-commerce, Magyar Posta's strategic goal is to be the most important player in the parcel delivery market. For this reason the company has recently made the collection of mail more flexible. Apart from the network of postal outlets, parcels can now also be picked up from 125 MOL Postal Points, the majority 24 hours a day, and from May 2014 from 26 parcel terminals. In addition to the traditional delivery to the door, the popularity of the alternative collection points is reflected by the fact that addressees request Magyar Posta to deliver a quarter of all parcels to these points. (Source: *posta.hu*)

PARCEL TERMINAL: Order code: 2014171010031 (stamp) • Date of issue: 20 June 2014 • Face value: Domestic (HUF 115 when issued) • Printing method: offset • Number of copies: 50,000 sheets • Perforate size of the stamp: 18 x 25.2 mm • Perforate size of label: 36.25 x 25.2 mm • Printed by Pénzjegynyomda • Designed by Imre Benedek • *The label may not be used by itself to pay the postage of letter-mail items.*