

# The Dutch Olympic issues from 1992

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## INTRODUCTION

Under the influence of the Spanish IOC President Juan Antonio Samaranch (1920-2010) and Anton Geesink (1934-2010), member of the Dutch Olympic Committee (NOC) and the IOC the city of Amsterdam applied on April 26, 1984 for the organization of the Olympic Summer Games from 1992.



The candidates for the summer games were: Amsterdam, Netherlands; Barcelona, Spain; Belgrade, Yugoslavia; Birmingham, UK; Brisbane, Australia and Paris, France. That process lasted until Barcelona was nominated as host city of the 1992 Olympic Games on 17 October 1986 in Lausanne, Switzerland. Amsterdam was eliminated in the first round with only five votes.

But the Dutch Olympic issue from 1992 should exceed the issues from 1928, 1956 and 1972 in every way.

What certainly has contributed to the number of products which could be collected was the quality programme - to come to further motivation by their employees to become better results - within the PTT Post organization with 60,000 employees. They also could buy most products at lower prices. The programme was introduced on October 15, 1991.



As mentioned before the influence from Anton Geesink, gold medal winner in heavyweight judo in Tokyo 1964 was, very big. Besides that PTT Post was one of the head sponsors from the NOC, together with Philips, insurance company Nationale Nederlanden and Audi.

The products were: postcards, pins, posters, stamps, four magazines and some other (commercial) products.

## Postcards

The postcards consisted of seven sets of four cards, designed by Ru de Vries, so 28 Olympic sports were pictured.

On October 15, 1991 the CEO from PTT Post, A.J. Scheepbouwer, introduced them in Utrecht to Bart Veldkamp (speed skater) in attendance of 1250 employees from PTT Post.

The selling price per set was NLG 5,00 but employees from PTT Post could buy them for NLG 4,00. Half of this amount would be paid to the NOC.

On November 1 the sets came available for sale in all post offices.

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All postcards could be sent to the NOC with a slogan to support the Dutch participants to the Olympic Winter- and Summer Games in 1992 and the best slogans won a travel to one of these games.

Half of February 1992 it appears that the action was not a success at all. Only a few thousand of sets were sold and PTT Post decided to approach the 30,000 sports clubs. These clubs could earn NLG 1,00 for each set sold.



Article nbr 20030 with football, equestrian, canoe and bobsleigh.



Article nbr 20031 with skating, pentathlon, sailing & and board sailing and basketball.

Article nbr 20032 with volleyball, boxing, archery and rowing.



Article nbr 20033 with cycling, handball, skiing and shooting.



Article nbr 20034 with tennis, swimming, judo and fencing.



Article nbr 20035 with hockey, badminton, athletics and baseball & softball.



Article nbr 20036 with gymnastics, table tennis, ice hockey, weightlifting & wrestling

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### Coins

In the first Olympic magazine from 1992 you could find an advertisement from the company E.D.J. van Roekel BV where they offered six Olympic silver coins (an example from the Spanish Reaal) with the Olympic symbol, the Olympic flame, tennis, soccer, basketball and a human pyramid. The price was NLG 95,00 from which amount 10% would be handed over to the NOC. Unfortunately I have never seen these coins but it seems to me that it were medals and not coins but a Spanish and Dutch certificate was part of it.



The Nederlandse Invaliden Sportbond (Dutch Sports association for Disabled) issued a medal.



### Pins



In March 1992 PTT Post issued four pins equal to the four stamps. The price was NLG 20,00 for the set and NLG 5,95 for a single one. Each employee from PTT Post was forwarded one of them for free.

### Stamp sheetlet

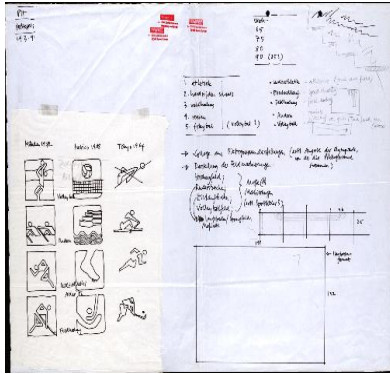
On January 21, 1991 Erik Spiekermann (MetaDesign, Berlin, Germany) received the assignment to design a set of Olympic stamps in a sheetlet. The condition made was that five sports had to be shown at four stamps and also these five sports itself were part of the assignment. A somewhat strange condition that is not clear until now. But perhaps the sheetlet should have se-tenant stamps. It was already 14 years ago (1978) that the latest se-tenant stamps were issued in the Netherlands. But in this way an indoor-, a water-, a winter- an outdoor sport and the mother of all sports, athletics were pictured.

Also the Olympic rings should be included in the design. Anno 2012 royalties have to be paid for the use of these rings but in 1992 it was out of the question. As typographical designer Erik Spiekermann started his work.

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It is not uncommon for designers to add something personal in stamps they design. The next chapter of this article will show you that it is the case in this issue also.

## DESIGN

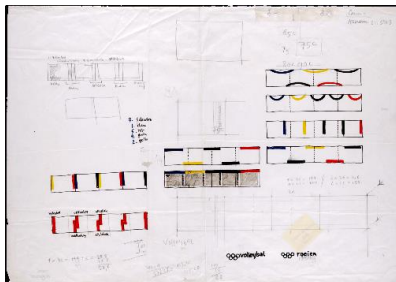


The first sketch from February 14, 1991 consisted of the icons from the Summer Games in Munich 1972, Mexico 1968 and Tokyo 1964.

Apparently he was not able to find them all because the ones of 1964 are not complete and speed skating is missing entirely.

I think soon it was clear that the use of icons was not a good idea considering the conditions.

Also it must be said that icons were used at the 1964 Olympics for the first time. The recognition of the sports in the Western world was not always clear. Perhaps that is why the icon from volleyball is crossed. However, it is correct. The value of the stamps was also carefully thought about namely 65, 70, 80 and 90 cents.



In the second sketch the colors are included on the beams as well as on the rings. The colors were in random order.

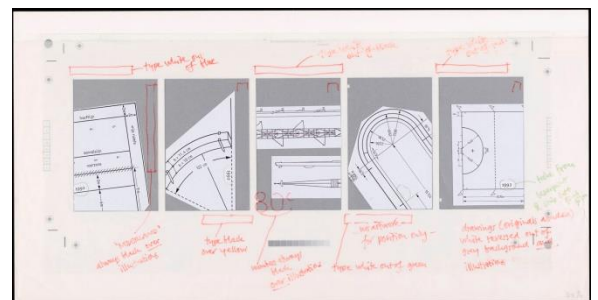
However, the position of the beams was fixed in the most recent outline.

But the colors would still undergo a change.

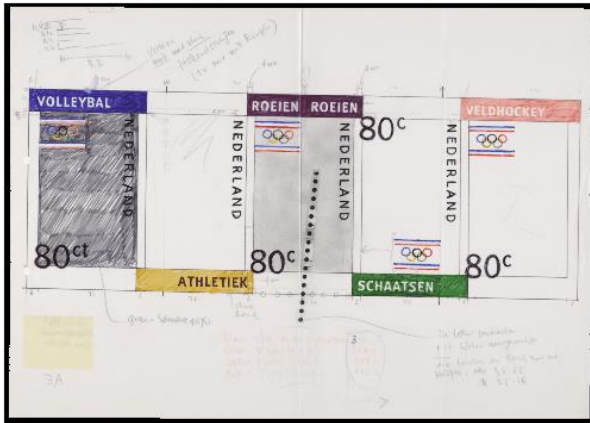
The first working drawing consists of the playing fields in gray and the corresponding sizes, lengths of lines, etc. of four sports.

For rowing an average of a rowing boat (four without) was chosen.

The order of the colors of the beams was determined in this drawing.



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In the following sketch many elements of the sheetlet stand firm.

The stamps had now all the value of 80 cents.

In this design, the word ATHLETICS is misspelled.

Worth mentioning is that field hockey is named.

A proper name, but in the Netherlands we still talk about hockey when we mean field hockey and about indoor hockey and roller hockey.

In this sketch also the Olympic rings found their place on the stamp.



In the following design was searched for relevant athletes in action.

But more important in this design is the text in the right corner below.

Here is mentioned: SPORT Hommage à Piet Zwart 1991.

For a good understanding I have to translate this sentence completely:

SPORT Hommage to Peter BLACK 1991.

**All at once it is clear now why all athletes are shown WITH their shadow.**

The pictured athletes are not clearly recognizable.

Piet Zwart (1885-1977) was a advertising typographer, graphic designer, interior designer, industrial designer, and photographer.

His role in the Dutch design climate of the 20<sup>th</sup> century can hardly be overestimated. He was both the designer of the Bruynzeel kitchen as one of the pioneers of the New Photography.

He is known as the Godfather of the Dutch design.

Erik Spiekermann is also a typographer and Piet Zwart designed also stamps.



His first stamps were issued in 1931/1933 these of Queen Wilhelmina.

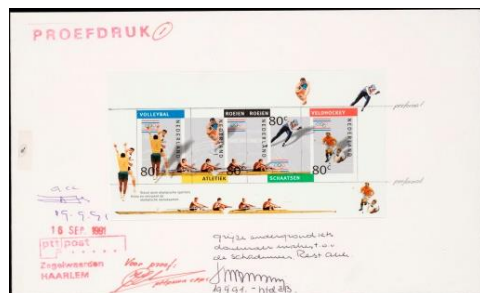
Piet Zwart worked with these stamps on the basis of photomontage, which is also the case in this issue.

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In the next design, the playing fields and sports woman/men were made together and meet the conditions laid down in the contract .

The word athletics is still misspelled.



In the first proof of September 16, 1991 Dutch athletes are now displayed.

They are respectively Ron Zwerver, Erik de Bruin, Yvonne van Gennip and Marc Delissen, the four rowers are Sven Schwarz, Niels van der Zwan, Jaap Krijtenburg and Bart Peters. All selected images come from recent photos.

The opponents in the team sports are in case of volleyball Brazil and Poland in field hockey.

From the Poland hockey player no number is to be seen but investigations made clear that it is Jerzy Miroslaw.

The word athletics is now spelled correctly.

The only comment (of September 19) in this proof is:

Make the gray surface slightly darker compared to the shadows.

### Photos

With the help of Mr. F. Sieben from PostNL all photographers could be found. But getting an image from the original photo(s) was not possible as those who answered did not have them digital.

### Volleyball

With the help of Mr. R Hokken – he made the photos a day before - following could be found out: the image is a composition of two photos and are made by Mr. Niek Coomans (passed away on Jan. 30, 2008) on July 21, 1991 during the qualifying round of the World Volleyball League in Amsterdam against Brazil. The player from Brazil is Jorge Edson Souza de Brito, a middle blocker and Ron Zwerver was a left side wing spiker.

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That there is no ball or net to be seen it confirms the idea that it must be a composition of two photos.

### **Athletics**

Mr. Soenar Chamid was the photographer of the photo from Erik de Bruin. The photo must be taken during an international event (he wears the national uniform) and perhaps it was during the World Championship from 1991 in Tokyo (Japan).

Curious is that he is pictured with shot put but he was only qualified in Barcelona as discus thrower.

### **(Speed)skating**

This photo is taken by Mr. Wout Steensma but where is not clear.

Perhaps during the European Championships all-round in 1991 in Sarajevo (then Yugoslavia).

### **(Field)hockey**

Mr. Jeroen van Bergen was the photographer – he sold his photo archive to the Dutch Hockey Federation in 2009 – and is from the match Netherlands versus Poland during the European Nations Cup 1991 in Paris (France).

### **Rowing**

This photo is made by Mr. Etienne van Sloun and taken during a training session on the national training centre (Bosbaan). The rowers wear the national outfit, but these were handed over during this session to be able to make a photo with the same outfit from all rowers.

The choice of sports was based on past results in international competitions. That this is no reason for a successful continuation is demonstrated by the fact that only the volleyball team won a (silver) medal in the final against Brazil.

## **PRODUCTION**



PTT Post BV gave the order to manufacture the sheetlet to Joh. Enschedé en Zonen Graphical Device BV.

It was printed in six color offset on the Roland Favorit 362 printing press.

This was done in two steps: first the colors yellow, blue, red and black and later the colors green and gray.

The printing sheet was made up in two times of seven sheetlets.

At all four edges cut lines are placed to be able to make a clean cut.

In the illustrated sheetlet it was not entirely successful.

The first model sheet was agreed on 21 October 1991 where it was noted that there should be made a new drawing for green and gray and that the rings should be closed except for yellow.

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A second model sheet, this time from October 28, 1991, shows the printing of the new plates for green and gray. The sheetlet has comb perforation 14:12¾ (25 horizontally en 16 vertically). The gum was applied by the printing office.



The sheetlet exists also with shift perforation. The ordered print run was 4,000,000 sheetlets.

### THE USE

The sheetlet was presented on February 4, 1992 in Courchevel (France) a few days before the opening of the Olympic Winter Games in Albertville.

Mr. A.J.Scheepbouwer, CEO PTT Post, handed it over to Mr. Juan Antonio Samaranch in presence of NOC chairman Mr. W. Huibregtsen, Anton Geesink, chef de mission Ard Schenk as well as the designer Eric Spiekermann and four of the pictured sportsmen.

On the same day, a FD cover with a FD cancel appeared, issued by the NVPH (Dutch Association for Stamp Dealers).

The print run of this cover was 200,950 pieces.

The FDC could be provided with the sheetlet or the stamps by dealers or private persons. There exist three different FDC's.

One with the sheetlet and three FD cancels, one with two cancels and one with the stamps and two cancels.

Unknown is how many FDC's with sheetlet/stamps and FD cancel are issued. FDC's with only one of the stamps could not get a FD cancel.



From this date until March 1, 1993 the sheetlets were available - if in stock - at all post offices. In the end 2,816,250 sheetlets were sold.

In 1997 it proved that all unsold sheetlets were destroyed.

The rate of 80 cents (for letters up to 20 grams) was introduced on July 1, 1991 and up to and inclusive 250 grams it was a multiple of this rate.

This rate was also applied for letters to Belgium and Luxembourg.



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The printed matter rate was 70 cents.

The rate would remain valid until 1 July 2001, so exactly TEN YEARS.

After the privatization of PTT Post (now PostNL) it is a not imaginable period. On that date, the rate would go to 85 cents.

In 1991 was spoken about CEPT countries. CEPT (was) is an organization of European PTT administrations. It was recommended for letters up to and inclusive 20 gram, stationeries and post cards without envelope to handle the domestic tariff to the member countries. Netherlands applied the CEPT recommendation on ALL European countries, including for example the Soviet Union including the Asian part.

For the Netherlands Antilles and Aruba the Dutch rate was applicable for sending by boat.

For non-European destinations two stamps from the sheetlet could be used for airmail letters from 10 up to and inclusive 20 gr.

In all other cases the rate was NOT a variety of 80 cents.



The validity of the stamps ended on November 1, 2013.



This Olympic issue includes also a special cancel - Support our athletes at the Olympic Games 1992 - which was used in the distribution points Amsterdam, Arnhem, Den Haag, Groningen, Haarlem, 's-Hertogenbosch, Leeuwarden, Roosendaal (1), Rotterdam, Sittard, Utrecht (2a/b) and Zwolle from January,2 till February,29 and from June,1 till July,31 1992.



2a



2b



### Maximum cards

A maximum card (maxicard, maxi-card, MC) is made up of three elements: the postcard, the stamp and the cancel.

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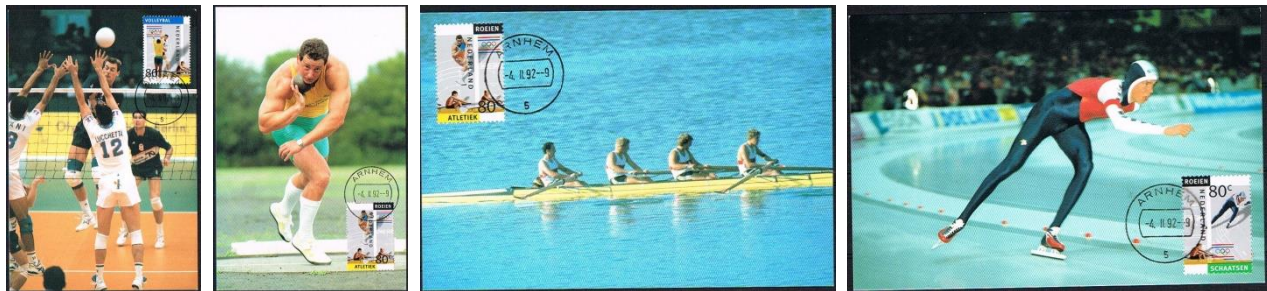
The object of maximaphily is to obtain a card where the stamp and picture are in close concordance, ideally with an appropriate cancellation, too. If all three elements are concordant, then that card truly is a maximum card. Preferably, the image on the postcard should not be simply an enlargement of the image on the stamp.

There are exceptions. For example: a work of art, like a painting (not a detail of it), is often shown in its entirety, both on the postcard and on the stamp of the maxicard.

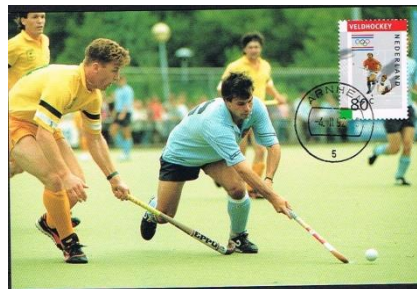
Remark 1: For many years already the NOC National Training Centre (Papendal) is situated in Arnhem.

Remark 2: All maximum cards are pictured those also which do not meet the requirements for maximum cards.

Publisher: De Zegelkoerier, Vlaardingen

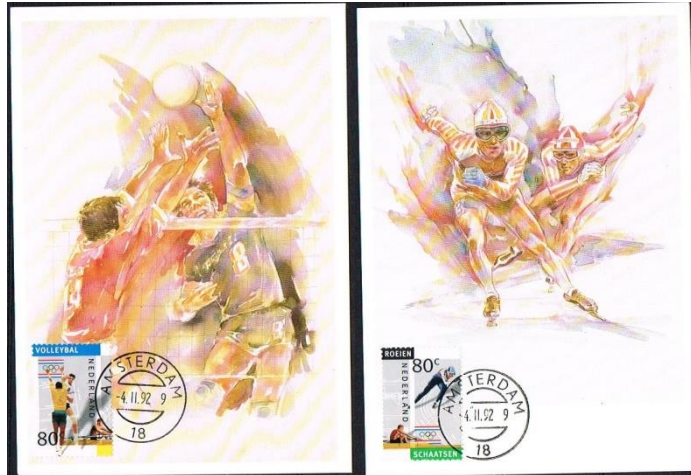


With Falco Zandstra, World champion speed skating 1993

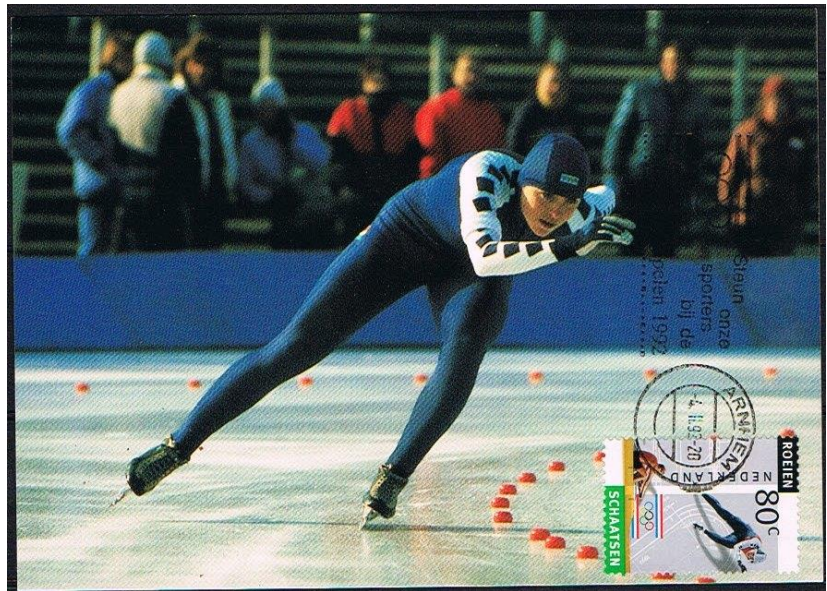


Publisher: Association Kontaktgroep voor het kind en maximafilie, nowadays called Vereniging voor Kinderpostzegels en Maximafilie

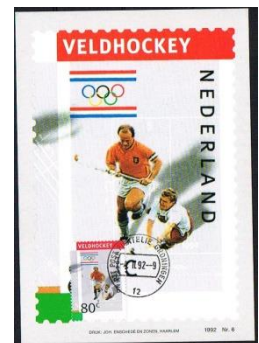
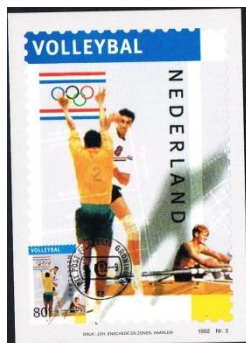
# The Dutch Olympic issues from 1992



Publisher: KNSB (National Skating Association) and sponsor Aegon verzekeringen



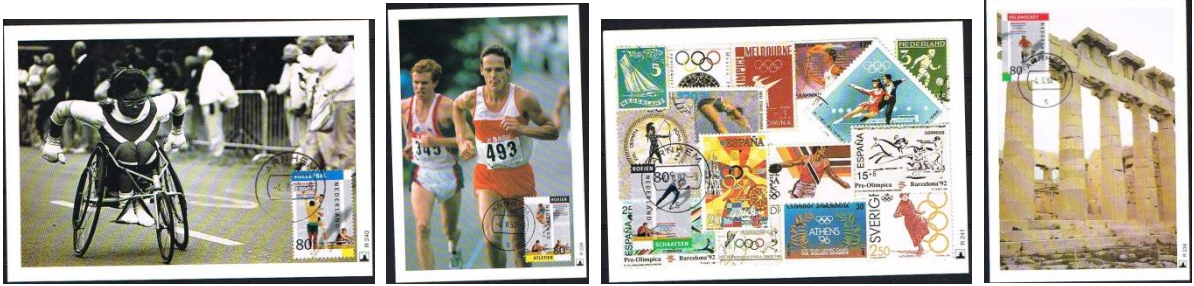
Publisher: Joh. A. Huisman Philatelie BV, Rotterdam



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Publisher: De Molen – van Rossum, Houten



## Literature:

Postzegelontwerpen.nl

Wikipedia.org

Postzegelblog.nl

Pro-Fil nummer 84 van 4 februari 1992

PTT Post Tarieven losse post en partijenpost juli 1991

Philatelie januari 1992 – pagina's 10 & 65

Programma World League Volleybal 1991

Sport International september 1992 – nr. 9

NVPH Speciale catalogus 2013.

PTT Nieuwsblad sep 1991

De Telegraaf 1991-1992

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