

## **bpost breaks a world record on the 150th anniversary of the Universal Postal Union (UPU)**

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The stamp, which goes on sale on June 10, contains a world-record 2024 words! The Universal Postal Union (UPU) celebrates its 150th anniversary this year. The Philately & Stamps Printing team at bpost has created a special limited edition commemorative stamp. The text on this stamp is 2024 words long, a world record!

We are hugely proud of marking this historic anniversary with such a feat of typography," says bpost's philately manager Xavier Clabots. "Fitting that many words into such a small space while ensuring they are perfectly legible is an incredible challenge that our team has met brilliantly."

Designed by bpost stamp designer Geert Wille, the stamp depicts a map of the world and a letter being delivered, symbolising both unity and international communication. It bears the statutes of the UPU in microtext\* – the rules ensuring the efficient postal flows between its various member states. This feat of miniaturisation and design reflects the UPU's importance and continued pertinence in the field of international post.

A rigorous record verification process had to

be negotiated. The number of words was carefully counted and verified on March 14 and 15, in the presence of bailiff Marc Vermeulen. The preparations and counting were filmed to ensure full transparency. The GUINNESS WORLD RECORDS™ title will once again be held by bpost from June 10, the day of the official release of the postage stamp issue.

bpost's previous record was set in connection with International Women's Day in 2014. That time there were 606 words.

The stamps will go on advance sale at Brabantfil24.be, Trademart Brussels on 7-8 June. They will then be available at the bpost Philaboutique and at [eshop.bpost.be](https://eshop.bpost.be) from 10 June.

Source: [bpost](https://bpost.be)