

Philately - Poste Italiane: the “Digital Twin” is born associated with a traditional philatelic product

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Philately embraces technology. Poste Italiane has presented the first traditional philatelic product associated with a “digital twin”, collectible via NFT (Non-Fungible Token) and blockchain. The novelty is contained in the “posta prioritaria Collezione gialla” box set, dedicated to the evolution of Priority Mail from 1999 to 2008 and launched today on the occasion of the 139th edition of Veronafil, one of the main events dedicated to the world of philately and collecting.

With the purchase of “posta prioritaria Collezione gialla”, collectors will also acquire the corresponding unique NFT for free, which will allow them to download the digital twin and, via a unique redemption code (Qr code), store it in a virtual collector guaranteed by a blockchain account. The code can be used only once and the customer will be the sole owner of the digital good, which will be separated from the corresponding physical good.

The “posta prioritaria Collezione gialla” box set, the first philatelic product chosen to connect traditional collecting to the digital one of NFT technology, is a limited edition and consists of four philatelic folders, stamps and a “card” that holds the protected codes to acquire the NFT Digital Twin.

NFTs are virtual certificates that allow a unique and secure representation of digital content based on blockchain smart contract

technology in order to guarantee its uniqueness, authenticity and ownership, and are considered a digital property in all respects. An NFT is created on a blockchain, which exploits the characteristics of a computer network of nodes and allows the management and updating, in a unique and secure way, of a register containing data and information in an open, shared and distributed manner.

With this initiative, Poste Italiane meets the needs of younger collectors by combining the tradition of philatelic products with new digital tools, confirming the Company's historic vocation towards innovation. The collection of 400 numbered copies will be available at Post Offices, Poste Italiane Philately Spaces, and online at filatelia.poste.it. The NFT can be redeemed by 31 December 2025.

Source: [Poste Italiane](https://www.posteitaliane.it)