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Five print error pranks in 3,000 miniature sheets Rare special edition to surprise buyers of Dudesons stamps

On Monday, September 1, Itella Posti Oy launched the Dudesons miniature sheet, in which each of the four Dudesons – **Jarppi, Jukka, Jarno** and **HP** – receive their own stamp. A rare 3,000-piece special edition has been made of the miniature sheet with five 'dudesonian' print error pranks that cannot be found in the larger 300,000-piece edition. The special miniature sheets will be sold to customers in random order.

"Print errors in stamps generally receive a lot of attention. We have deliberately added as many as five pranks in the Dudesons special edition. It might as well be that these special sheets will develop into a rare collector's item," says Product Manager **Tommi Kantola** from Itella Posti Oy.

The special edition miniature sheet includes, for instance, Jarppi's right hand thumb in the stamp, which is missing in real life. Other errors can be found in the sheet's test number, time of day, the letter s and the color of the book covers. The look of the stamps has been created by graphic designer **Janne Korsumäki** in collaboration with Rabbit Merchandising Oy.

As an additional prank, we have hidden a code in the pictures in all of the Dudesons miniature sheets leading to new exclusive video material. The video can be viewed with the CEE App available for all Android, iPhone and Windows 8 phones and tablets. The application can be downloaded free of charge from Google Play, App Store or Windows Phone Store.

Further information

Itella Posti Oy

- Tommi Kantola, Product Manager, tel. +358 20 451 5531, tommi.kantola@posti.fi
- Markku Penttinen, Development Director, tel. +358 20 451 5519, markku.penttinen@posti.fi

Itella Communications

- Liisa Hertz, Communications Manager, tel. +358 50 376 6613, liisa.hertz@itella.com

Rabbit Merchandising Oy – Rabbit Films Ltd

- Licensing Manager Anssi Lehtomäki, tel. +358 45 638 8480, anssi.lehtomaki@rabbitmerch.com

Image material for the media:

<http://digilibrary.itella.com/?cart=1867-badceeeihf&l=FI>

All stamps available for sale are featured in Posti's online shop:
www.posti.fi/goshopping

Itella Posti Oy

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