

Cinderella Time:

Pete's Post: A New Zealand Local Mail Service

By Christer Brunström, AIJP

In New Zealand the postal services were deregulated several years ago. In addition to the nationwide New Zealand Post Limited there are also a number of privately operated mail carriers and local posts.

Pete's Post Limited is one of these privately operated mail companies. It was started as a local delivery service on the North Island in 1999. Today the company is active throughout the country and has sales offices in the three major cities.

Nowadays Pete's Post Limited is a registered postal operator specializing in Postage Included Envelopes, Prepaid Envelopes and Postage Stamps for businesses and the public alike ¹. The customers can order stamps with their own specific designs; many companies choose Pete's Post to obtain stamps carrying their own advertising messages.

Pete's Post has a most interesting agreement with New Zealand Post. The mail franked with the stamps issued by Pete's Post is deposited in the mail boxes of New Zealand Post for nationwide and international distribution.

The private company started out as a competitor to New Zealand Post but today it works in close cooperation with the national postal service. This is quite a remarkable change.

It is of course New Zealand Post which releases the country's official stamps, which are listed in Scott's and all other international stamp catalogues.

Y99.3 was an FM radio station serving the Waikato area from its studios in Hamilton, one of the North Island's cities. To publicize its morning show it ordered stamps from Pete's Post.

The denomination was 35 cents and they were apparently valid on local letters to be delivered by Pete's Post.



If you enjoy this article, and are not already a subscriber, for \$12 a year you can enjoy 60+ pages a month. To subscribe, email subs@stampnewsnow.com

The stamps are self-adhesive and released in booklets of ten with further advertisements for Y99.3 on the back of the booklet.

Y99.3 used to offer locally produced programming for the mainly rural Waikato region. The stamp advertises the 6-10 a.m. weekday morning show called “The Y’s Angels”. Y99.3 offered a Contemporary Adult Music format.

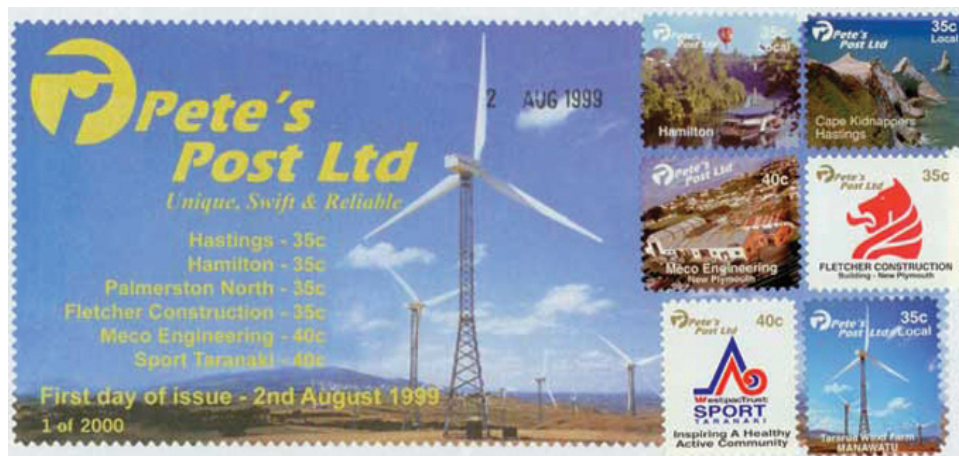
In April 2003 the station was sold and is now known as The Breeze 99.3 Waikato. The station is part of a network of 16 stations throughout the country offering easy listening music from the 1970s until the present for a mostly female audience in the 35 to 54 age group.

From the above it is clear that the stamp was released some time after 1999 and before April 2003 and probably during the period when Pete’s Post was a local post company delivering mail in the Waikato area. It is hard to get exact information as there are very few easily accessible catalogue listings of these privately issued local post stamps.

Thus New Zealand philately has a lot more to offer than what is apparent from a perusal of the Scott catalogue. In addition to Pete’s Post there are several other registered local posts which have released a wide variety of postage stamps. By selling advertising space on their stamps these companies very possibly get the stamps printed for next to nothing.

1. To see Pete’s Post’s products, go to

<http://www.petespost.co.nz/Home.aspx>



Wind turbines were featured on this 1999 Pete’s Post first day cover, with a mix of scenic issues and private company subjects.

If you enjoyed this article, and are not already a subscriber, for \$12 a year you can enjoy 60+ pages a month. To subscribe, email subs@stampnewsnow.com