

For immediate release

SingPost opens flagship General Post Office and launches its Smart Post Office network

- *Future-ready design and features to serve postal needs of the digital age*
- *New SAM omnichannel platform comprising new kiosks, web and mobile apps*
- *First-ever dedicated retail outlet for philatelic products*
- *General Post Office of Singapore stamp issue*



SINGAPORE, 9 October 2017 – Singapore Post Limited (SingPost) today launched the General Post Office (GPO) at the new SingPost Centre mall, the flagship of a new Smart Post Office network that will serve Singapore's postal needs in the digital age.

Showing the future for the post office, the GPO is SingPost's first Smart Post Office, in which traditional brick-and-mortar outlets are augmented by a digital network that offers anytime and anywhere access to postal and other essential services.

A new SAM omnichannel platform, comprising kiosks, web and mobile apps, underpins the GPO and the Smart Post Office, and essentially places a post office virtually in the pockets of every customer to offer flexibility and efficiency that are expected by customers today.

The GPO also features SingPost's first dedicated philatelic retail store, which will offer both long-time and new stamp collectors the full range of national stamps, and associated merchandise.

The GPO and the Philatelic Store were opened officially by Minister of Communications and Information, Dr Yaacob Ibrahim. The opening was also commemorated by the issuance of the General Post Office of Singapore national stamps, which contrast images of the former GPO at the Fullerton Building with those of the new GPO.



Mr Paul Coutts, Group Chief Executive of SingPost, said, “The opening of the GPO is a significant milestone in SingPost’s transformation and a fitting celebration of World Post Day. Just as it was with the former GPO at the Fullerton Building, the GPO at SingPost Centre marks the central role that SingPost continues to play in connecting people across the country and with the rest of the world. While the things we deliver are changing, our commitment remains the same: We deliver, come rain or shine. In line with Singapore’s Smart Nation drive, we are harnessing technology in our Smart Post Office and SmartPost initiatives to deliver with greater efficiency, and a better experience for all our customers, whether they are web savvy eCommerce shoppers or more traditional mail users.”

The rich heritage of SingPost and the GPO moniker is captured in the design of the GPO at SingPost Centre. Iconic elements from the former GPO at Fullerton have been adopted into modern graphics on the walls, glass panels and POPStation lockers, while historical postal artefacts, such as earlier versions of the ubiquitous posting box, have been recreated.

A heritage video wall retells the evolution of SingPost from a colonial municipal department to a dynamic postal and eCommerce logistics company through different lenses, including the landmark GPO at Fullerton, postal uniforms and Singapore stamps.

At the Philatelic Store, a colonial-era red pillar posting box has been restored and mail dropped into this posting box will be postmarked with a special date stamp in red ink. A special cachet will be available on 9 October 2017 to mark the opening of the GPO. The designer of the General Post Office of Singapore stamps, Mr Wong Wui Kong, will be at the Philatelic Store from 5pm to 7pm to meet collectors and sign autographs.



Building on its history, the GPO is future-ready and as the first of the Smart Post Office network, it has been laid out to give postal customers an improved experience and greater control over the services that they need. An enhanced self service area offers 24/7 access to new generation SAM kiosks that are part of the new SAM omnichannel platform.

Re-designed and re-engineered from the ground up, the new kiosks offer a modern, user-friendly interface on high resolution, responsive touch-screens powered by Apple iPads. New capabilities have been added, including a weighing scale that helps senders determine the postage required for their mail, automated sending of registered articles, and SingPost’s



Digital Postal Mail, which provides trusted communication between verified senders and verified recipients. The kiosks are a key channel in the Smart Post Office as they provide an intermediate channel for older customers, bridging the familiarity of a physical counter to a digital interface.

The new SAM platform offers digital channels for the stamp purchase, mail tracking, bill payments, donations, and other transactions. The SAM channels – kiosk, web and mobile app – all share a common cloud technology backbone, enabling a common user experience across the three channels through a common design interface such as the use of standardised icons. Additionally, the cloud backbone reduces the lead time for new commercial partners to roll out billing services from six weeks to one.

The SAM omnichannel platform has won two major international awards this year: Retail Customer Access at the World Post and Parcel Awards, and Digital Innovation of the Year at the Postal and Parcel Technology International Awards.

The self service area at the GPO will also house the largest POPStation to date, with 143 lockers providing consumers control to send, collect and return their parcels at their convenience. Through Rent-a-POP, the lockers may also be used as a secure and flexible point of trade for private buyers and sellers.

The Smart Post Office dovetails with SingPost's SmartPost initiative, which exploits technology to enhance operational capability and efficiency across the entire postal operation: from collection to sorting, last mile delivery and quality assurance. The initiative will equip SingPost's postal staff with new skills and tools for the digital age through amalgamating technologies such as near-field communication (NFC), radio frequency identification (RFID), digital imaging and electronic notifications.



General Post Office of Singapore stamps
Issue date: 9 October 2017

The General Post Office of Singapore stamp set comes in four denominations: 1st Local, 60¢, 90¢ and \$1.30. Pre-cancelled First Day Covers affixed with the complete set of stamps are available at \$4.05 each. A folder, called Postal Journey of Singapore, with the General Post Office of Singapore stamps and the Postal Landmarks stamps, featuring significant postal buildings over the centuries, that was first issued in 2000, will be on sale at \$25.

The stamps will go on sale from 9 October 2017 at all post offices, the Philatelic Store @ GPO, and the Singapore Philatelic Museum. They may also be purchased online at shop.singpost.com.



GENERAL POST OFFICE OF SINGAPORE STAMP ISSUE

Date of Issue: 9 October 2017
Denomination: 1st Local, 60¢, 90¢, \$1.30
Stamp Size: 24.75mm x 45mm
Perforation: 13
Paper: Unwatermarked
Printing Process: Offset Lithography with Gold hotstamping
Printer: Secura Singapore Pte Ltd
Sheet Content: 10 stamps per sheet
Designer: Wong Wui Kong

First Day Cover (without stamps):	\$0.35
Pre-cancelled First Day Cover affixed with stamps:	\$4.05
Presentation Pack:	\$5.10
Postal Journey of Singapore Folder:	\$25.00

About Singapore Post Limited

For over 150 years, Singapore Post (SingPost), as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore.

Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 19 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

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