

## HYDRANGEAS

On 1 March 2016, Canada Post issued a set of non-denominated (85¢) domestic letter-rate “P” permanent Hydrangeas stamps with two designs in self-adhesive booklets of 10, coil rolls of 50, two-stamp souvenir sheets, and (\$2.50) postal cards imprinted for delivery anywhere in the world.

One stamp features the handsome pink bloom of the “Endless Summer,” a big leaf hydrangea (*Hydrangea macrophylla*) prominent in the southeastern United States.

This species has been cultivated for centuries in its native soil of eastern Asia, producing pink, blue, or lavender flowers depending on the pH balance of the soil and its aluminum content.

The second stamp pictures round, lush snowy-white flowers of “Annabelle,” a smooth hydrangea (*Hydrangea arborescens*) native to the eastern United States.

According to Canada Post, the recent renaissance of interest in hydrangeas is due not only to the beauty and abundance of their massive blossoms, but also to the fact that the plants require little more than moderate moisture and shade in order to flourish.



The two designs alternate in both the die-cut booklet and vertical-format coil roll. The two-stamp souvenir sheet is perforated and has moisture-activated gum.

Designed by Sputnik Design Partners Inc. based on illustrations by Marie-Elaine Cusson, the stamps were printed in six-color offset lithography by Canadian Bank Note.

The color registration marks on the souvenir sheet are shaped like honey bees. Yellowjackets and longhorn beetles are other important pollinating insects represented on the stamps and souvenir sheet.

Printing quantities for the issue are one million booklet stamps, 90,000 coil stamps, and 120,000 souvenir sheets.