

The USPS has over the years sponsored a website “*Beyond the Perf*” which has generally presented additional background information (designer/design evolution/process) about the stamp issues each year. The article below is interesting, in that it shows that the APS and the USPS may be coordinating its effort in the educational arena that is being pushed to get youngsters interested in the hobby.



During the past four years publishing Beyond the Perf, we’ve heard a common refrain. People tell us they’re mostly into stamps because of the stories.

A stamp collector will share, in a hopeful voice, about one of his favorite finds and the piece of history it reveals. Or an art director will admit that during the stamp design process, she becomes enamored with the subject she’s trying to illustrate.

Of course we share the sentiment. It’s why we started *Beyond the Perf* in the first place — as a way for all of us to travel deeper into the world of stamps and the unending archive of stories therein.

And it’s why we’re excited to share a little news. (OK, some big news.)

Starting today, *Beyond the Perf* will take on a new name, look, and feel. You’ll now find us at USPSstamps.com — a place we’ve worked hard to make both beautiful and useful.

Here are just a few of the good things in store:

- Features about the year’s biggest hits, plus new articles covering philatelic classics and culture
- The popular Stamp of Approval blog, which will be making its new home on the site
- The easiest way on the web to see which stamps are currently available — and when new issues are coming out
- A second monthly email that brings the latest stamp news right to your inbox (just be sure you’re set up to receive messages from USPSstamps.com)

We’re aiming for an experience that delights at first glance and draws you in the more closely you look. Much like a well-designed stamp.

So please stick with us as we grow, and let us know what you think. We’d love to hear from you.

The editors of Beyond the Perf // USPS Stamps



One of the sections of the website highlights US topical stamps [http://www.uspsstamps.com/topics/animals] highlights animal topicals over the years ... and if the stamp is available, a chance to buy it.

In all, the new layout and focus of the site is an improvement over to old one. If you have the opportunity, give the sight a view.