

Postcard Stories

“Today I’m writing to you...”:

A warm greeting, an insight into distant countries, a handwritten snapshot: Postcards with personal words usually bring a smile to the recipient’s face. STAEDTLER looks at facts and curiosities about this medium with cult factor.



A postcard from 1937 from the STAEDTLER company archive. It was drawn with STAEDTLER pencils.

1st October 1869

Austria-Hungary was the first country in the world to approve the postcard for the postal route – at that time still under the name “Correspondence card”.

Not disappeared

The coronavirus pandemic has been affecting everyone’s lives since 2020. Postcards from holiday? It’s a rarity in these times. However, according to a dispatch company for personalised postcards and greeting cards, in 2020, 80 percent of orders were postcards that carried a message of togetherness and solidarity.

Sensation!

At the beginning of the 20th century, it was common to show accidents and disasters as motifs on postcards. But not out of schadenfreude: With this low-price method, it was possible to share the occurrence with relatives and acquaintances.



Greetings for your loved ones: If you not only want to add a personal message to postcards, but also want to design them creatively, you will find inspiration in the numerous creative tips from STAEDTLER.

New coating

The postcard didn’t always look the way we know it today. At the beginning, the image and message had to share one page – the second page was reserved solely for the recipient’s address. In 1905, the card was divided into two pages in Germany: image and text.

Snail mail

In 1926, soldier Victor Morre asked his family for a replacement shirt by postcard. When he died in 2003 at the age of 97, the card was still on the way – even though it only had to travel 50 kilometres. After 83 years, it finally arrived. It was probably behind a cupboard in a post office all those years.

781,000 euros

For this proud sum, a privately owned postcard was sold to a private collector at a Berlin auction in 2019. German painter Franz Marc’s postcard is therefore considered the most expensive postcard in the world. Expressionist postcards are currently very popular.

Classic

Still popular today: the holiday postcard to share the experiences with family and friends. City views and sights have been on postcards since the 1880s.