

# Senegal Éléance

## The Definitive Story

From 1972-2002, a definitive series known as *Éléance* was available to the 13 million who live in Senegal, west Africa. It depicted a local woman wearing a customary head-dress.

This one-frame traditional class exhibit tells the story of this issue using original artworks, proofs, unissued and issued stamps, stamp booklets, airletters and examples of postal usage.

It is a complex series owing to frequent new values, with some going unnoticed at the time. Putting together this exhibit involved much original research, while locating the material involved a worldwide search that proved unusually difficult for such a modern stamp issue.

The use of two engravers and two engraving techniques saw significantly different stamps...



**Engraving by Pierre Gandon, France**  
*Small size (21mm W x 26mm H). Perf 13.*

Hand-engraved using a burin into a steel die. Note the crude print and how the country name is in a serif font. The pupils of the model are shown in the right corner of her eyes.



**Engraving by Pierre Schopfer, Switzerland**  
*Large size (24mm W x 30mm H). Perf 13.5 x 13.*

A pen-and-ink engraved style drawing was later shrunk and transferred to a steel die and burin engraved. Note the fine print quality. The text is non-serif, with pupils now shown centrally.

*The two stamp types above were scanned at 2400dpi, enabling accurate comparison of engraving differences / print quality.*

<b>Introduction and Plan</b>	<i>1 page</i>	<b>2. The Schopfer Engraving</b>	<i>5 pages</i>
<b>1. The Gandon Engraving</b>	<i>8 pages</i>	2.1 Kodatrace Artwork	
1.1 Preliminary Artwork		2.2 The Stamps	
1.2 Proofing Stage		2.3 Unissued Denominations	
1.3 Presentation Material		2.4 Presentation UPU Album	
1.4 The Stamps		<b>3. Postal Usage</b>	<i>2 pages</i>
1.5 Stamp Booklets		3.1 Internal Mailings	
1.6 Airletters		3.2 External Mailings	

# 1. The Gandon Engraving

## 1.1 Preliminary Artwork

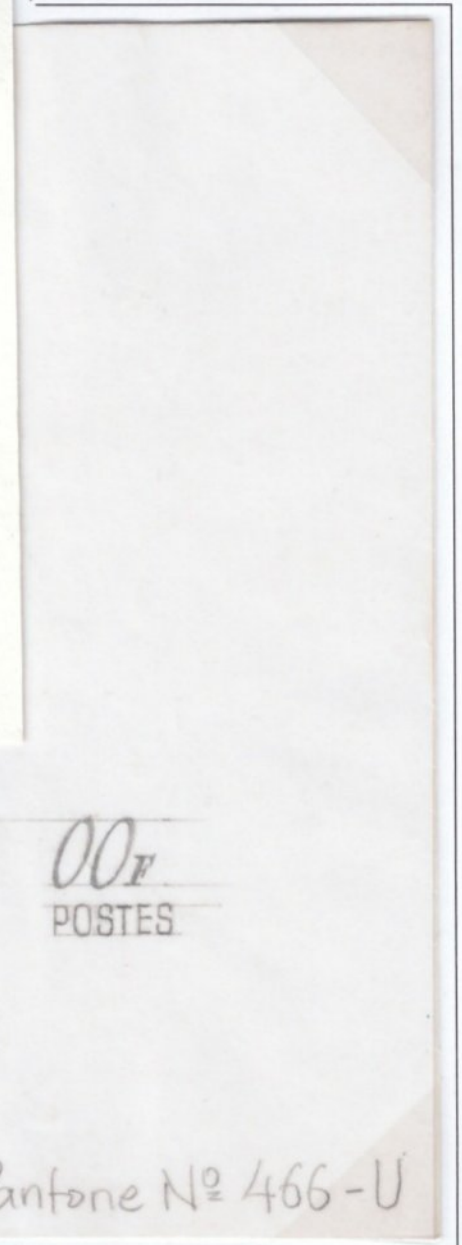
French designer-engraver Pierre Gandon was invited by the Senegalese Post Office to submit hand-painted artwork design proposals. He also produced a pencil overlay worded '00F/POSTES' to indicate the intended location of the denomination and 'POSTES'. This accepted design was approved for engraving in early 1972.

### Preliminary proposed artwork.

Unlike on the issued Gandon stamps, a sans-serif font was proposed, as appeared on the later Schopfer engraving.

The colour chosen on this artwork was Pantone Matching System (PMS) 466-U, a medium-light shade of brown. The 'U' suffix indicated that it was for use on uncoated paper.

(A letter 'C' suffix would have indicated for use on coated paper.)



**Pencil legends overlay.**  
Bears dummy value of '00F' and 'POSTES'.

The PMS colour used is indicated in the margin and also in pencil on the reverse of the artwork.

# 1. The Gandon Engraving

## 1.2 Proofing Stage

Gandon hand-engraved one master head die on steel, without face value. Once approved, it was replicated, one per denomination.

A separate die with all face values on it had the appropriate price added to each head die by a transfer rolling technique.



Typical transfer roller in operation.



**^ Die Proof 1: Unhardened.**  
Proofs pulled from the soft die for final checks before hardening. Then signed-off by designer-engraver Pierre Gandon and proof given ITVF seal. Around 5% bore watermark of paper maker BFK Rives (as here). This die lacked the GANDON imprint.



**B F K RIVES**

**< Die Proof 2: Hardened.**  
After Die Proof 1 sign-off, the printer added GANDON imprint, hardened the die and took final proofs before stepping into sheets of 100 stamps via a transfer roller onto a cylinder.

As the Gandon series was printed by ITVF, the printer responsible for postage stamps of France and other former colonies, it is not surprising that production methods and items produced were to the same format.

**Colour Trials**



Trials intended for colour selection were on gummed paper and printed from the same cylinders as the issued stamps. However, most examples encountered by collectors were made later for 'grace and favour' distribution, not as plate proofs used to help choose colour.

*Many other colour combinations exist.*

**Imperforate for Officials**

Solely for gifting to high-ranking officials, sheets were extracted from the normal production run prior to perforation.

As these imperforate stamps were destined for issue once perforated, they are included on the following pages.



Printing Machine Number

Note: Accidentally released imperforate stamps sold at post offices have no inflated value, being indistinguishable from the 'Officials' edition.

*Some vendors demand high prices, claiming these are errors. They are not.*

**Deluxe Proof Sheets**

Printed from secondary dies made from the master dies especially for the production of these philatelic items, making them entirely unconnected with the production process of the issued stamps.

*Their value, both financially and philatelicly, is minimal despite a small print run of just ±200 copies.*



**Material on this page is primarily included to educate collectors about the minor status of this material and to warn them not to pay high prices for any item.**

# 1. The Gandon Engraving

## 1.4 The Stamps

**1972** 14 October



25f Brown-black



40f Bright ultramarine



**1976** March



60f Bright green



**1981** December



75f Lilac rose



**1982** 30 April (at Post Offices); 6 July (Philatelic Release)



5f Prussian blue



10f Dull red



15f Red-orange



20f Dark purple



30f Orange



# 1. The Gandon Engraving

## 1.4 The Stamps

**1984** December



90f Bright carmine



**1991** 5 July (Imperforate are unrecorded)



145f Orange



180f Grey-blue

**1993** September (Imperforate are unrecorded)



45f Orange-yellow



50f Bright magenta



125f Ultramarine

**1983** 27 August An *alleged* FDC, but the stamps were *not* issued on the date of postmark.



# 1. The Gandon Engraving

1.5 Stamp Booklets

These *extremely rare* stamp booklets appeared in 1972 and used the initial two denominations of this series.

They were created from unique panes that were five stamps wide instead of the counter sheet equivalent of ten stamps wide.

*No further Éléance booklets were issued*



# 1. The Gandon Engraving

1.6 Airletters

The first ever Senegalese airletter form bore a pre-paid, pre-printed, mock-perforated 70f *Élégance* design and was issued on 1 January 1979. Printed by Cartor, they were later updated when postal rates increased.



Original 70f version.

Revalued 85f in red letterpress ink.





Mint 145f and 190f upgrades also seen, but their status is uncertain, being manually applied handstamps or handwritten. They *may* be genuinely produced locally, but some say that they are merely collector creations.



100f. Handwritten revaluation in red pen ink.

Even if privately applied, this item was officially accepted.

## 2. The Schopfer Engraving

In 1995 the series began to appear in a larger format using a fresh engraving by engraver Pierre Schopfer that brought new life to the stamps, along with a modern engraving technique\* and a different stamp printer.

The Swiss PTT Stamp Printing Works won the printing contract, no doubt due to their tender price and a Post Office desire to move away from the crude appearance and the poor printing quality of the ITVF series.



\* The modern engraving method involved what, at the time, was the latest approach to intaglio printing. Schopfer first drew the design with pen-and-ink onto a Kodatrace acetate substrate in the style of a hand-engraved die (*above item*). This artwork was then shrunk and transferred to a steel die surface enabling the resultant line-work to be cut with a burin.

*Progressive proofs of the die exist but they are not known in the public domain, so we advance straight to the stamps...*

## 2. The Schopfer Engraving

### 2.2 The Stamps

**1995** 30 June



5f Light brown



10f Bright green



20f Henna brown



25f Olive



30f Light olive



40f Yellow green



100f Slate blue



150f Deep blue



175f Dull brown



200f Black



250f Red



275f Rose carmine



## 2. The Schopfer Engraving

### 2.2 The Stamps

**1996** 13 April



**50f Green**



**60f Olive green**



**70f Olive green**



**80f Green**



**215f Dark blue**



**225f Dark blue**



**410f Lake**

## 2. The Schopfer Engraving

### 2.2 The Stamps

#### 1997 June (Imperforate are unrecorded)



190f Olive green



240f Brown



300f Red lilac



320f Rose lilac



350f Henna brown



500f Brown lilac



1000f Carmine

#### 1998 (Date of issue has gone unrecorded)



125f Dark olive



290f Violet



310f Purple brown



#### 1994 Unissued Stamps

#### 2.3 Unissued Denominations

The perforated stamps below were not sold across Senegalese post office counters. The 15f was not issued in green, while the 260f denomination never appeared. The source for these rare stamps is a presentation album that the post office distributed to delegates at the UPU Congress in 1994, quite possibly in error.



15f Green

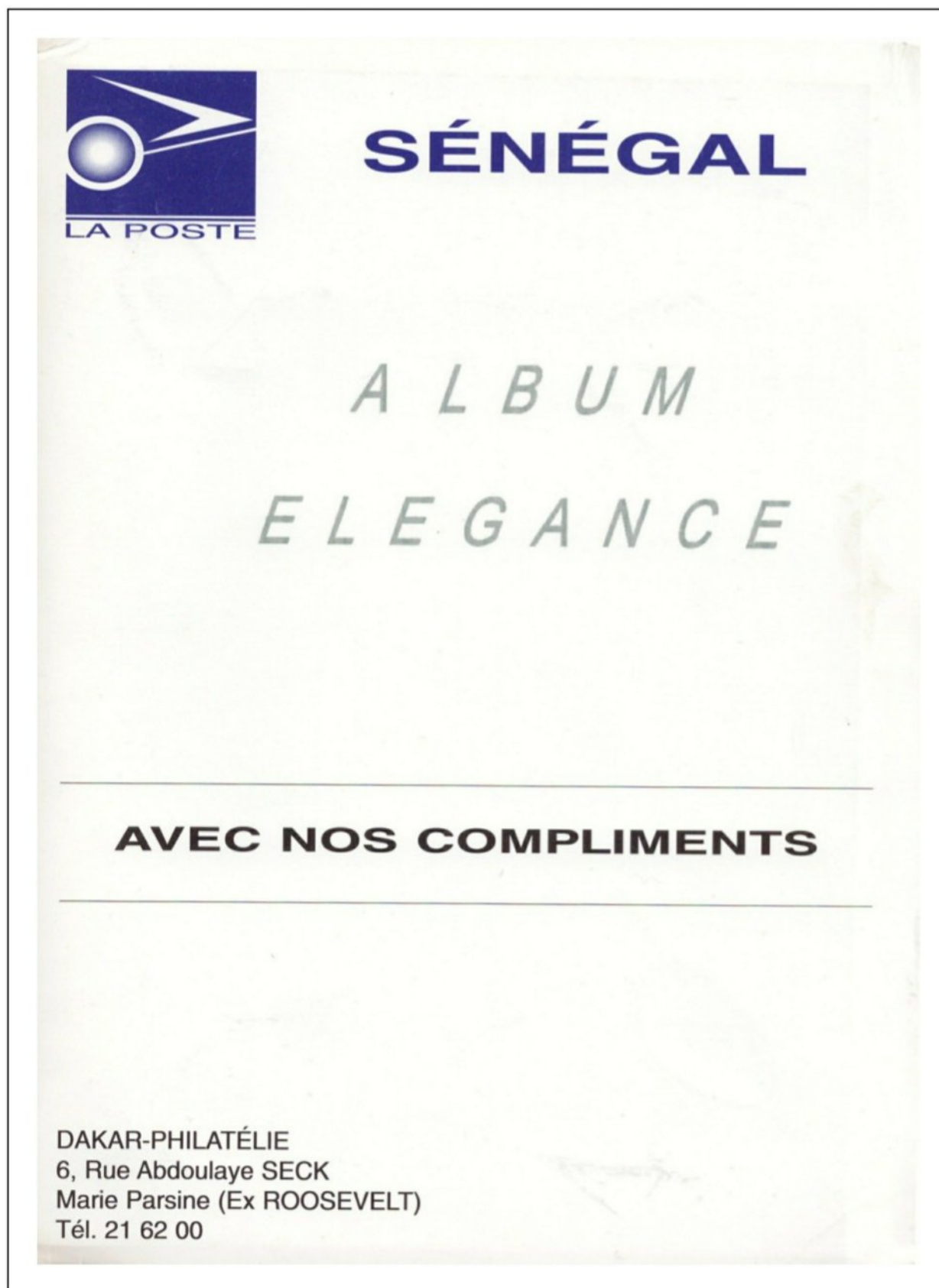


260f Red brown



This plain looking presentation album held a secret for those able to acquire an example from one of the 1,137 delegates to the 1994 Seoul UPU Congress, who were each gifted copies.

It contains four Hagner-style stock sheets holding mint copies of Schopfer's version of the stamps, including the two unissued denominations included on the previous album page.





### 3. Postal Usage

#### 3.2 External Mailings

Over 600 airmail covers were examined, but only three had a single stamp to pre-pay overseas postage rates.

The standard airmail cover (*top*) used nine stamps (eight of Gandon type), while the registered airmail item (*bottom*) utilised four of the Schopfer type. Stamp denominations had failed to keep-up with the postal rates.

Standard airmail service. > Posted from Oussouye to Belgium on 25 March 1994.

Postage was 700f (about £0.54 then).



< Registered airmail service.

Cover posted from Dakar-Medina to Germany on 9 January 1998.

Postage was 920f (about £0.71 then).

The *Élégance* series ended in 2002 when the Swiss PTT printer closed.

Cartor was the replacement printer and used offset in a new design.