

PUBLICITY-MATCHES

The following pages contain sets of publicity-matchlabels.  
 These labels promote oil-companies, cigarette-paper, drinks etcetera.  
 Although the matches were always issued in 10-box packs, they were not for sale  
 in grocers-shops or supermarkets, but they were available for instance in bars,  
 restaurants, filling-stations or at tobacconists (but of course most of them were  
 willing to sell whole packs if you especially asked for it).  
 This documentation only contains sets that promote products, and who were  
 general available all over the country, although some sets are harder to get hold  
 of than others.

ATRIA SPONSOR LUCIFERS

Sponsor-matches are publicity-matches that were made by V.H.L.F. in Eindhoven  
 and issued and distributed by ATRIA in Amsterdam.  
 The company which sells the products that are promoted on the labels payed a  
 part of the costs and was therefore the 'sponsor'.

The boxes were packed in 10-box packs which  
 always had the same packetlabel.  
 This packetlabel has text printed in black  
 and black trees on a yellow background.  
 The label exists in 2 sizes:  
 61 x 70 mm (from 1964 to 1971)  
 58 x 66 mm (since 1971).

Listed below are the most common sets that  
 have been issued as 'sponsor-matches'.  
 Also a lot of single labels were issued  
 as 'sponsor-matches'.

AARDGAS

1978

SUBJECT: promotion for saving natural gas by  
 using matches.

2 labels, both vertical.  
 printed in black and red.

The text on the labels say that you can save gas and  
 money by using matches for lighting your cooker or  
 heater instead of leaving the pilot-flame burning.

AMSTEL BIER FLIPTOPPER

1st. set, 1965.

SUBJECT: Amstel beer.

6 labels, 1 vertical,  
 5 horizontal.

The labels are printed in black and red.

'Fliptopper' was the name of the top of  
 the bottle which could be opened without  
 an opener.



**de Fliptopper**  
 Vooruit dan: wijsvinger onder de lip, duim er op even kracht zetten..... flip-open-handig! lekker pittig ... **Amstel Bier**  
 Daarom voortaan: dubbel plezier met Amstel Bier

**de Fliptopper**  
 Wat 'n gemak!  
 Geen opener nodig!  
**op Amstel Bier !**

**Amstel Bier**  
 gebotteld plezier  
 1010 1010 1010 1010 1010  
 1010 1010 1010 1010 1010

**de Fliptopper**  
 wat een gemak!  
 geen opener nodig!  
**op pullen**  
**Amstel Bier**

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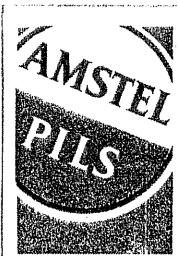
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2nd.set, 1966.

3 labels, all vertical.

These labels are printed in black,  
 red and blue.



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ALGEMEEN DAGBLAD

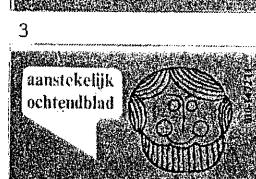
1971.

SUBJECT: 'Algemeen Dagblad' newspaper.

6 labels, all horizontal.

The text and the head are printed in black on a yellow background.

On the labels also a telephone number and on a white surface the text: 'aanstekelijk ochtendblad' which means: 'catching morning-paper' but the word 'aansteken' has a double meaning, it also means 'lighting a fire'.



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AVIA

SUBJECT: AVIA oil and petrol.

1st.set, 1967.

5 labels, 3 vertical and 2 horizontal.

The labels are printed in black and red.

- 1.ECHTE SERVICE  
(real service)
- 2.VOOR ECHTE SERVICE  
(for real service)
- 3.BENZINE/SUPER/DIESEL/2-TAKT  
(types of petrol)
- 4.U KOMT ER VERDER MEE!  
(you get further with it)
- 5.MOTOROLIE:DE TECHNIEK STEEDS EEN SLAG VOOR !  
(motoroil:the technology a step ahead)



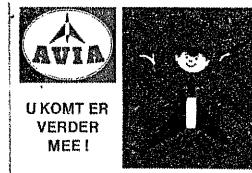
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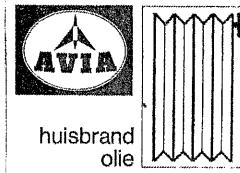
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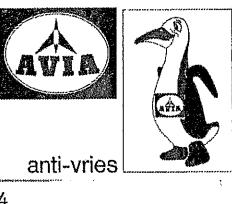
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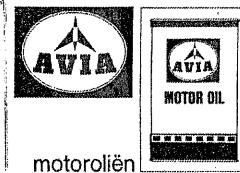
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2nd.set, 1971.

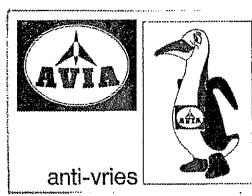
5 labels, all horizontal.

The labels are printed in black and red.

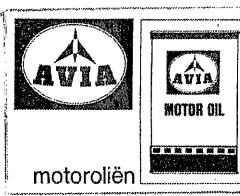
- 1.super/normaal/diesel (pump)  
(types of petrol)
- 2.huisbrandolie (heater)  
(fuel-oil)
- 3.spaarzegels (piggy-bank)  
(savings-stamps)
- 4.anti-vries (penguin)  
(anti-freeze)
- 5.motorolieën (tin can)  
(motor-oils)



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BEVEROL

1967.

SUBJECT: BEVEROL motor-oils.

2 labels, both vertical.

The first label is printed in red and green,  
The second label is printed in red and blue.



DE BETUWE

1968.

SUBJECT: fruit-juices and -drinks.

10 labels, all horizontal.

'DE BETUWE' printed in red, the name of the drink in green. The pictures are multi-coloured. On each label a character from a cartoon that was available at savings-stamps on the products. The labels have a number, printed very small in black.



The 10 labels are:

- nr.6990/1 ABRIKOZEN/SINAASAPPELDRANK (apricot/orange drink)
- nr.7000/1 APPELSAP (apple juice)
- nr.7010/1 DRUIVENSAP WIT (grape juice white)
- nr.7020/1 DRUIVENSAP ROOD (grape juice red)
- nr.7030/1 ZWARTE BESSENDRANK (black-berry drink)
- nr.7050/1 TOMATENSAP (tomato juice)
- nr.7060/1 JUS D'ORANGE (orange juice)
- nr.7070/1 FRAMBOZENDRANK (raspberry drink)
- nr.7080/1 SINAASAPPELDRANK (orange drink)
- nr.7090/1 DRUIVEN/APPELDRANK (grape/apple drink)

HEINEKEN

1965.

SUBJECT: Heineken beer.

6 labels, 5 vertical and 1 horizontal.

- 1.glas of beer as a waiter.
- 2.glas of beer and a bottle.
- 3.heerlijk,helder (delicious,clear)
- 4.glas of beer and a pipe.
- 5.glas of beer and a cigar.
- 6.glas of beer and a cigarette.

The 'heineken'-logo is printed in red and black, the glas of beer in yellow and white. The first label has a red background, the second a white background. The 4 other labels have a green background.



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KWATTA

1970.

SUBJECT: KWATTA chocolate-bars.

6 labels, all horizontal.

The bars are multi-coloured on a yellow background. 'KWATTA' is printed in various colours.

- 1.BANAAN/BANANE  
(kwatta printed green)
- 2,CROQUETTES  
(kwatta printed black)
- 3.KICK  
(kwatta printed red)
- 4.MANOUVRE PUUR  
(kwatta printed red)
- 5.MELKCHOCOLADE  
(kwatta printed blue)
- 6.ROSINO  
(kwatta printed red)



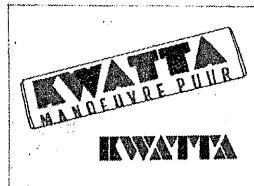
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HOLS/PRIMO

SUBJECT: HOLS cat and dog food and  
PRIMO accessories.

1st.set, 1966.  
5 labels, all horizontal.

The labels are printed in black and red.

- 1.hondebrood
- 2.kattebrood
- 3.conserven voor hond en kat
- 4.donatin voor hond en kat
- 5.menu voor hond en kat



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2nd.set, 1966.  
7 labels, all horizontal.

This set was issued at the same time as the 1st.set. The labels are smaller (25 x 40 mm) and Belgian made. They were not issued as 'sponsor matches'.

- 1.hondebrood
- 2.kattebrood
- 3.conserven voor hond en kat
- 4.menu voor hond en kat
- 5.donatin warme maaltijd voor de hond
- 6.donakin warme maaltijd voor de kat
- 7.primo n.v. accesoires voor honden en katten



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The labels are printed in black and red.



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3rd.set, 1973.  
2 labels, both horizontal.

- 1.DONATIN/DONAKAT  
printed in black and white on a red background.
- 2.MIXITO  
printed in black and white on a blue background.



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4th.set, 1971.  
7 labels, all horizontal.

- 1.PRIMOPAR tegen parasieten bij hond en kat  
(green background)
- 2.PRIMO hoort in iedere kattebak  
(blue background)
- 3.VITAMINE B-COMPLEX voor optimale conditie  
(purple background)
- 4.VOTES repen en pastilles een gezellige versnapering  
(orange background)
- 5.PRIMOLAC dé oplossing bij voedingsproblemen  
(pink background)
- 6.PRIMODOR lotion en shampoo 03 wasmiddel voor hond en kat  
(yellow background)
- 7.Spuitbussen modern en gemakkelijk  
(orange background)



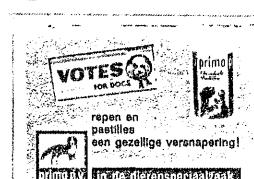
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The text is printed in black, the products in black and white.



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MARTINI  
SUBJECT: MARTINI liquors.

1st.set, 1962.

4 labels, 1 vertical and 3 horizontal.

The MARTINI-logo is printed in red and black.  
Text printed in white.

The vertical label has a dark-blue background.  
The 3 horizontal labels have the same text and  
are printed on a dark-blue, light-blue or  
olive-green background.

At the same time the horizontal labels were  
also issued in a smaller size (25 x 40 mm).  
These were made in Belgium and not issued  
as 'sponsor matches'.



2nd.set, 1964.

6 labels, all horizontal.

The first 3 labels (with men) have a  
yellowish-brown background with the  
text printed in black. The heads are  
printed in red, blue, white and black.  
The other 3 labels (with women) have a  
blue background. The sentence 'geef mij  
maar meteen' is printed in white, the  
other text in black. The heads are  
printed in red, white, black and  
yellowish-brown.

'geef mij maar meteen (MARTINI)' means  
'just give me rightaway (MARTINI)'.



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#### MISPELBLOM

1967.  
SUBJECT: MISPELBLOM liquors.

6 labels, all horizontal.

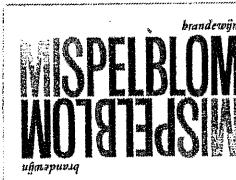
The first 3 labels have text printed in  
black and various fruits printed multi-  
coloured.

The other 3 labels have the name of the  
liquor printed in black and 'MISPELBLOM'  
in various colours.

1. MISPELBLOM voor abrikozen etc.  
(all kinds of brandy)
2. MISPELBLOM voor sinas etc.  
(all kinds of brandy)
3. MISPELBLOM voor citroenjenever etc.  
(all kinds of gin)
4. MISPELBLOM brandewijn (brandy)  
(mispelblom printed in red and yellow)
5. MISPELBLOM citroenbrandewijn (lemonbrandy)  
(mispelblom printed in green and yellow)
6. MISPELBLOM vieux géant (french-type brandy)  
(mispelblom printed in brown and yellow)



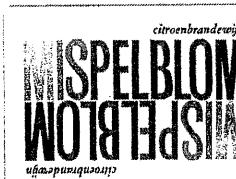
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**N.V. STOOMVAART MAATSCHAPPIJ 'NEDERLAND'**

SUBJECT: ships from the steamshipcompany 'nederland' that were also used by royal Dutch mail.

1st.set, 1960

13 labels, all horizontal.

- 1.type company-flag (printed aside)
- 2.type m.s.BALI/BORNEO/CELEBES/SUMATRA ca. 12.050 D.W.T.
- 3.type m.s.BALONG/BANDA/BANGGAI/BATJAN/BATU ca. 10.375 D.W.T.
- 4.type m.s.BAWEAN/BENGKALIS ca. 11.300 D.W.T.
- 5.type s.s.BILLITON 10.900 D.W.T.
- 6.type m.s.JOHAN VAN OLDENBARNEVELT 20.314 B.R.T. 14.000 p.k.
- 7.tanker KAAP HOORN 18.310 D.W.T.
- 8.type m.s.KARACHI/KARAKORUM ca. 12.533 D.W.T.
- 9.type m.s.KARIMATA/KARIMUN ca. 12.770 D.W.T.
- 10.type m.s.NEDER-EEMS/NEDER-ELBE 13.150 D.W.T.
- 11.m.s.ORANJE 20.551 B.R.T. 37.500 p.k.
- 12.type m.s.RADJA/ROEPAT/RONDO/ROTTI ca. 12.280 D.W.T.
- 13.type s.s.RAKI/REMPANG/RIOUW/ROEBIAH ca. 12.500 D.W.T.



2nd.set, 1960

21 labels, all horizontal.

- 1.type company-flag (the same as nr.1 from the 1st.set)
- 2.ss.AMSTELLAAN 7.264 B.R.T. 2.300 p.k.
- 3.type ms.BALI/BORNEO/CELEBES/SUMATRA ca. 9.500 B.R.T. 8.000 p.k.
- 4.type ms.BALONG/BANDA/BANGGAI/BATJAN/BATU ca. 8.800 B.R.T. 8.200 p.k.
- 5.ms. BAWEAN 9.525 B.R.T. 8.450 p.k.
- 6.ms. BENGKALIS 9.474 B.R.T. 8.450 p.k.
- 7.ss. BILLITON 7.445 B.R.T. 8.500 p.k.
- 8.type ms.CAMEROUNKUST/GABONKUST 3.413 B.R.T. 3.000 p.k.
- 9.ms. JAVA 9.333 B.R.T. 8.400 p.k.
- 10.ms. JOHAN VAN OLDENBARNEVELT 20.314 B.R.T. 14.000 p.k.
- 11.type ms.KARACHI/KARAKORUM 10.891 B.R.T. 10.500 p.k.
- 12.type ms.KARIMATA/KARIMUN 10.783 B.R.T. 9.500 p.k.
- 13.turbine tanker KAAP HOORN 12.181 B.R.T. 8.250 p.k.
- 14.type ss.LAWAK/LOMBOK ca. 7.700 B.R.T. 6.600 p.k.
- 15.ms. NANUSA 5.165 B.R.T. 4.000 p.k.
- 16.type ms.NEDER EBRO/NEDER EEMS/NEDER ELBE 10.275 B.R.T. 10.500 P.k.
- 17.type ms.NEDER WAAL/NEDER WESER ca. 10.900 B.R.T. 10.500 p.k.
- 18.ss. NIAS 6.875 B.R.T. 4.000 p.k.
- 19.ms. ORANJE 20.565 B.R.T. 37.500 p.k.
- 20.type ss.RADJA/ROEPAT/RONDO/ROTTI ca. 8.350 B.R.T. 8.500 p.k.
- 21.type ss.RAKI/REMPANG/RIOUW/ROEBIAH ca. 8.200 B.R.T. 8.500 p.k.



The text at the top is printed in dark-blue, the text at the bottom in red. The ships are printed in red, dark-blue and white on a light-blue background with a red border.

In 1964 the numbers 1,2,3,4,6,7,8,11,12,13,16,17,19,20 and 21 were reissued as 'sponsor matches'. These labels are a little larger than the ones of the 2nd. set, and there were also 2 new labels:

m.s.AMSTELDIEP 13.950 B.R.T. 10.000 p.k.  
NEDERRIJN/NEDERRHONE 10.300 B.R.T. 15.000 p.k.

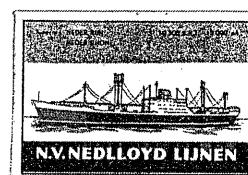
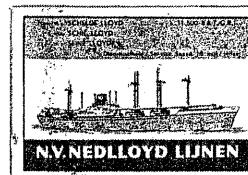
**N.V. NEDLLOYD LIJNEN**

This was the new name of the company since 1965.

In 1965 they also issued a set of labels with their ships.

24 labels, all horizontal.

- 1.N.V.NEDLLOYD LIJNEN (white text on blue background, printed aside)
- 2.NLL in white cicle (as nr.1) with 3 dark-blue and 2 light.blue stripes
- 3.company-flag N.V.STOOMVAART MAATSCHAPPIJ-NEDERLAND (as nr.1 first set)
- 4.company-flag KONINKLIJKE ROTTERDAMSche LLOYD N.V.
- 5.type m.s. BALONG/BANDA/BANGGAI/BATJAN/BATU
- 6.M.S. BAWEAN
- 7.m.s. BENGKALIS
- 8.s.s. BILLITON
- 9.type m.s. KARACHI/KARAKORUM
- 10.type m.s. KARIMATA/KARIMUN
- 11.type m.s. NEDER EBRO/NEDER EEMS/NEDER ELBE
- 12.type m.s. NEDERRIJN/NEDER RHONE
- 13.type m.s. NEDER WAAL/NEDER WESER
- 14.type m.s. RADJA/ROEPAT/RONDO/ROTTI
- 15.s.s. AMPEKAN
- 16.s.s. BENGALEN
- 17.m.s. LANGKOEAS
- 18.type s.s. LIMBURG/s.s.UTRECHT/s.s.ZEELAND
- 19.type m.s. MAAS LLOYD/m.s.MERWE LLOYD/m.s.MUSI LLOYD
- 20.type m.s. MARNE LLOYD/m.s.MADISON LLOYD/m.s.MAIN LLOYD
- 21.type m.s. MATARAM/m.s.SLAMAT
- 22.type m.s. MERSEY LLOYD/m.s.MISSISSIPPI LLOYD
- 23.type m.s. SCHELDE LLOYD/m.s.SCHIE LLOYD/m.s.SEINE LLOYD
- 24.type m.s. WONOGIRI/m.s.WONORATO/m.s.WONOSOBO



The labels have a red border with a light-blue band at the top and a dark-blue band at the bottom. Text printed in dark-blue. The ships on the labels 5-14 are red and dark-blue, on the labels 15-24 light-blue.

NECKERMANN

1971.

SUBJECT: Neckermann air-travel.

4 labels, all horizontal.

The labels are printed in various colours. The first one has a blue background with white text at the bottom, the 3 others have a white background with black text.

The labels show a person who asks the other person why they travel with Neckermann. The answer begins with 'omdat...' meaning 'because...' there was a contest to make up the funniest answer.



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PALMOLIVE

1967.

SUBJECT: Palmolive shower and shaving articles.

6 labels, all horizontal.

- 1.SCHUIMENDE SCHEERCREME  
(foamy shaving-soap)
- 2.SCHEERCREME ZONDER KWAST  
(shaving-soap without brush)
- 3.SCHEERSTAAF  
(shaving-brush)
- 4.RAPID SHAVE  
(shaving-foam)
- 5.AFTER SHAVE  
(after shave)
- 6.DOUCHÉ  
(showering-foam)



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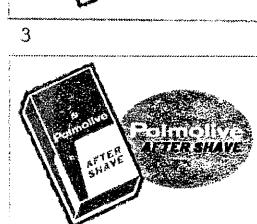
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'Palmolive' printed white and other text black on a red oval. The article printed in green with red text and a black border.

PAM  
SUBJECT: PAM oils and petrol

1st.set, 1962, oil-trucks.

7 labels, all horizontal.

- 1.PAM benzine -tankauto 12 ton
- 2.PAM petroleum -tankauto 2 ton
- 3.PAM huisbrandolie-tankauto 7½ ton
- 4.PAM huisbrandolie-tankauto 9 ton
- 5.PAM stookolie -tankauto 5+5 ton
- 6.PAM stookolie -tankauto 15 ton (printed aside)
- 7.PAM huisbrandolie-tankauto 15 ton (printed aside)



2nd.set, 1963, filling-stations.

6 labels, all horizontal.

- 1.PAM motorolie -servicestation Amsterdam
- 2.PAM benzine -servicestation Beverwijk
- 3.PAM dieselolie -servicestation Breda
- 4.PAM superbenzine-servicestation Bunnik
- 5.PAM benzine -servicestation Hengelo
- 6.PAM superbenzine-servicestation Vught



All labels printed in dark- and light-blue and red. On the labels of the 1st.set at the top 'STEENKOLEN-HANDELSVEREENIGING N.V.' printed in white, which means 'coal trading cooperation Ltd.'.



SCOUTING 67

1966.

SUBJECT: boy-scouts.

4 labels, all horizontal.

- 1.boy with drawing of puppet-show.
- 2.boy as sailor.
- 3.boy with aeroplane.
- 4.boy with map and compass.

The pictures are multi-coloured on a black surface. On the left or the right side a blue band with a black sword and in white: 'GEEF HEM DE RUIMTE' which means 'give him room'. At the top 'SPRINGPLANK VOOR MODERNE JEUGD' (jumping-board for modern youth) or 'WERELD-SCOUTING:TIEN MILJOEN JONGENS' (world-scouting:ten million boys) printed in white.



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VAN GEND EN LOOS

1962.

SUBJECT: van Gend en Loos international transport.

4 labels, all horizontal.

- 1.train
- 2.ship
- 3.truck
- 4.aeroplane

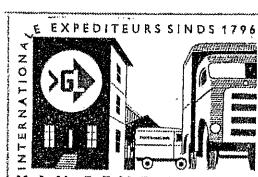
The labels are printed in red and black. 'VAN GEND EN LOOS' printed red, other text printed black.



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ZILVERZEGELS

SUBJECT: zilverzegels savings-stamps.

1st.set,1963.

11 labels, all vertical.

- 1.FRIESLAND
- 2.GRONINGEN
- 3.DRENTE
- 4.OVERIJSSEL
- 5.GELDERLAND
- 6.UTRECHT
- 7.NOORD-HOLLAND
- 8.ZUID-HOLLAND
- 9.ZEELAND
- 10.NOORD-BRABANT
- 11.LIMBURG

The text is printed in white on a green stamp. On the labels the text: 'VRAAG ZILVERZEGELS-SPAAR ZILVERZEGELS Overal in Nederland natuurlijk ook in de provincie ..' which means 'ask zilverzegels (silverstamps) -save zilverzegels everywhere in the Netherlands of course also in the provence ..' and then one of the 11 Dutch provinces.



2nd.set,1966.

11 labels, all horizontal, also with the 11 Dutch provinces.

These labels have 4 stamps:

The one at the top right is green and has the text 'ZilverZegels Overal in Nederland natuurlijk ook in de provincie' (see 1st.set). The stamp at the bottom right is red and has the province with its weapon.

The stamp at the top left is red and has the text 'GB benzines extra voordelig super snel' meaning 'GB petrol extra cheap super fast'.

The stamp at the bottom right has the text 'zaden bomen n.v.wed. P. de Jongh Goes' which is a corporation that sells seeds and trees.

All text printed in black, 'GB' in white.



The 'zilverzegel'-sets were not issued as 'sponsor'-matches. They used one of the boxlabels for packetlabel.

MASCOTTE

MASCOTTE is a brand of cigarette-paper.  
They advertized with the slogan '3x beter: rolt beter, plakt beter, brandt beter'  
which means '3 times better: rolls better, sticks better, burns better'.

1st.set, 1961.  
20 labels, all vertical.

The labels have a small size  
(25 x 40 mm) and the matches  
are made in Belgium.

'MASCOTTE' printed in blue on a  
white band. The men are printed  
black. The backgrounds have  
various colours:

- 1.red, black text
- 2.red, black text
- 3.blue, red text
- 4.blue, red text
- 5.yellow, red text
- 6.yellow, text on red band
- 7.yellow and blue, red text
- 8.blue and yellow, red text
- 9.blue and yellow, black text
- 10.blue and red, text black & white
- 11.red and yellow, text black &  
white
- 12.white, text blue & black
- 13.yellow and blue, text white
- 14.yellow, text blue
- 15.red and yellow, text black
- 16.yellow and black, text black &  
blue
- 17.yellow and red, text black &  
white
- 18.red, text white & black
- 19.red, text white
- 20.blue, text white

For packetlabel they used one of  
the boxlabels.



2nd.set, 1972.

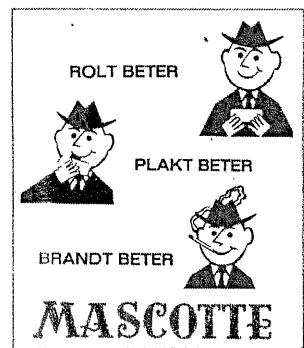
3 labels + 1 packetlabel.

All labels vertical.

- 1.MASCOTTE rolt beter 3x BETER
- 2.MASCOTTE plakt beter 3x BETER
- 3.MASCOTTE brandt beter 3x BETER

'MASCOTTE' printed in blue on a white band.  
'3x BETER' printed in white on a blue band.  
Text and man printed in black on a yellow surface.

These matches were made by  
V.H.L.F., Eindhoven and distributed  
by Attema.



RIZLA+

RIZLA+ is also a brand of cigarette-paper. It is a Belgian brand and therefore some sets are also issued in Belgium. mostly with a few differences.

ZO PLAKT RIZLA+

V.H.L.F., Atria, 1959.

SUBJECT: cartoons of a couple in love.

4 labels, 2 vertical and 2 horizontal.  
no packetlabel.

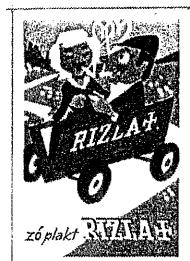
The pictures are multi-coloured. 'RIZLA+' printed in red or yellow.  
'zó plakt RIZLA+' means 'RIZLA+ sticks like this'.



1



2



3



4

VOGELS

V.H.L.F., Atria.

SUBJECT: birds.

60 labels, all vertical, no packetlabel.

The pictures are multi-coloured. 'RIZLA+' printed in yellow on a black surface. Other text printed in white.  
'vraag RIZLA+ met vogelplaatjes' means 'ask for RIZLA+ with bird-pictures'. The packs of cigarettepaper contained a picture of a bird which could be collected and stuck in a special album. Those pictures were the same as the ones on the labels.

The whole set has been issued as 6 sets of 10 labels:

1st.set, 1960 (nrs. 1-10)

2nd.set, 1961 (nrs. 11-20)

3rd.set, 1962 (nrs. 21-30)

4th.set, 1963 (nrs. 31-40)

5th.set, 1964 (nrs. 41-50)

6th.set, 1965 (nrs. 51-60)

All 60 labels are printed on the next 2 pages.

In 1966 the 6th.set was reissued with a black band over the sentence 'met vogelplaatjes'.

VISSEN

V.H.L.F., Atria, 1967.

SUBJECT: fish.

10 labels, all horizontal, no packetlabel.

The pictures are multi-coloured. 'RIZLA+' printed in yellow on a black surface.  
This time the packs of cigarettepaper contained pictures of fish (vissenplaatjes).

All labels are printed below.



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10





31



32



33



34



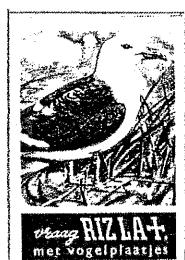
35



36



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59



60

VLAGGEN

V.H.L.F., Atria, 1973.

SUBJECT: flags of European countries.

25 labels, no packetlabel.

All labels vertical.

1.BELGIE	(Belgium)	14.NEDERLAND	(the Netherlands)
2.BULGARIJE	(Bulgaria)	15.NOORWEGEN	(Norway)
3.DENEMARKEN	(Danmark)	16.OOSTENRIJK	(Austria)
4.DUITSLAND	(Germany)	17.POLEN	(Poland)
5.FINLAND	(Finland)	18.PORTUGAL	(Portugal)
6.FRANKRIJK	(France)	19.ROEMENIE	(Romania)
7.GRIEKENLAND	(Greece)	20.SOVJET-UNIE	(Sovjet-union)
8.GROOT BRITTANIE	(Great Britain)	21.SPANJE	(Spain)
9.HONGARIJE	(Hungary)	22.TSJECHO SLOWAKIJE	(Czechoslovakia)
10.IERLAND	(Ireland)	23.IJSLAND	(Iceland)
11.ITALIE	(Italy)	24.ZWEDEN	(Sweden)
12.JOEGOSLAVIE	(Yugoslavia)	25.ZWITSERLAND	(Switzerland)
13.LUXEMBURG	(Luxemburg)		

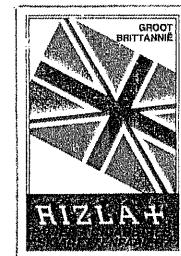


'RIZLA+' printed in black and white on a red surface. Text printed black. The flags are printed on a yellow background, except 'BELGIE' which has a green background and 'DUITSLAND' and 'SPANJE' who have a blue background. Under 'RIZLA+' the word 'SIGARETTENPAPIER'. (cigarettepaper).

2nd.set, 1980.  
Union Match, Belgium.

25 labels, no packetlabel.

This is the same set as the one above, except under 'RIZLA+' stands 'PAPIER A CIGARETTES/SIGARETTENPAPIER'. (French and Dutch which means that they were made for Belgium, but they were also issued in The Netherlands).



OUDE AUTOMOBIELEN  
V.H.L.F., Atria, 1976.  
SUBJECT: oldtimers.

30 labels, no packetlabel.

All labels horizontal.

1.Aston Martin 1921	11.Horch Tonneau 1903	21.Opel 1911
2.Aston Martin 1925	12.La Licono 1912	22.Panhard 1897
3.Barré 1902	13.Lombard 1920	23.Peugeot 1905
4.Citroën 1923	14.Mercedes 1914	24.Peugeot-Lion 1906
5.Delage 1906	15.Mercedes 1931	25.Peugeot 1908
6.Fiat 1910	16.Mercedes 1934	26.Peugeot 1924
7.Fiat 1912	17.Morris 1926	27.Renault 1902
8.Fiat 1919	18.Opel 1898	28.Renault 1906
9.Fiat-Sport 1933-1937	19.Opel 1902	29.Renault 1933
10.Gui 1910	20.Opel 1909	30.Vauxhall 1913



The pictures are multi-coloured with a yellow border.  
'RIZLA+' printed in red and white, text printed black.  
On the labels at the bottom 'SIGARETTENPAPIER'.

2nd.set, 1977. (Union Match, Belgium).

30 labels, no packetlabel.

This is the same set, but with the text  
'PAPIER A CIGARETTES/SIGARETTENPAPIER'.

VOETBAL UITDRUKKINGEN

Union Match, Belgium, 1981.

SUBJECT: soccer-expressions literally translated into cartoons.

50 skillets nrs. 1-50 + 1 packetlabel.

The cartoons are printed in black, blue, green and orange.

Text printed black.

On the backside and on the packet-label 'RIZLA+' printed in yellow and black text on an orange background.

There are 2 versions of this set:  
the 1st. has an abrasive-section with vertical and horizontal lines,  
the 2nd. has an abrasive-section with diagonal lines (1983).



## MOPPEN

Union Match, Belgium, 1985.  
SUBJECT: jokes.

28 skillets. no packetlabel.

A few years since V.H.L.F. closed, ATRIA started issuing publicity matches in luxury-skillets with just one small abrasive-section. At the beginning these matches were packed in a blue wrapper with three stars printed several times (the trade-mark of the Swedish Match Co.). Nowadays they are packed in cellophane.

This set has black text and a red RIZLA+ pack printed on a white background. On the edge a red band with the text: 'RIZLA+ Postbus 21917 3001 AX Rotterdam' (the address). 'Rol'm met Rizla' means 'roll it with Rizla'.  
Above the abrasive section 'atria amsterdam 020-794321'.



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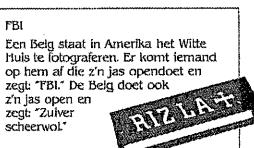
6



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21



22



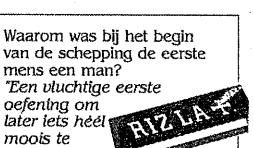
23



24



25



26



27



28

LUCIFERSSPELLETJES

Union Match, Belgium.  
SUBJECT: match-plays.

1st.set,1986.

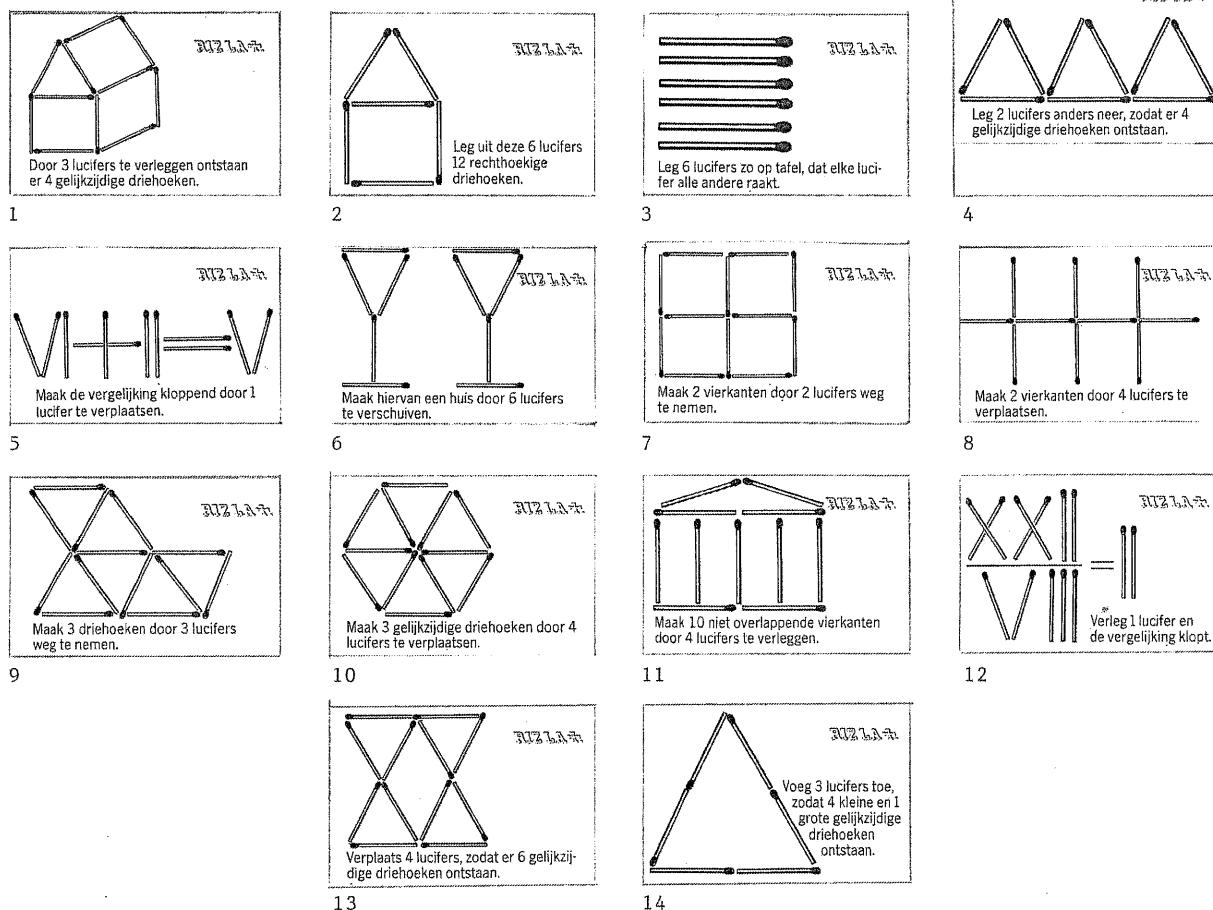
14 skillets, no packetlabel.

The colours are like the jokes-set.

On the edge the following text:

'Voor 10 lege Rizla-vloeibookjes een Rizla-boekje met lucifersspelletjes gratis. Postbus 21917-3001 AX Rotterdam'.  
(For 10 empty Rizla-packs a Rizla-book with match-plays free).

This set is printed below.



2nd.set,1988.

16 skillets, no packetlabel.

The colours are like the 1st. set.

On the edge the following text:

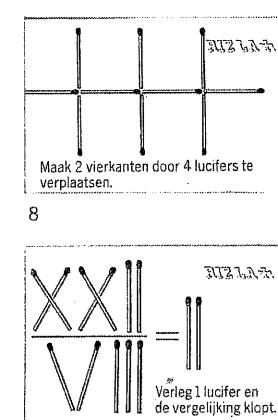
'Voor 10 Rizla omslagen gratis het Rizla boekje met lucifersspelletjes deel 2 Postbus 21917 - 3001 AX Rotterdam'  
(For 10 Rizla wrappers for free the Rizla-book with match-plays part 2).

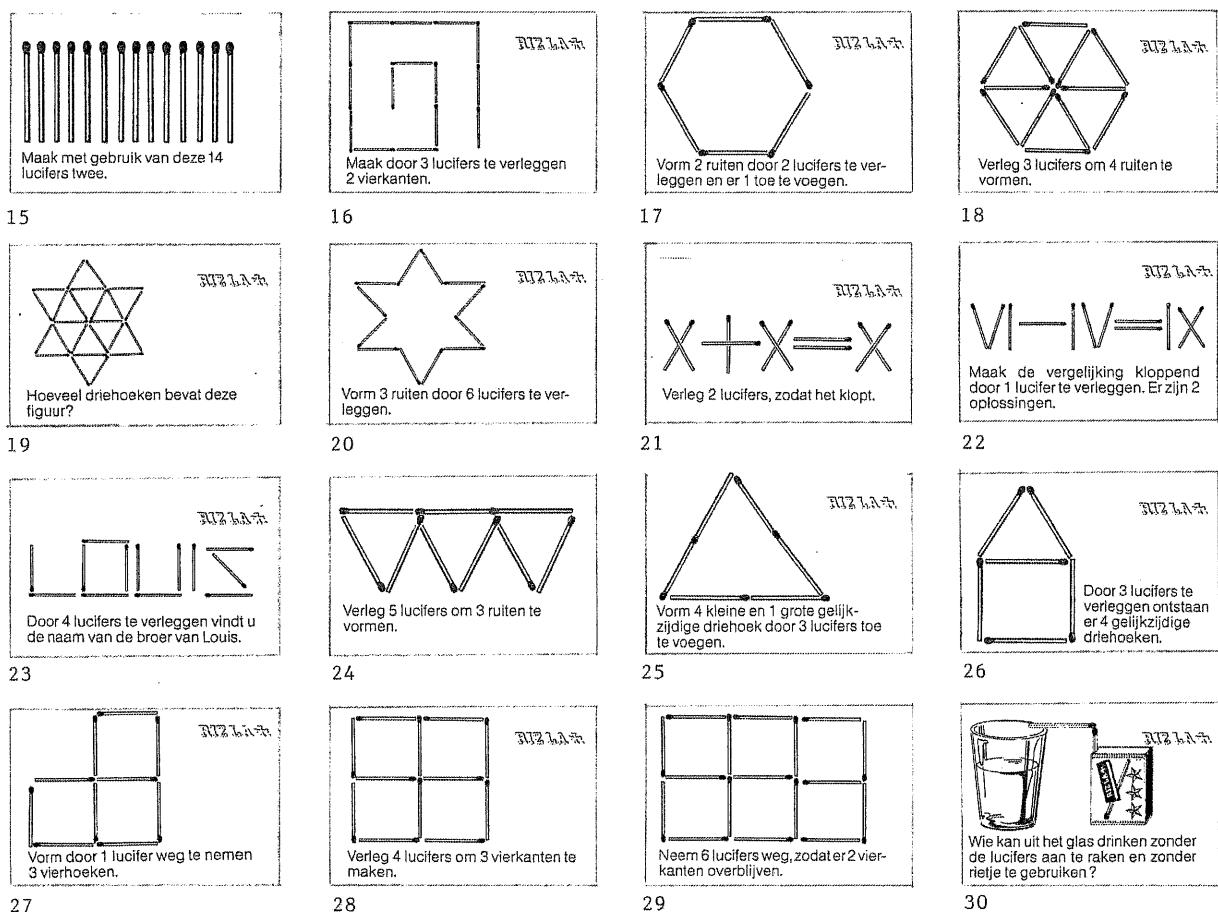
3rd.set,1989.

16 skillets, no packetlabel.

This is the same set as the 2nd.,but with another adress on the edge:  
'Postbus 581-4645 ZX Putte'.

The 16 match-plays of these sets are printed on the next page.



**OUDE POSTERS**

1990.

SUBJECT: old Rizla advertisements.

6 skillets, no packetlabel.

These skillets have 2 abrasive sections.  
The matches are made in Yugoslavia.

The pictures are multi-coloured, Both sides of the skillet are red. 'RIZLA+' is printed in black and gold. Underneath in black 'Sigarettenpapier-Hulzen' (cigarettepaper-tubes).

This set has also been issued in Belgium.  
The Belgian skillets are blue, and above 'RIZLA+' stands 'Papier à cigarettes-Tubes'.

The 6 pictures are printed below.

For a short time the set has been issued with light-brown abrasive-sections instead of dark-brown.



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STATIONSRESTAURATIES

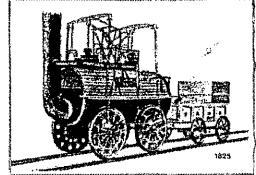
'Stationsrestauraties' are restaurants at the railway-stations in about 40 of the biggest towns, spreaded all over the country. They issued a few sets of labels and skillets that were also available in the bookstalls at the stations which also sold cigarettes, cigars etc.

LOCOMOTIEVEN

V.H.L.F., Atria, 1978.  
SUBJECT: locomotives.

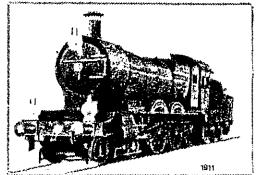
9 labels, all horizontal, no packetlabel.

The locomotives are multi-coloured on a white background.  
On the labels only the year (printed in black) and no further text.



The 9 labels have the following years:

- |         |         |         |
|---------|---------|---------|
| 1. 1825 | 4. 1843 | 7. 1886 |
| 2. 1829 | 5. 1864 | 8. 1890 |
| 3. 1839 | 6. 1880 | 9. 1911 |

SPOORWEGBEAMBTELLEN

Union Match, Belgium, Atria, 1981.  
SUBJECT: railway-employees in the early days.

6 labels, all vertical, no packetlabel.

- |                                  |                          |
|----------------------------------|--------------------------|
| 1.CONDUCTEUR (1839)              | (conductor)              |
| 2.ONTVANGER(STATIONSCHEF) (1839) | (station manager)        |
| 3.STATIONSCHEF (1889)            | (station manager)        |
| 4.CONDUCTEUR (1889)              | (conductor)              |
| 5.OVERWEGWACHTER (1889)          | (crossing-guard, male)   |
| 6.OVERWEGWACHTERES (1889)        | (crossing-guard, female) |

The pictures are multi-coloured on a beige background  
with a black frame. Text printed in black.

STATIONS

Union Match, Belgium, 1985.  
SUBJECT: railway-stations.

12 labels, all horizontal, no packetlabel.

The pictures are multi-coloured on a white background.  
At the top the name of the city printed in black in a red band.



The 12 cities are the capitals of The Netherlands and the 11 provences:

- |                    |                              |
|--------------------|------------------------------|
| 1.AMSTERDAM CS     | (capital of the Netherlands) |
| 2.ARNHEM           | (capital of Gelderland)      |
| 3.ASSEN            | (capital of Drente)          |
| 4.DEN HAAG HS      | (capital of Zuid-Holland)    |
| 5.GRONINGEN        | (capital of Groningen)       |
| 6.HAARLEM          | (capital of Noord-Holland)   |
| 7.'s HERTOGENBOSCH | (capital of Noord-Brabant)   |
| 8.LEEUWARDEN       | (capital of Friesland)       |
| 9.MAASTRICHT       | (capital of Limburg)         |
| 10.UTRECHT         | (capital of Utrecht)         |
| 11.MIDDELBURG      | (capital of Zeeland)         |
| 12.ZWOLLE          | (capital of Overijssel)      |

In 1987 the set was reprinted on skillets.  
These skillets have only one abrasive-section.  
The backside and the edge are blue with white text:  
'de Stationsrestauratie Uw Gastheer!' (the station-restaurant  
your host) on the edge and various text on the backside:  
EVEN BIJPRATEN? kopje koffie! (catch up with someone? cup of coffee!)  
EVEN WACHTEN? kopje koffie! (wait a while? cup of coffee!)  
EVEN TIJD? kopje koffie! (a little time? cup of coffee!)  
GOEDE TIP? kopje koffie! (a good tip? cup of coffee!)

EVEN BIJPRATEN?  
kopje koffie!  
De Stationsrestauratie  
Uw Gastheer!

In 1987 the set was reprinted on skillets.  
These skillets have only one abrasive-section.

The backside and the edge are blue with white text:

'de Stationsrestauratie Uw Gastheer!' (the station-restaurant  
your host) on the edge and various text on the backside:

EVEN BIJPRATEN? kopje koffie! (catch up with someone? cup of coffee!)

EVEN WACHTEN? kopje koffie! (wait a while? cup of coffee!)

EVEN TIJD? kopje koffie! (a little time? cup of coffee!)

GOEDE TIP? kopje koffie! (a good tip? cup of coffee!)

ZUIVEL

These labels were issued to promote dairy product. The matches were for sale in small grocers-shops and special dairy-shops. The labels were issued three at the same time, promoting milk, butter and cheese. Later sets of 4 labels were issued and also a few single labels have been issued.  
All labels had their own packetlabel, which had the same picture as the box-label but of course was bigger.  
The matches are made by V.H.L.F. and distributed by Attema.

1st.set,1956.

3 labels, vertical, + 3 packetlabels.

- 1.NEEM PER MAN DRIEKWART KAN (blue and white)  
(each man take 3/4 of a can)
- 2.ROOMBOTER IS NIET TE VERVANGEN (black,green)  
(creambutter can not be replaced)
- 3.DOE MEER MET KAAS (red and yellow)  
(do more with cheese)



2nd.set,1957.

3 labels, vertical, + 3 packetlabels.

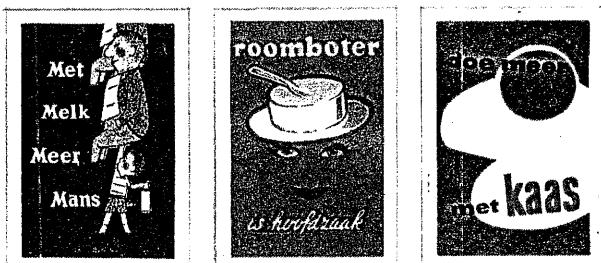
- 1.MET MELK MEER MANS (red, white and purple)  
(with milk more power)
- 2.ROOMBOTER DUBBEL ZO LEKKER! (yellow,green)  
(creambutter twice as nice)
- 3.DOE MEER MET KAAS (yellow,blue and red)  
(do more with cheese)



3rd.set,1958.

3 labels, vertical, + 3 packetlabels.

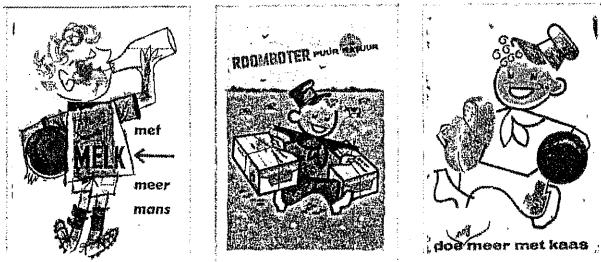
- 1.MET MELK MEER MANS (multi-col. on blue)  
(with milk more power)
- 2.ROOMBOTER IS HOOFDZAAK (yellow & red on grey)  
(creambutter is the main thing)
- 3.DOE MEER MET KAAS (red,black,yellow,green)  
(do more with cheese)



4th.set,1958.

3 labels, vertical, + 3 packetlabels.

- 1.MET MELK MEER MANS (multi-col. on white)  
(with milk more power)
- 2.ROOMBOTER PUUR NATUUR (multi-coloured)  
(creambutter pure natural)
- 3.DOE(NOG)MEER MET KAAS (multi-col. on white)  
(do (even) more with cheese)



5th.set,1960.

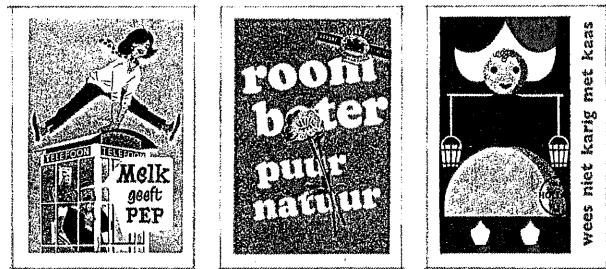
3 labels, vertical, + 3 packetlabels.

- 1.MELK IS BEST VOOR ELK (multi-col. on grey)  
(milk is best for everyone)
- 2.ROOMBOTER PUUR NATUUR (multi-col. on white)  
(creambutter pure natural)
- 3....HEERLIJK (red,blue and yellow on green)  
(...delicious)



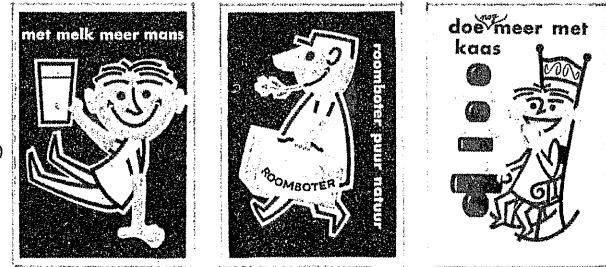
6th.set, 1961.  
3 labels, vertical, + 3 packetlabels.

1. MELK GEEFT PEP (multi-col. on yellow)  
(milk peps up)
2. ROOMBOTER PUUR NATUUR (white on blue)  
(creambutter pure natural)
3. WEES NIET KARIG MET KAAS (red, yellow, blue)  
(don't go easy on cheese)



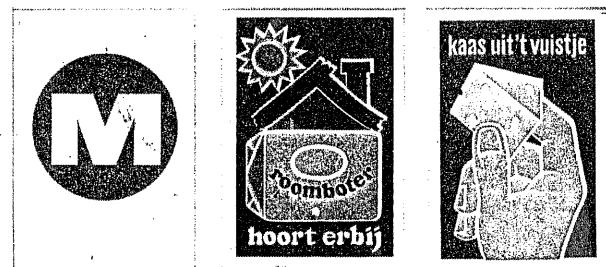
7th.set, 1961.  
3 labels, vertical, + 3 packetlabels.

1. MET MELK MEER MANS (red & white on blue)  
(with milk more power)
2. ROOMBOTER PUUR NATUUR (red & yellow on blue)  
(creambutter pure natural)
3. DOE(NOG)MEER MET KAAS (red & yellow on white)  
(do (even) more with cheese)



8th.set, 1964.  
3 labels, vertical, + 3 packetlabels.

1. M (white M in blue circle on white)  
(M was the trade-mark for milk)
2. ROOMBOTER HOORT ERBIJ (red & yellow on blue)  
(creambutter belongs at home)
3. KAAS UIT'T VUISTJE (red and yellow on blue)  
(cheese from the hand)



9th.set, 1967.  
4 labels, 3 vertical and 1 horizontal, + 4 packetlabels.

1. KAAS UIT HET VUISTJE (yellow and black on brown)  
(cheese from the hand)
2. JONGE MOEDERS GEVEN JONGE KINDEREN JONGE KAAS  
(black and multi-coloured on white)  
(young mothers give young children new cheese)
3. WIL JE EEN STUK KAAS UIT HET VUISTJE-LEKKER  
VOEDZAAM MAKELIJK (black on white)  
(do you want a piece of cheese from the hand  
delicious nutritious easy)
4. NIEUW KOOKBOEK ETENSWAARDIGHEDEN 3.90  
UW ZUIVELHANDELAAR HEEFT HET!  
(red, black and multi-coloured on white)  
(new cookery-book (title 'etenwaardigheden')  
price 3.90. your dairy-dealer has it!).



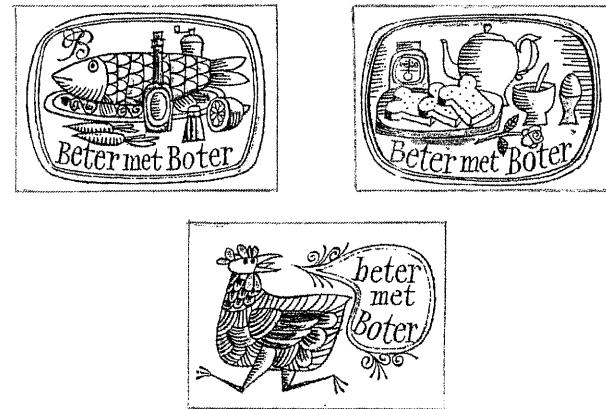
10th.set, 1967.  
3 labels, horizontal, + 1 packetlabel.

1. BETTER MET BOTER fish on a dish.
2. BETTER MET BOTER laid table with bread
3. BETTER MET BOTER chicken

The labels are multi-coloured on white.  
'beter met boter' means 'better with butter'.  
The packetlabel shows all 3 pictures with no further text.

This set was issued at the same time as  
the 9th.set.

This set has later been reprinted with  
brighter colours.



11th.set, 1970.  
3 labels, vertical, + 3 packetlabels

- 1.KAAS UIT HET VUISTJE  
(cheese from the hand)
- 2.EERST EEN BOTERHAM MET KAAS, EN DAN EEN BOTERHAM MET ZOET.  
(first a sandwich with cheese, and then a sandwich with sweets)
- 3.FONDUE  
(fondue)

The labels are printed in black and yellow on a white background.



Over the years 5 single labels have been issued, all vertical:

- 1.1956: ROOMBOTER NEEM EEN PAKJE VOOR DE ZONDAG (black & yellow on green)  
(creambutter buy a pack for the sunday)
- 2.1965: EERST 'N BOTERHAM MET KAAS (black and multi-col. on white)  
(first a sandwich with cheese)
- 3.1966: EERST 'N BOTERHAM MET KAAS (colours as nr.2, different picture)
- 4.1966: ROOMBOTER (yellow and white on red)  
(creambutter)
- 5.1966: NIEMAND KAN DE NATUUR NAMAKEN KIES DUS ECHTE BOTER (blue and yellow on white)  
(nobody can imitate nature so choose real butter)

These labels also have their own packetlabels.



#### DRIEPINTER

V.H.L.F. Attema, 1966.

SUBJECT: boy with 3 glasses of milk.

3 labels, vertical, + 1 packetlabel.

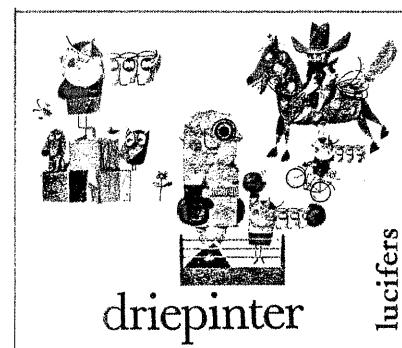
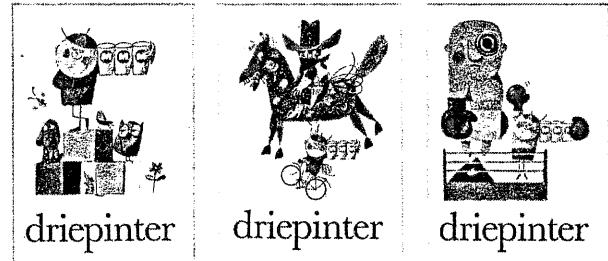
The pictures are multi-coloured. 'driepinter' printed in black. Background white.

The boy was named 'Joris Driepinter' and was a popular advertising-character. The slogan was to drink 3 glasses of milk every day to become a strong person.

The 3 labels are:

- 1.boy as a winner on a platform
- 2.boy lifting a man on a horse
- 3.boy in a boxing-ring

The packetlabel shows all 3 pictures and also the word 'lucifers'.



ZWALUW

And last but certainly not least 'DE ZWALUW' (the swallow), the by far most famous brand in the Netherlands. It is a Swedish brand that was registered in the Netherlands in 1896 by ATTEMA, who imported them from Sweden.

Nowadays for most people 'zwaluw' still is a sign for quality-matches, and even brands like 'molen' or 'vlinder' couldn't change that. And eventhough sometimes the matches are twice as expensive as other matches people still keep buying 'zwaluw'.



The secret of this success is probably that since worldwar II the brand nearly hasn't changed. It is printed in red and black. After worldwar II there were 3 boxesizes: the 'normal' size (53 x 35 mm), a smaller box (45 x 30 mm) which is typical for 'zwaluw' and a household-box. The boxes were packed in 10-box packs with a packetlabel (in 2 sizes). The boxes still had labels.

Around 1970 the labels became skillets. At that time this was something new and therefore most collectors have cut the abrasive-sections off. These skillets had brown abrasive-sections and on the backside a red surface with a swallow. There are skillets with a small swallow and with a bigger swallow on the backside (on both the small box and the normal box). Later the abrasive sections became smaller with diagonal lines. These skillets also exist with a small or a bigger swallow. The packetlabels had become a bit smaller.

The household-box had a blue backside, and there is also a box with 'Attema' printed in yellow on the backside.

At the end of the 1970's things began to change: They introduced a new boxesize (70 x 53 mm), first with the standard-brand, later in a complete new design (brown, yellow and purple) and with the name 'Zwaluw haardlucifers'. The nomal-size box was printed green instead of red (still with the swallow on the backside).



In 1980 They reorganized the boxesizes and each box got it's own colour:

ZWALUW red - 45 x 30 mm

ZWALUW green - 53 x 35 mm

ZWALUW orange- 70 x 53 mm

ZWALUW brown -120 x 65 mm (household-box)

The red and green boxes (10 box packs) and orange boxes (5 box packs) were packed in cellophane.

On the backside of the skillet a surface in the colour of the box and the following text:

#### Zwaluw lucifers

de beste sinds 1895

Een zweeds kwaliteitsproduct van espenhout, Dus een betrouwbare, sterke lucifer die gelijkmatig brandt. En U kiest wat U het beste uitkomt.

Bijv. dit doosje .....

Verder zijn er .....

#### Translation:

Zwaluw matches

the best since 1895

A Swedish Quality-product made of aspen-wood. So therefore a strong, reliable match that burns equally. And you choose which suits you best.

For example this box ...

Further there are .....

On the dots the 4 boxesizes:

Zwaluw rood lucifers in handig klein doosje.

(zwaluw red matches in small, handy box)

Zwaluw groen met extra stevige lucifers.

(zwaluw green with extra strong matches)

Zwaluw oranje extra lange lucifers. Ideaal voor gasapparaten.

(zwaluw orange extra long matches. Ideal for gas apparatus)

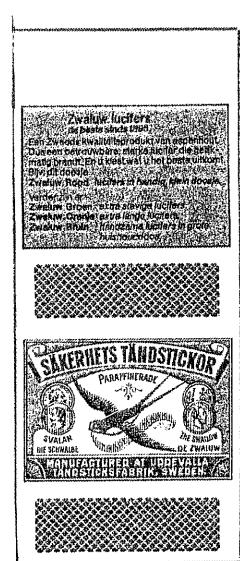
Zwaluw bruin handzame lucifers in grote huishouddoos.

(zwaluw brown handy match in large household-box)



The orange box first had brown abrasive sections, later they got smaller with diagonal lines. The household-box had abrasive-sections with horizontal and vertical lines.

Soon the backside of the household-box became beige which made the text easier to read. Later the number under the 'product-code' (vertical stripes) changed.



In 1987 they started actions to increase the sales.

Most of these actions lasted only a few months, and after that the normal boxes were for sale again.

The 'action-boxes' have a text printed in black on the backside of the skillets and the packs had a packetlabel to draw the attention of the buyers.

These packetlabels had a yellow surface with text printed in black and red.

The household-boxes had the text printed on a white surface.

20% EXTRA  
1987.

1 packetlabel, red +  
1 packetlabel, green.

This action was only held with the red and the green boxes. The boxes were temporary for sale in 12-box packs for the price of 10-box packs. The packs had the packetlabels that are mentioned above (and printed aside)



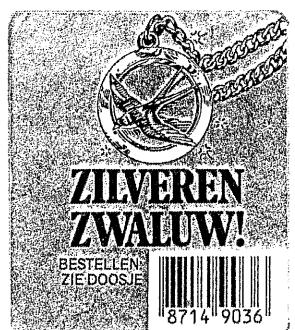
ZILVEREN ZWALUW!  
1987.

1 red box + 1 red packetlabel  
1 green box + 1 green packetlabel  
1 orange box + packetlabel (sticker)  
1 brown household-box

For 2 'stripe-codes' you could order a silver chain with a swallow.

The orange boxes were still packed in cellophane with a sticker on it. Some people don't collect them, which makes them scarcer than the other packetlabels.

Printed aside are the red packetlabel, the sticker and the green skillet. (the green packetlabel is like the red one but with the number 8714 9029).



OP STAP MET ZWALUW  
1987.

8 red boxes + 1 red packetlabel  
8 green boxes + 1 green packetlabel  
8 orange boxes + 1 sticker  
8 brown household-boxes

For 3 stamps (printed on the packetlabels) you could get discount on day-trips of the Dutch Railway. On the backsides of the skillets 8 different day-trips are mentioned (1 per box) which makes it a set of 8 boxes:

1. De Ginkel
2. De Holterberg
3. De Kennemerduinen
4. Het Mastbos
5. Midden Nederland
6. De Noord Veluwe
7. De Vechtstreek
8. De Vuursche

These are all Dutch nature-reserves ideal for walking-trips.

The household-boxes were even at the time they were for sale hard to complete.

Printed aside the red packetlabel, the sticker and a green skillet.



ZILVEREN LUCIFER  
1988.

1 red box + 1 red packetlabel  
1 green box + 1 green packetlabel  
1 sticker (on packs of orange boxes)  
1 brown household-box

For 2 'stripe-codes' you could order  
a chain with a silver matchstick.

There is no orange-box with the text  
on the backside, but only a sticker  
on the packs.

Printed aside the red packetlabel,  
the sticker and the green skillet.



4380



Zilveren Lucifer  
Bestellen: zie doosje.  
Geldig tot 31-10-1988.



Zilveren Lucifer  
Bestellen: zie doosje.  
Geldig tot 31-10-1988.

KINDEREN GRATIS NAAR HET SPOORWEGMUSEUM  
1989.

1 red box + 1 red packetlabel  
1 green box + 1 green packetlabel  
1 orange box + 1 sticker  
1 brown household-box

For 2 stamps printed on the packetlabel  
children had free entrance to the  
Dutch Railway museum.

Printed aside the red packetlabel,  
the sticker and the green skillet.



4380



GRATIS  
TOEGANG  
KINDEREN GRATIS  
NAAR HET  
SPOORWEGMUSEUM  
GELDIG VAN 15-08-1989 T/M 31-12-1989  
0313-4516



GRATIS  
TOEGANG  
KINDEREN GRATIS  
NAAR HET  
SPOORWEGMUSEUM  
GELDIG VAN  
15-08-1989  
T/M 31-12-1989  
ZIE DOOSJES  
VOOR INFORMATIE



EXCLUSIEVE ZWALUW-BROCHE  
GELDIG 15-08-1989  
T/M 31-10-90  
ZIE DOOSJES VOOR INFORMATIE



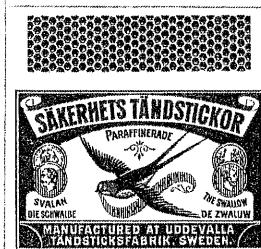
EXCLUSIEVE ZWALUW-BROCHE  
GELDIG T/M 31-10-90  
ZIE DOOSJES VOOR INFORMATIE

EXCLUSIEVE ZWALUW-BROCHE  
1990.

1 red box + 1 red packetlabel  
1 green box + 1 green packetlabel  
1 orange box + 1 sticker  
1 brown household-box

For 2 'stripe-codes' you could order  
a silver broche of a swallow.

Printed aside the red packetlabel,  
the sticker and the green skillet.



EXCLUSIEVE ZWALUW-BROCHE  
Exclusief sieraad bij Zwaluw lucifers. Bestel deze zwaluw lucifer. De zwaluw heeft een breedte x hoogte ca. 32 x 28 mm en weegt maar f 14,95. Stuur 2 streeppjes-codes van de Zwaluw-verpakkingen + een volledig ingevuld bankcheque of girobetaalkaart in een voldoende gefrankeerde envelop voor 31-10-1990 naar: Attema, R.V., Postbus 76213, 1070 AE Amsterdam. Gebruik een volledige parafineerde envelop en vergiet niet uw naam en adres te vermelden. Prijs zonder streeppjes-codes f 19,95 inkl. f 5,- verzendkosten.

4460

**LAAT DE VOGELS LEVEN**  
1991.

6 red boxes + 1 sticker  
6 green boxes + 1 sticker  
4 orange boxes + 1 sticker  
2 brown household-boxes

This set has been issued to protect the swallow and to promote the 'vogelbescherming', the organisation for protecting birds.  
On the backside of the boxes drawings of swallows, made by famous Dutch artist Marjolein Bastin.  
The pictures are multi-coloured on a blue background.  
The stickers are the same, except for the numbers:

sticker for red boxes: 8714 9012 (and on the right very small 0324-4819)  
sticker for green boxes: 8714 9029 (on the right 0324-4821)  
sticker for orange boxes: 8714 9036 (on the right 0324-4820)

These stickers have a blue background with black text.

There is one skillet with only text, in black on white.



5  
backsides of red skillets



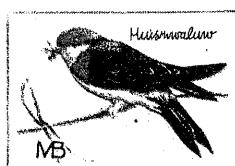
4



3



2



1

6

De prachtige illustraties van Marjolein Bastin op de Zwaluw doosjes vormen een weergave van de schoonheid en kwetsbaarheid van de ZWALUW. Ze bouwen hun nesten in kolonies onder dakranden van woningen. Hun aantal gaat sterk achteruit, maar Vogelbescherming neemt maatregelen. Voor meer informatie: Vogelbescherming, tel. (03404) 17317.

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VOGELBESCHERMING

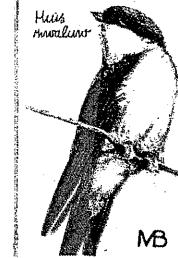
6



4



3

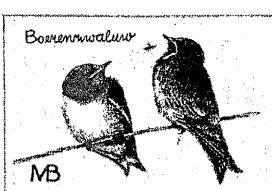


2



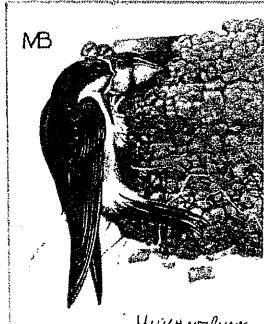
1

backsides of green skillets



5

backsides of orange skillets



1



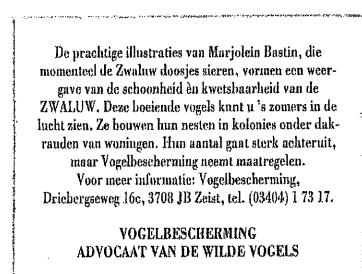
3

The backsides of the brown boxes are printed on the next page.

The numbers are printed on the adhesive-surface and can be read if the skillets are carefully opened out.



2

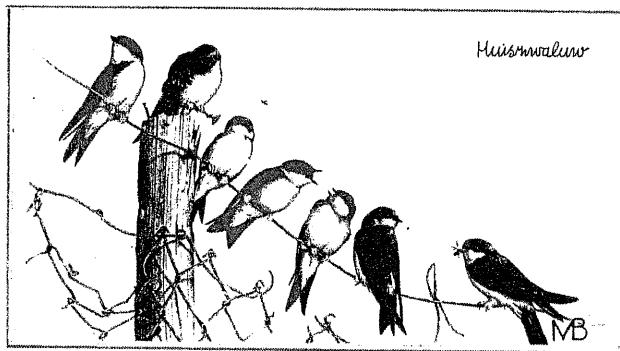


4

De prachtige illustraties van Marjolein Bastin, die momenteel de Zwaluw doosjes sieren, vormen een weergave van de schoonheid en kwetsbaarheid van de ZWALUW. Deze hooiende vogels kunt u's zomers in de lucht zien. Ze bouwen hun nesten in kolonies onder dakranden van woningen. Hun aantal gaat sterk achteruit, maar Vogelbescherming neemt maatregelen.

Voor meer informatie: Vogelbescherming,  
Driehoeksweg 16c, 3708 JB Zeist, tel. (03404) 17317.

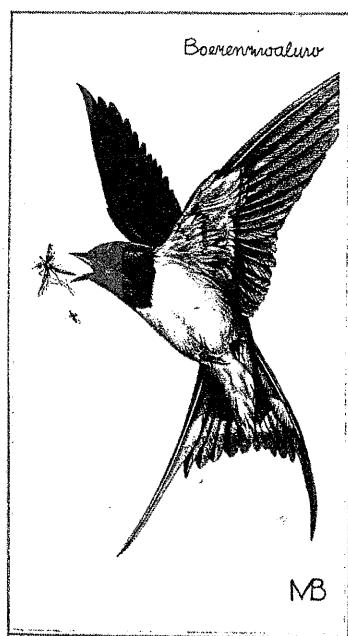
VOGELBESCHERMING  
ADVOCaat VAN DE WILDE VOGELS



2

backsides of brown householdboxes

These boxes have the 'product-code' printed on the edge beside the abrasive-section.



1

In 1988 between the 'op stap met zwaluw' and 'zilveren zwaluw' issues, the householdbox again was changed. It became a bit thinner and the text got a new lay-out. This backside is printed aside.

**Zwaluw lucifers de beste sinds 1895!**

Een Zweeds kwaliteitsproduct van espenhout. Dus een betrouwbare, sterke lucifer die gelijkmatig brandt. En u kiest wat u het beste uitkomt.

Bijv. deze grote huishoudendoos. **Zwaluw Bruin met handzame lucifers.**

Verder zijn er:

**Zwaluw rood lucifers in handig, klein doosje.**

**Zwaluw Groen extra stevige lucifers.**

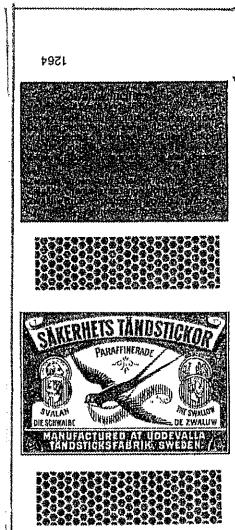
**Zwaluw Oranje extra lange lucifers.**

**Zwaluw; specialist in veilig vuur.**

Waakvlam uit. Dat scheelt gas en geld.

8 714900 135107

In 1990 between the 'exclusieve zwaluw broche' and 'laat de vogels leven' issues, the standard skillets (with text on the backsides) got new abrasive-sections with a pattern of hexagons. The red and the green boxes already had this abrasive-section on the 'exclusieve zwaluw broche' issue, while the orange and brown boxes from that issue still had abrasive-sections with diagonal lines.



# SUPPLEMENT 1992-1995

SUPPLEMENT NR.2. THIS ONE INCLUDES SUPPLEMENT NR.1

## MOLEN

39th.set, 1993.  
10 skillets, nrs. 381-390,  
no packetlabel.

What nobody had expected happened in 1993. New windmill skillets after 6 years. Again a new boxsize (53 x 70 mm) but who cared: They are beautiful! There is however one disadvantage: they are packed in 3 box packs and sold for the price of a 10 box pack normal size boxes and therefore too expensive for most shops to stock them, which makes them hard to obtain.  
Made by Swedish Match, Sweden.



## GEJO

### VOGELS

Made in former Jugoslavia, 1993.  
SUBJECT: birds.

6 skillets, nrs. 1-6, no packetlabel.

The pictures are multi-coloured on a blue background. Text printed white.

These boxes were packed in 5 box packs in cellophane and have only been for sale in the ALBERT HEYN supermarkets.



## ALDI

2 further issues of new product-skillets:

1992: 10 new skillets nrs. 55-64  
1993: 4 new skillets nrs. 65-68

In 1992 there was a temporary issue of 44 existing skillets with light-brown abrasive-sections (instead of dark brown). They were the numbers 1,2,3,6,7,8,10,11,12, 13,15,19,21,23,24,25,26,28,37,39,40,41,42, 43,44,45,46,48,49,50,51,52,53,54,55,56,57, 58,59,60,61,62,63 and 64.



55



56



57



58



59



60



61



62



63



64



65



66



67



68

## S2-2

### DIRK VAN DEN BROEK

DIRK VAN DEN BROEK SUPERMARKTEN B.V. (supermarkets ltd.) is an organisation with about 75 supermarkets in the western part of Holland, called DIRK VAN DEN BROEK, BAS VAN DER HEIJDEN, DIRKSON, DIGROS and JAN BRUIJNS (or JB) and 25 DIRX drugstores. Through the years each of these has issued single labels but just recently they started issuing sets.

50 JAAR  
made in Czechoslovakia, 1992.

5 unnumbered skillets + 1 packetlabel.

These skillets were issued on the occasion of their 50th. anniversary. It is not really a set but 5 single skillets. The pictures are multi-coloured on white, the backside is blue. The packetlabel (34 x 52 mm) has been used for all five skillets. A 'DIRKSON'-skillet has not been issued.  
'pakt uit' means 'unpacks'.



packetlabel



1



2



3



4



5

### SPREEKWOORDEN

made in former Jugoslavia, 1993.  
SUBJECT: cartoons of sayings with 'fire'.

set 1, DIRK VAN DEN BROEK.

10 unnumbered skillets + 2 packetlabels.

set 2, BAS VAN DER HEIJDEN.

10 unnumbered skillets + 2 packetlabels.

set 3, JAN BRUIJNS.

10 unnumbered skillets, no packetlabel.

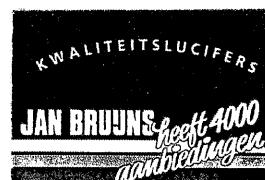
set 4, DIGROS.

10 unnumbered skillets, no packetlabel.

set 5, DIRKSON.

10 unnumbered skillets, no packetlabel.

The pictures are printed in white and yellow on black. Set 1 has a yellow and a red band under the name, sets 2,3 and 4 a yellow and a green band and set 5 a yellow and a blue band. Sets 1 and 2 are packed in paper, first with a small packetlabel (33 x 50 mm), later with a larger one with barcode (60 x 69 mm). The other sets are packed in cellophane with only a small sticker with the barcode. This set has not been issued by DIRX.



packetlabel large



packetlabel large



1



2



3



4



5



6



7



8



9



10



packetlabel small



packetlabel small

The sayings are (with literal translation and explanation):

1. De hete kastanjes uit het vuur halen (pull the hot chestnuts out of the fire).  
(doing a difficult job for someone else)
2. Het gaat als een lopend vuurtje rond (it goes around like a walking fire).  
(a rumour that spreads very fast)
3. Het vuur uit je sloffen lopen (walking the fire out of your slippers).  
(working very hard)
4. Iemand uit de brand helpen (help someone out of the fire).  
(help one out of a scrape)
5. In vuur en vlam staan (standing in fire and flames).  
(being over head and ears in love)
6. Tussen twee vuren zitten (sit between two fires).  
(being in an awkward situation)
7. Voor heterre vuren gestaan hebben (having stood in front of hotter fires).  
(having been up against a stiffer proposition)
8. Voor iemand door het vuur gaan (go through a fire for someone).  
(do anything for a certain person)
9. Waar rook is, is vuur (where there is smoke, there is a fire).  
(every phenomenon has a cause)
10. Wie zijn billen brandt, moet op de blaren zitten (who burns his bottom has to sit on the blisters).  
(if you do something stupid, you have to face the consequences)

#### A & P

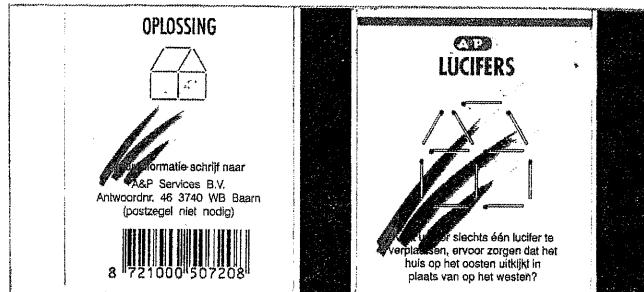
##### LUCIFERPUZZELS

Made in former Jugoslavia?, 1994.  
SUBJECT: matchplay.

6 unnumbered skillets, no packetlabel.

Printed in red, yellow and black on white. Skilletformat 56 x 127 mm. This set has also been issued on household-boxes.

In 1994 all JAC.HERMANS supermarkets (that never issued any sets) were transformed into A & P stores. a chain that already existed in Germany.



1



2

3

4

5

6

## S2-4

### EMHA

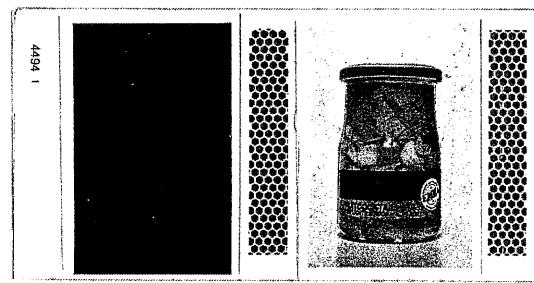
#### ARTIKELEN

Swedish Match, Sweden, 1992.

10 numbered skillets, no packetlabel.

This is a reprint of the labels-set on page 32. The numbers are on the glue-strip together with the skilletnumber 4494. The backside of the skillets is blue. The numbers are:

- |                 |               |
|-----------------|---------------|
| 1.fruitcocktail | 6.toiletpaper |
| 2.tea           | 7.coffee      |
| 3.cleanser      | 8.cream       |
| 4.catfood       | 9.applejuice  |
| 5.vegetables    | 10.softdrinks |



### HEMA

#### WK VOETBAL

Swedish Match, Sweden, 1994.

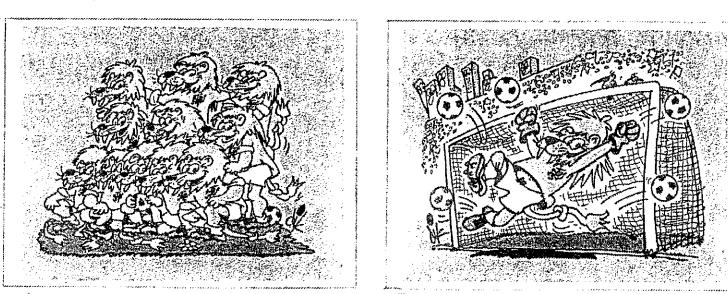
6 numbered skillets + 1 packet-label (sticker).

Multicoloured pictures and black text on white. Format of the skillets 70 x 145 mm. Numbers on the glue-strip with skilletnumber 5407.

After more than 20 years a new set from HEMA. A limited edition issued on the occasion of the worldchampionship soccer USA'94. The orange lion is the mascot of the Dutch team. The matches have been for sale for about 2 months.



5407



4

5



packetsticker  
black on white



2

3

6

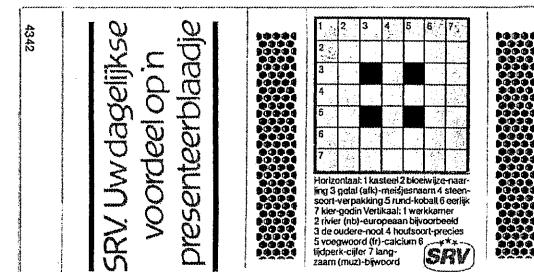
### SRV

#### KRUISWOORDPUZZELS

Swedish Match, Sweden, 1992.

10 unnumbered skillets, no packetlabel.

This is the 4th. version of the set on page 50. Now on smaller skillets (53 x 104 mm) and packed in cellophane.



4492

SRV Uw dagelijkse voordel op 'n presenterblaadje

1	2	3	4	5	6	7	8	9
2								
3								
4								
5								
6								
7								

Horizontaal: 1 kasteel 2 blokwijsnaarling 3 gedal (elk) 4 gedachten 4 steenstaart 5 vaderschap 5 vaderschap 6 vaderschap 7 koer opdin Vertikal: 1 werklaar 2 rivier (mtb)-europesean bijvoorbied 3 de ouderdijk 4 houtsoort-prices 5 de ouderdijk 6 calciet 6 calciet 7 lichtsoekijzer 7 langzaam (muz)-bijwoord

SRV

RIZLA+OUDE POSTERS 2nd.set

Swedish Match, Sweden, 1993.

6 numbered skillets + 1 packetlabel.

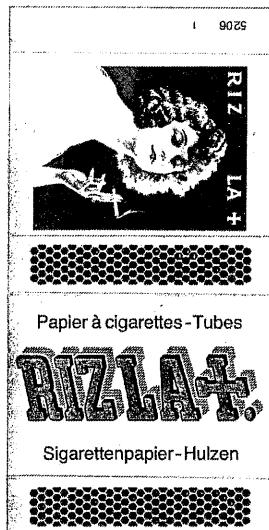
Skillets red (format 53 x 104 mm) with number 5312, packetlabel red on white (format 55 x 60 mm) with number 0313-5313.

OUDE POSTERS 3rd.set

Swedish Match, Sweden, 1993.

6 numbered skillets + 1 packetlabel.

Skillets blue (format 53 x 104 mm) with number 5206, packetlabel blue on white (format 55 x 60 mm) with number 0313 5261.



These are reprints of the set from 1990, the numbers are on the glue-strip in the order as printed on page 71.  
On both sets the text 'Papier à cigarettes-Tubes' and 'Sigarettenpapier-Hulzen', on the packetlabels also the German text '10 Schachteln à 38 Hölzer' (10 boxes with 38 matches).  
'DER GRÜNE PUNKT' is a German indication that the product is produced and packed in a way that doesn't harm the environment.

OUDE POSTERS 4th.set

Made in former Jugoslavia?, 1994.

6 unnumbered skillets + 1 packetlabel.

Skillets red (format 53 x 112 mm) with plain strikers, packetlabel red on white (format 60 x 60 mm).

OUDE POSTERS 5th.set

Made in former Jugoslavia?, 1994.

6 unnumbered skillets + 1 packetlabel.

Skillets blue (format 53 x 112 mm) with plain strikers (width 8mm), packetlabel blue on white (format 60 x 60 mm).



The pictures are still the same as the previous sets and in comparison with the set from 1990 printed upside down.  
Both sets have the text 'papier à cigarettes-Tubes' and 'Sigarettenpapier-Hulzen'.

OUDE POSTERS 6th.set

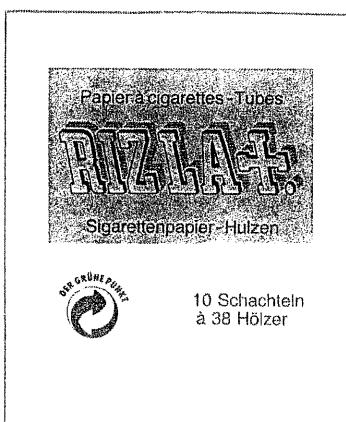
Made in Czechoslovakia , 1994.

6 unnumbered skillets + 1 packetlabel.

Skillets blue (format 52 x 114 mm) with plain strikers (width 11 mm), packetlabel blue on white (buff) format 70 x 80 mm.

This set has not been found (yet)  
printed in red.

The red sets were intended for the Dutch market and the blue sets for Belgium and Germany, but these have been for sale in Holland also.



ZWALUW

DE BESTE SINDS 1895  
1992.

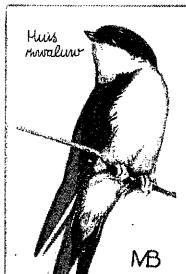
5 red skillets, numbered.

The backsides of the skillets show the 5 pictures of the green boxes of the 'LAAT DE VOGELS LEVEN' set. On the front under the swallow the text 'DE BESTE SINDS 1895' (the best since 1895). The skillets are 53 x 104 mm (format 5H).

These boxes have not been for sale in supermarkets, but only at tobacconists. They were packed in a special display-box which contained 50 boxes. The numbers are printed on the glue-strip together with skilettnumber 4857. All printed below.



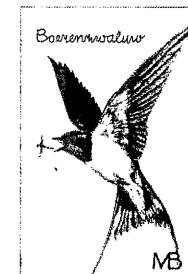
1



2



3



4



5

GREEN CHECK

1st.issue, 1992.

3 red skillets number 4880 ( 45 x 103 mm)  
3 green skillets number 4881 ( 53 x 113 mm)  
3 orange skillets number 4882 ( 70 x 146 mm)  
3 brown skillets number 4883 (120 x 200 mm)

This set shows how 'zwaluw'-matches contribute to a better environment.

The skillets are numbered 1,2 and 3, printed on the glue-strip. The order is different with each colour. The skillets have the following text (translated into English):

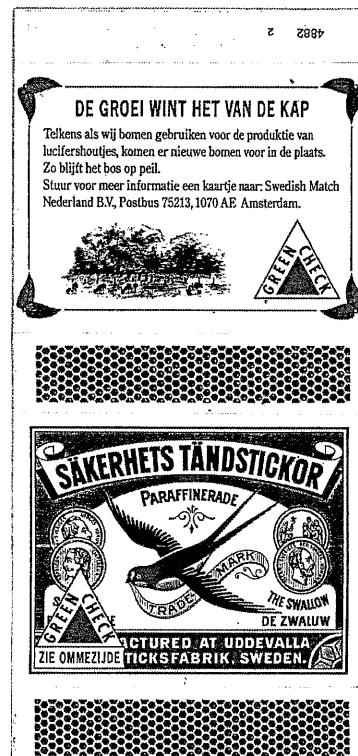
- 1.NU ZWAVELVRIJ (now sulphur free)  
burning sulphur can contribute to acid rain. therefore our matches have got sulphur-free heads. They now also smell different when you strike them.
- 2.DE GROEI WINT HET VAN DE KAP (the growth wins from the chopping)  
everytime we use trees for the match-production, we replace them with other trees, so the woods are kept on the same level.
- 3.ZUINIG MET ENERGIE (saving energy)  
our matchboxes are made of recycled cardboard. Therefore we don't only save energy, but also trees.

Underneath this text on all skillets: for more information send a card to: Swedish Match Nederland B.V., Postbus 75213 1070 AE Amsterdam.

The text is printed in black on a white background. The 'green check' symbol has a green triangle and is printed on the front and on the back. The orange and brown boxes also have a drawing of a landscape printed in green on the backside.

This set has no packetlabels or stickers.

Printed aside are a green and an orange skillet and below the backside of a brown skillet.



2nd.issue, 1992.

- 3 red skillets number 4880 ( 45 x 103 mm) same set as the first issue  
 3 red skillets number 4963 ( 58 x 119 mm) + 1 sticker  
 3 red skillets number 4961 ( 70 x 146 mm) format as former orange skillets  
 3 red skillets number 4960 (120 x 192 mm) householdbox

After more than 10 years all zwaluw boxes are printed in red again. The former green boxes are now larger and therefore packed in 8-box packs instead of 10-box packs. There was a temporary sticker on the packs to explain these changes to the customer. This sticker has black and green text on a green surface and the barcode on a white background. There is also a misprint of this sticker with the barcode printed on green.

The householdbox has become 4mm thinner. The barcode on these boxes now stands on the left.

Printed below the sticker and the back of a householdbox.



4963

3rd.issue, 1993.

- 1 skillet number 5236 ( 45 x 103 mm, format 8)  
 1 skillet number 5235 ( 58 x 119 mm, format 1D)  
 1 skillet number 5233 ( 70 x 146 mm, format 16)  
 1 skillet number 5234 (120 x 192 mm, format 32P)

The backside of the skillets is now plain red without text. On the front the green check symbol without 'zie ommezijde' (which means 'see back').

There is a misprint of the skillet nr.5233 with the text 'zie ommezijde' still on the front.  
 The householdbox has the barcode on the back in a white space.



sticker

#### STANDARD BOXES 1993.

- 1 skillet nr.5285 (format 8)  
 1 skillet nr.5286 (format 1D)  
 1 skillet nr.5284 (format 16)  
 1 skillet nr.5283 (format 32P)

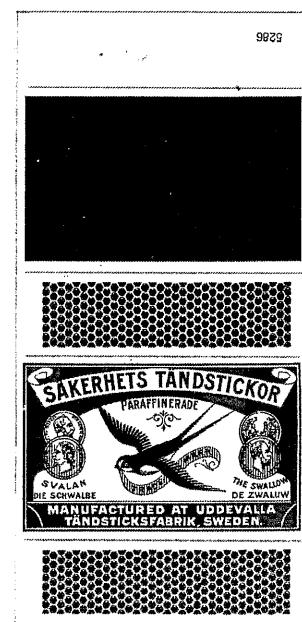
The green check symbol has now also disappeared from the front of the boxes. These boxes will now probably be the standard boxes for a long time and they are the most dull ones since 1980 !

1 skillet nr.5237 (format 5H)

This one was first issued in 1995 and only for sale at tobacconists. It has the text 'MANUFACTURED AT UDDEVALLA TÄNDSTICKSFABRIK SWEDEN' on yellow instead of on black. This skillet is printed on the next page.



5235



5286

GEBRUIK JE KOP EN LOS DE REBUS OP!  
1994.

11 skillets (format 8) nrs.5424-1 to 11  
+ 1 packetsticker with barcode 8714 9012 and number 0324-5475  
11 skillets (format 1D) nrs.5425-1 to 11  
+ 1 packetsticker with barcode 8714 9050 and number 0324-5476  
11 skillets (format 16) nrs.5426-1 to 11  
+ 1 packetsticker with barcode 8714 9036 and number 0324-5477  
5 skillets (format 32P, householdboxes) nrs.5427-1 to 5  
no packetsticker  
1 packetsticker without barcode, number 0324-5428

Each skillet has a picture-puzzle of a word, all 10 words make a sentence with which a free 'Denksport'-magazine (with all kinds of crossword-puzzles) could be ordered. Skillet nr.11 has only text and (on formats 1D and 16) the 'Denksport' logo. The householdboxes have two picture-puzzles each (1+9, 2+8, 3+10, 4+6 and 5+7) together with the text and barcode. Number 7 on the householdboxes has the wrong picture but this has never been corrected.

The pictures are printed in black and yellow on white. The packetsticker without barcode was used when the set was first issued, but it was quickly replaced by the ones with barcode, but later appeared again in combination with a small sticker with only the barcode.

'gebruik je kop en los de rebus op' means 'use your head and solve the puzzle'.

Printed aside skillet nr.11 (format 8) and below the 10 puzzles, 2 packetstickers, the backside of householdbox nr. 5 and skillet nr.11 (format 16).



VLIEG MET ZWALUW NAAR DE ZON!  
1995.

2 skillets (format 8) nrs.C 5649-1 and 2  
+ 1 packetsticker with barcode 8714 9012 and number 0324-5653  
2 skillets (format 1D) nrs.S 5650-1 and 2  
+ 1 packetsticker with barcode 8714 9050 and number 0324-5654  
2 skillets (format 16) nrs.S 5651-1 and 2  
+ 1 packetsticker with barcode 8714 9036 and number 0324-5655  
1 householdskillet (format 32P) with number S 5652

Skillet nr.1 has a multicoloured picture with yellow text, skillet nr.2 has black text on a white surface.  
The householdbox has both on a yellow surface.  
'Vlieg met Zwaluw naar de zon' means 'fly away with Zwaluw to the sun'. By completing the sentence 'I fly away with Zwaluw because ...' a safari through Africa could be won (and other prizes as well).  
A special advertising display (a giant matchbox) was available for selling the matches, but only very few shops used it.  
Printed aside and below are a packetsticker, skillet nr.1 (format 16) and the back of number 2, and the backside of the householdbox.



standardskillet format 5H

