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Swissmint

# HEADS OR TAILS

Swissmint's coin magazine



Photo: Michael Dodge

## EDITORIAL



Dear reader,

Roger Federer regularly enchants and astounds audiences on tennis courts across the world with his sporting achievements. In addition to his sporting brilliance, his record-breaking and his renown as probably Switzerland's most successful individual sportsman, he is also the perfect ambassador for Switzerland and a symbol of Switzerland's image. For many people around the globe, Roger Federer personifies Switzerland and he has become an outstanding figurehead for our country. Swissmint feels privileged to dedicate two commemorative coins to Roger Federer, the first living person to be honoured in this way. In this edition of the magazine, we are announcing the issuance of a 20-franc silver coin, with a 50-franc gold coin to follow in May 2020.

With determination, patience and inventiveness, Albert Einstein revolutionised the world view of physics with the formula  $E=mc^2$  in 1905. Swissmint tried to apply the same qualities to the creation of "The smallest gold coin in the world", by using absolute precision and technical sophistication to achieve a world record in coin minting. So it is only fitting that the obverse of the world's smallest gold coin should feature a portrait of Albert Einstein. It goes without saying that, with a diameter of only 2.96mm and weighing just 0.063g, this coin comes in specially developed packaging complete with magnifying lenses.

In January 2020, Swissmint will also be issuing the "Hare" bimetallic coin from the "Swiss forest animals" series, as well as the new circulation coin sets in various versions. Alongside the popular classic "brilliant uncirculated" and "proof" versions, the birthday coin set and the sought-after baby coin set are also available.

This magazine contains information on Swissmint's other activities, as well as on the issuance of our editions. We hope you enjoy reading this issue and have fun collecting!

Marius G. Haldimann  
Director

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# ROGER FEDERER

## Successful sportsman and perfect ambassador

**Apart from his sporting brilliance and his renown as probably Switzerland's most successful individual sportsman, Roger Federer is also the perfect ambassador for Switzerland and a symbol of Switzerland's image. For many people around the world, he is the only Swiss person they know. As far as they are concerned, Switzerland is Roger Federer. And Roger Federer is Switzerland. That is reason enough for Swissmint, for the first time in its history, to dedicate a commemorative coin to a living person.**

There is surely no other Swiss person in the world as well known as Roger Federer, or one who has such a media presence. A Google search of his name returns over 74 million results. Not a day goes by without the media reporting on him, even if there is no tournament taking place. Roger Federer attracts the attention of not just the sporting press, but all other sections of the media too. So it is hardly surprising that Time magazine included the Swiss superstar in its 2018 list of the world's 100 most influential people. This can hardly be explained by his sporting achievements alone.

**Family** – Roger Federer was born on 8 August 1981, the son of Swiss Robert Federer and South African Lynette, and grew up in the Basel suburbs of Riehen and Münchenstein. He has both Swiss and South African passports. His wife, Mirka Federer-Vavrinec, is a former member of the Swiss national tennis team; they met during the 2000 Olympic Games in Sydney, and married on 11 April 2009 in Riehen. On 23 July 2009, they became parents to twin daughters, followed by twin sons on 6 May 2014. Besides his parents, his wife is credited with having a hugely positive influence on his tennis career.

**Sporting career** – In contrast to history's other great tennis players, Roger Federer did not make many international headlines in his youth. Just as in his later professional career, his progress was steady and continuous. He began playing tennis when he was three, and joined Tennis Club Old Boys Basel at the age of eight. In 1995, he switched

to the national training centre in Ecublens. Between 1995 and 1997, Roger Federer won seven Swiss junior tournaments, and in 1997 he began taking part in international competitions. In the same year, he won his first major international juniors title in Prato.

It was also at around this time, at the age of 16, that he decided to leave school and concentrate on his tennis career. In 1998, he had his big break on the juniors tour; in January of that year, he reached the semi-final at the Australian Open, followed by tournament wins in the singles and doubles at Wimbledon. These successes enabled him to take part in his first tournaments on the professional circuit, and in July 1998, he had his ATP Tour debut in Gstaad.

**Records galore** – To date, Roger Federer has headed the world rankings for the longest, with a total of 310 weeks at the top, including a record-breaking run of 237 consecutive weeks. He is also the oldest player to have topped the list. Moreover, in 2004 and from 2007 to 2009, he finished the year as the world No. 1. He holds the record for the number of grand slam men's singles titles (20), and has won 103 singles and eight doubles titles so far\*. These, and many other successes and records, as well as his versatile playing style, have led many tennis experts to already rank Roger Federer as the greatest tennis player of all time, even while he continues to be active on the circuit.

\*at end-October 2019





**Commitment to charity** – In December 2003, Roger Federer set up a foundation to support financial aid projects for children, mainly in his mother's home country of South Africa. Following the Indian Ocean tsunami in 2004, he was also involved in related support projects and played in numerous charitable tournaments in support of the victims. In April 2006, he was named as the first Swiss UNICEF Goodwill Ambassador. Microsoft founder Bill Gates, who is a friend of Roger Federer, has this to say about his commitments off the tennis court:

*"Not [...] many fans know about what Roger is doing off the court. [Through his foundation], Roger [is] working to improve the life prospects for poor children. It will be a sad day for all of us fans when he hangs up his racket – but we can take comfort in knowing that he's committed to making the world a more equitable place."*

**Credit where credit is due** – His incredible sporting achievements, his charitable commitments, his accessibility to his fans, his eloquence at press events, and of course his natural and down-to-earth demeanour despite his global superstar status, have already earned Roger Federer plaudits beyond the world of tennis. For instance, streets in Biel (Switzerland) and Halle (Germany) bear his name. Both Swiss Post (in 2007) and Austrian Post (in 2010) have issued a postage stamp featuring Roger Federer.

Now Swissmint is also honouring the achievements of this outstanding sportsman and exemplary ambassador for Switzerland with a 20-franc silver coin – the first time in Swissmint's long history that it has dedicated a coin to a living person. A 50-franc Roger Federer gold coin will follow in May 2020 and will feature a different design.

Source: Wikipedia

#### DESIGN: REMO MASCHERINI



Remo Mascherini was born in Florence, Italy, in 1958 and grew up in Kehrsatz in the canton of Bern after his parents moved to Switzerland. After he finished school, he completed four years of vocational training in engraving under the renowned Bernese relief engraver Klaus Graber. He also attended the Bern School of Arts and Crafts (now called the School of Design), where he completed courses in the subjects of engraving, drawing and three-dimensional design. Having spent many years working for companies in the packaging and graphic arts industry, he has a wealth of professional experience, particularly in his specialisation of relief and steel-plate engraving. Since 2009, he has been designing his engraving templates and reliefs on a computer using a CAD/CAM system. In 2013, Remo Mascherini took up the post of engraver at Swissmint.

# PRODUCT INFORMATION

## COMMEMORATIVE COIN "ROGER FEDERER"



Uncirculated

Face value: 20 Swiss francs  
Alloy: silver 0.835  
Weight: 20g  
Diameter: 33mm

Mintage  
Uncirculated: 60 000 – 100 000 units,  
of which  
– in a folder: 5 000 units\*

Proof:  
– signed: 10 000 units\*\*, of which  
500 units\*\*\*  
(certificate from the artist)

Design: Remo Mascherini, Flamatt

Issue date: 23 January 2020  
Sales period: until 22 January 2023 or  
while stocks last



Folder

- \* Sales per household are limited to three pieces.
- \*\* Sales per household are limited to three pieces.
- \*\*\* Sales per household are limited to one piece.



Proof with certificate  
of authenticity



Variation "signed" with  
additional a certificate from  
the artist



photo: Michael Dodge



## ROGER FEDERER visits the Swissmint team



Photos: Louise Martig

# TAKE UP THE CHALLENGE AND SHOW US HOW MUCH YOU KNOW ABOUT PROBABLY SWITZERLAND'S MOST SUCCESSFUL INDIVIDUAL SPORTSMAN

**On the occasion of the launch of the "Roger Federer" 20-franc commemorative silver coin, Swissmint is giving away 100 OFFICIAL ROGER FEDERER 2020 CALENDARS**

Roger Federer is probably Switzerland's most successful individual sportsperson. Many experts already see him as the greatest tennis player of all time. In addition to his sporting brilliance, Roger Federer is above all the perfect ambassador for Switzerland and a symbol of Switzerland's image. He uniquely embodies likeability, down-to-earthness, success and eloquence.

To take part in the prize draw, just answer the following questions correctly, and send in the completed competition slip.

## **Conditions of participation in the competition**

The closing date is 15 February 2020 (postmark). The winners will be notified in person. Prizes will not be paid out in cash. No legal recourse is possible. No correspondence will be entered into. The competition is not open to Swissmint employees. Each person is allowed to enter only one competition slip.

## **Send the competition slip (or a copy) to:**

The Federal Mint Swissmint  
Bernastrasse 28  
3003 Bern

## **Please answer the following questions**

**How old was Roger Federer when he decided to leave school and concentrate on his tennis career?**

☐ 15 years old   ☐ 16 years old   ☐ 17 years old

**For how many weeks in total did Roger Federer top the world ranking?**

☐ 310 weeks   ☐ 237 weeks   ☐ 298 weeks

**In which Swiss city would you find a street called Roger Federer-Allee?**

☐ Basel   ☐ Biel   ☐ Zurich

Customer number (if available)

Surname

First name

Address

Postcode/city/town

Telephone no.

Email address



# SMALLEST GOLD COIN IN THE WORLD

## Pushing the boundaries – stretching the limits of technology – achieving something unique

**With determination, patience and inventiveness, Albert Einstein revolutionised the world view of physics in 1905 with the formula  $E=mc^2$ . Swissmint tried to apply the same qualities to the creation of "The smallest gold coin in the world", by using absolute precision and technical sophistication to achieve a world record in coin minting. The unique result is a machine-minted gold coin with different reverse and obverse sides, with a diameter of 2.96mm and weighing 0.063g (1/500 ounce).**

How small a coin can be made in standard serial production? That was the starting point for this unique project. For the obverse of the smallest gold coin in the world, we drew our inspiration from Albert Einstein, not least because of his determination and patience. From 1895 to 1914, Einstein lived mainly in Switzerland, where he also completed his studies in 1900, at today's ETH in Zurich. In 1901, he was granted Swiss citizenship and in 1902 he found permanent employment as a technical expert in the Patents Office in Bern. It was in 1905 that he published what is probably the most famous formula in the world:  $E=mc^2$ .

The obverse of the smallest coin therefore features the famous image of Albert Einstein sticking out his tongue, and the year date 2020. The reverse shows the nominal value of 1/4 franc together with the inscription "Helvetia"

and the Swiss cross, supplemented by the alloy mark "AU 999.9" and the weight (1/500 ounce). Over the entire production process, the technical challenges were considerable and varied, from the size and composition of the planchets, to the manufacture of such small coin dies, through to the actual minting on our machine. However, Swissmint rose to all these challenges and has created something unique in this gold coin, with its diameter of only 2.96mm and weight of only 0.063g (1/500 ounce).

It goes without saying that the world's smallest gold coin comes in specially developed packaging. After all, neither image on the minted sides can be discerned with the naked eye. So Swissmint has commissioned special packaging complete with magnifying lenses and light, ensuring that you can examine the smallest gold coin while still keeping it safely stored.

### DESIGN: REMO MASCHERINI



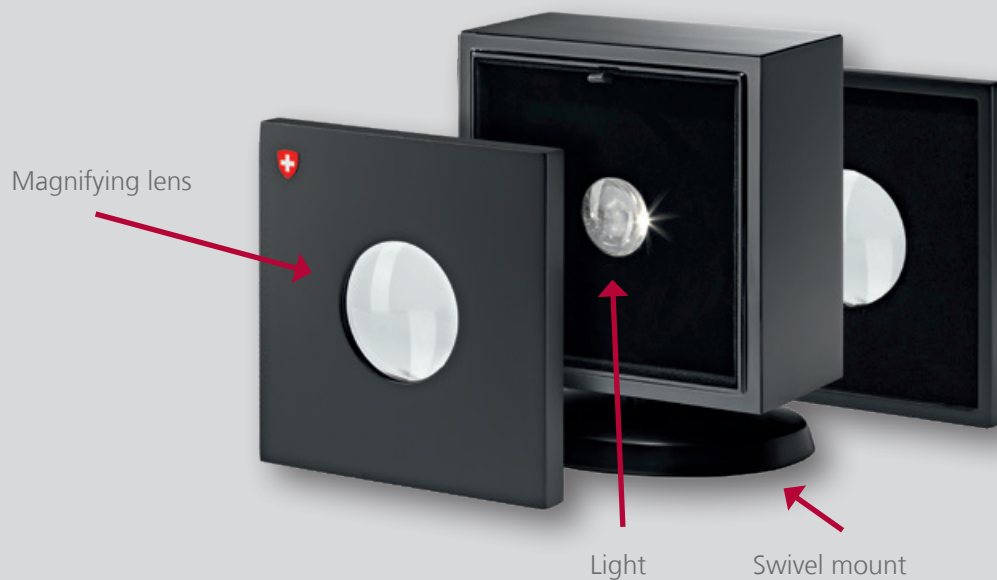
Remo Mascherini was born in Florence, Italy, in 1958 and grew up in Kehrsatz in the canton of Bern after his parents moved to Switzerland. After he finished school, he completed four years of vocational training in engraving under the renowned Bernese relief engraver Klaus Graber. He also attended the Bern School of Arts and Crafts (now called the School of Design), where he completed courses in the subjects of engraving, drawing and three-dimensional design. Having spent many years working for companies in the packaging and graphic arts industry, he has a wealth of professional experience, particularly in his specialisation of relief and steel-plate engraving. Since 2009, he has been designing his engraving templates and reliefs on a computer using a CAD/CAM system. In 2013, Remo Mascherini took up the post of engraver at Swissmint.



## Special packaging for "Smallest gold coin in the world"



→  
Presentation case



## PRODUCT INFORMATION

### COMMEMORATIVE COIN «SMALLEST GOLD COIN IN THE WORLD»



Special minting

Face value: 1/4 Swiss franc  
Alloy: gold 0.999  
Weight: 0.063g  
Diameter: 2.96mm

Mintage  
Special minting: 999 units\*

Design: Remo Mascherini, Flamatt

Issue date: 23 January 2020  
Sales period: until 22 January 2023 or  
while stocks last



Special minting with certificate of authenticity

\*Sales per household are limited to one piece.

# HARE

## Master of camouflage and excellent sprinter

**If somebody pricks up their ears, or is "all ears", then they are listening intently, like a hare. That's the image we have of the hare. Yet if a hare feels threatened, it can race off at speed, ducking and weaving in an attempt to shake off its pursuers – and usually succeeding. After the roe deer, the hare is the second motif in the three-part "Swiss forest animals" series.**

The European hare (*Lepus europaeus*) is a mammal from the Leporidae family. Its original habitat is Europe and Asia, but it has been introduced into many different areas, and can now be found in Australia, New Zealand, and North East and South America. This shy and mostly nocturnal loner prefers warm, dry and open areas. During the day, it hides in a depression in the ground called a "form". If threatened, it nestles down into the form, where it is perfectly camouflaged thanks to the colour of its fur. It only flees at the last minute, and is an excellent sprinter with a sophisticated technique. Over short distances, it can reach speeds of up to 70km/h and can leap to heights of up to 2m.

Mature European hares are between 40 and 70cm long and weigh 2–6kg. Their fur is brownish grey on the back and creamy white on the underside. Their ears are pale grey with black tips. Their tail,

or scut, is black on top and white underneath. During the mating season, the males fight over the receptive females by "boxing" each other with their front paws. A female can produce three to four litters of between two and five leverets a year, after a gestation period of 42 days. Hares are herbivores, and their diet includes grasses, herbs, roots and tubers. In winter, they will also nibble on tree bark, buds and twigs.

The hare also has its place in fairy tales (The Hare and the Hedgehog), fables (The Hare and the Tortoise) and turns of phrase ("mad as a March hare"). Its shyness, speed, agility and long ears are legendary. Like the egg, it has become a symbol of fertility and of the Easter festival – in its modern incarnation as the Easter bunny.

Sources: [www.wikipedia.org](http://www.wikipedia.org), [www.geo.de](http://www.geo.de)

### DESIGN: NAOMI GIEWALD



Naomi Andrea Giewald was born in 1966 in Thal. After prematurely ending her kindergarten teacher studies, she took the preliminary course at the School of Design in St. Gallen, followed by a three-year apprenticeship as a textile printing designer at Alfatrend AG in Horn, obtaining a Federal VET Diploma and distinction. She then worked for many years at the textile design company Ultramarin AG, with industrial photographers and at an advertising agency. She has been running her own graphic art and design studio since 2004. Her repertoire includes corporate design, textile printing, signage and illustrations. In 2013, she created illustrations for four Swiss Post AG stamps on the theme of Swiss wildlife. The emotional messages in her images and artwork play an important role in bringing significance to the products. Further information can be found at [grafik-atelier.ch](http://grafik-atelier.ch).



# PRODUCT INFORMATION

## COMMEMORATIVE COIN "HARE"



Uncirculated

Face value: 10 Swiss francs  
Alloy: bimetallic (copper-nickel and aluminium-bronze)  
Weight: 15g  
Diameter: 33mm

Mintage  
Uncirculated: 28 000 units, of which  
- in a folder: 1 000 units  
- in coin set: 8 000 units

Proof: 5 500 units, of which  
- signed: 250 units\*  
(certificate from the artist)  
- in coin set: 2 500 units

Design: Naomi Giewald, St. Gallen

Issue date: 23 January 2020  
Sales period: until 22 January 2023 or while stocks last



Folder

\*Sales per household are limited to one piece.



Proof with certificate of authenticity

Variation "signed" with additional a certificate from the artist



# 2020 COIN SETS

## PRODUCT INFORMATION

### 2020 CLASSIC COIN SET *Brilliant uncirculated with "Hare" bimetallic coin*



Face value: 18.85 Swiss francs  
Alloy: copper-nickel and aluminium-bronze  
Measurements: 171mm x 106mm x 8mm

Mintage: 8 000 units



Issue date: 23 January 2020  
Sales period: until 22 January 2023 or while stocks last

Brilliant uncirculated



### 2020 CLASSIC COIN SET *Proof with "Hare" bimetallic coin*



Face value: 18.85 Swiss francs  
Alloy: copper-nickel and aluminium-bronze  
Measurements: 171mm x 106mm x 8mm

Mintage: 2 500 units



Issue date: 23 January 2020  
Sales period: until 22 January 2023 or while stocks last

Proof



## PRODUCT INFORMATION

### 2020 BABY COIN SET *Brilliant uncirculated with bear medal*



Face value: 8.85 Swiss francs  
Alloy: copper-nickel and aluminium-bronze  
Measurements: 171mm x 106mm x 8mm



Mintage: 6 000 units  
Issue date: 1 January 2020  
Sales period: until 31 December 2022 or while stocks last

Brilliant uncirculated



### 2020 BIRTHDAY COIN SET *Brilliant uncirculated with birthday medal*



Face value: 8.85 Swiss francs  
Alloy: copper-nickel and aluminium-bronze  
Measurements: 171mm x 106mm x 8mm



Mintage: 2 000 units  
Issue date: 1 January 2020  
Sales period: until 31 December 2022 or while stocks last

Brilliant uncirculated





# SWISSMINT NEWS

## Sales start

Sales will start on the day of issue, 23 January 2020, at 8am. The new products will be available at [www.swissmintshop.ch](http://www.swissmintshop.ch) from this time. Alternatively, we can of course accept orders made using the enclosed order form. Please note that in view of the high level of interest expected, we **CANNOT** accept any orders by email or telephone.

## Roger Federer silver coins

Roger Federer silver coins in all qualities can be ordered via our webshop at [www.swissmintshop.ch](http://www.swissmintshop.ch) or using the order form in this issue of **Heads or Tails**. The quantity available has been divided between the two methods of ordering. In order to satisfy as many of our customers as possible, the following quantity restrictions apply per household:

- Proof: 3 units
- Folder: 3 units
- Proof with certificate from the artist: 1 unit

Orders via our webshop are deemed successful if you receive an order confirmation by email. If the demand for the Roger Federer silver coins received using order forms exceeds the number of coins available on the day of issue, they will be allocated by drawing lots.

The 7 May 2020 issue will see another 40,000 Roger Federer coins in uncirculated quality released for sale. Those who are interested in the coin but who have not yet been able to place an order will then have the opportunity to order a coin via our webshop or by completing the order form in the May 2020 issue of **Heads or Tails**. Please note that we **CANNOT** accept any orders by email or telephone. We also cannot consider other pre-orders.

## How are very limited edition products allocated?

Both the following products are highly limited and the following quantity restrictions apply per household:

- Smallest gold coin in the world: 1 unit
- Hare, bimetallic, proof with certificate from the artist: 1 unit

Swissmint does not accept reservations for very limited editions. Small quantities of these special products are destined for sale online via [www.swissmintshop.ch](http://www.swissmintshop.ch). Remaining stock (for orders placed using the form) is distributed by drawing lots. Please note that we **CANNOT** accept any orders by email or telephone.

## Shipping after receipt of payment

Your products will be sent as an insured consignment immediately after your payment reaches our account. Special dispatch requests cannot be accommodated. The delivery time for shipments within Switzerland is approximately 5 to 10 working days due to the expected high order volume, international shipments will take longer.

## Diary – We look forward to meeting you

In the near future, Swissmint will be present with a stand at the following coin fairs::

<b>31 January to 2 February 2020</b>	World Money Fair, Estrel Convention Center, Berlin
<b>8 February 2020</b>	Basel Coin Fair, Congress Center, Basel
<b>23 May 2020</b>	Münzenbörse BERNA, BERNEXPO Convention Centre, Bern

## 2020 Coin programme

<b>1 January 2020</b>	Coin set	2020 birthday coin set
	Coin set	2020 baby coin set
<b>23 January 2020</b>	Bimetallic coin	"Hare" from the Swiss forest animals series
	Silver coin	"Roger Federer"
	Gold coin	"Smallest gold coin in the world"
	Coin set	2020 classic coin set, brilliant uncirculated
	Coin set	2020 classic coin set, proof
<b>7 May 2020</b>	Silver coin	"150 years of the Association of Swiss Firefighters"
	Gold coin	"Roger Federer"
<b>3 September 2020</b>	Silver coin	"Susten Pass" from the Swiss Alpine Passes series
	Silver coin	NRLA – Ceneri 2020
	Coin set	2020 Christmas coin set
	Trial minting	"Roger Federer"

## Visit us on Facebook

Do you want to be kept up to date on what Swissmint is doing? If so, become a Swissmint fan: [www.facebook.com/swissmint](https://www.facebook.com/swissmint).



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Swiss Confederation

Swissmint

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**Subscribers should use this order form exclusively for additional orders.**

## ORDER FORM HEADS OR TAILS 1/2020

K0Q

Item	Item number	Quantity	Price in CHF	Amount in CHF
<b>Roger Federer / 20-franc piece, silver</b>				
Uncirculated	510000494		30.–	
Uncirculated, folder	510000495		40.–	
Proof in presentation case	510000496		60.–	
Proof in presentation case with a certificate from the artist*	510000497		70.–	
<b>Smallest gold coin in the world / 1/4-franc piece, gold</b>				
Special minting in presentation case	510000520		199.–	
<b>Hare (Series "Swiss forest animals") / 10-franc piece, bi-metal</b>				
Uncirculated	510000490		20.–	
Uncirculated, folder	510000491		30.–	
Proof in presentation case	510000492		45.–	
Proof in presentation case with a certificate from the artist*	510000493		55.–	
<b>2020 coin sets</b>				
Classic, brilliant uncirculated	510000510		40.–	
Classic, proof	510000511		85.–	
Baby coin set, brilliant uncirculated	510000509		40.–	
Birthday coin set, brilliant uncirculated	510000508		40.–	
<b>Total amount in CHF:</b>				

\* ☐ I would like a proof coin in presentation case if the one with a certificate from the artist is sold out.

**We make no delivery charges to addresses in Switzerland and Liechtenstein.** For all other countries please see the delivery rates at [www.swissmintshop.ch](http://www.swissmintshop.ch).  
Prices include VAT for products subject to VAT.  
Subject to change without notice. This offer is applicable so long as stocks last.

### Payment method:

Payment in advance (after receipt of the order, you will receive a bill).  
You can order these fine products online and pay for them using your credit card: [www.swissmintshop.ch](http://www.swissmintshop.ch)

☐ Please send me an order form "Subscription".

By signing the order form, I unconditionally accept the Swissmint terms and conditions with which I am familiar ([www.swissmint.ch](http://www.swissmint.ch)).

Date of order/Signature:

Name, first name \_\_\_\_\_

Street or P.O. Box \_\_\_\_\_

Postal code, locality \_\_\_\_\_

Country \_\_\_\_\_



# HEADS OR TAILS

Swissmint's coin magazine

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and Liechtenstein



Schweizerische Eidgenossenschaft  
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Swiss Confederation

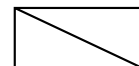
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