



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swissmint

Swiss Confederation

HEADS OR TAILS

Swissmint's coin magazine



EDITORIAL



Dear reader,

After 19 years, the first issue of the new Swissmint customer magazine **"Heads or tails"** is appearing with this issue of **"Swissmint-info"**. What can you expect? The size of the completely redesigned publication with 12 pages is four pages more than it had up to now. This allows us to keep

you even better informed about our new issues. A colour concept with sophisticated, harmoniously coordinated colours supports the new design. **"Heads or tails"** is published three times a year and replaces the current leaflet. The order form will thereby be bigger and more clear.

Concerning our newly designed issues: Martin Luther's publication of the Ninety-five Theses against the selling of indulgences in October 1517 led to one of the greatest upheavals in the modern era. Today, this is considered to be when the Reformation officially started. Its most important representatives in Switzerland were Ulrich Zwingli and John Calvin, who further developed Luther's ideas and adapted them to the local conditions. Portraits of both reformers are to be found on the silver "500 years of Reformation" coin. The stemless gentian signifies the reawakening of the mountain spring. It is considered to be the archetypal Alpine flower and its big, bell-shaped, intense blue flowers make it a popular subject for traditional costumes, souvenirs and advertising. The gentian decorates the second bimetallic coin in the FLORA ALPINA series.

For the New Year, we have good news: **with immediate effect we will no longer be charging postage costs for shipments within Switzerland and the Principality of Liechtenstein.** However, to be able to cover production costs, we have to adjust the prices of a number of products in line with increased expenses. Detailed information about this as well as other news can be found on the last two pages of our magazine.

We hope you enjoy reading this issue and have fun collecting.

A stylized blue ink signature of Marius G. Haldimann.

Marius G. Haldimann
Director

INDEX

Editorial	2
500 years of the Reformation	3
Calvin and Zwingli – the role of the Swiss reformers	
Gentian	6
One of the most beautiful spring messengers of our Alps	
2017 coin sets	8
Collecting, giving, making someone happy	
No more shipping costs	11
New to our range	11
New prices from 2017	11
Volume discount	11
Fairgold	12
New terms and conditions	12
Customer satisfaction	12
Museum Night Bern	12
Agenda	12
Outlook on other issues	12
Imprint	12

500 YEARS OF THE REFORMATION

Calvin and Zwingli – the role of the Swiss reformers

500 years ago, Europe was in the grip of the Reformation which led to cultural, social and political upheaval which still has an impact today. Even in Switzerland due to the action of Ulrich Zwingli and John Calvin, the Reformation became an important catalyst on the road to the modern age, democracy and human rights which is why we want to celebrate the Reformation in a fitting way. Swissmint's commemorative coin highlights the significance of this anniversary.

The anniversary of the Reformation is being feted throughout Europe but it is not Luther's thesis that is being celebrated which according to legend is said to have come into existence in Wittenberg in 1517. It is far more about the Reformation as a movement, whose cultural, social and political potency which still has an impact 500 years later. The main focus is the question of what the Reformation means for today's generation and tomorrow's generation and not revisiting a mystical date in time. The anniversary puts the achievements of the Reformation back to centre stage, it also does not forget about the downside of the Reformation and places itself at the service of ecumenical commitment.

Luther also influenced the Swiss reformer with his writings, amongst which were John Calvin in Geneva and Ulrich Zwingli in Zurich. After Martin Luther, John Calvin is considered to be the most important reformer of his time. His charisma was so great that Calvinism today is one of the most widespread global trends. Luther's influence is reflected in Ulrich Zwingli's work who summarised his Reformation findings in 67 articles. Thanks to Zwingli, the Reformation was brought from Zurich to Bern, Basel and Schaffhausen.

Luther, Calvin and Zwingli, the 16th century reformers planned reforms within the existing church. A split in the church was never intended. The reformers proclaimed a return to the Gospel which should free people from their fears. The conviction that the Holy Scripture itself would bring the revelation and that this would not require an ecclesiastical interpretation was a message of freedom which is still true today. For the time being, it is necessary to put this freedom into operation in sustainable and fair relationships in the economy and the environment and in social and ethical issues.

All men are equal before God – this basic principle of the Reformation did not just have a theological impact but also a socio-political impact. The freedom of the individual also had a strong influence on democratic culture in Switzerland. The modern secular constitutional state under the rule of law and the welfare state were significantly shaped by the Reformation. The Reformation is important for reformists, unbelievers and non-believers which is why an examination of this historical moment is imperative. The Reformation does not belong just to the Reformed Church.

500 years of the Reformation – the events:

The anniversary celebrations "500 years of the Reformation" began in Geneva on 3 November 2016. There will be events, exhibitions, theatre performances and discussion rounds on the topic of "500 years of the Reformation" over several months and throughout Switzerland.





- **Selected high points:** Between 3 November 2016 and 20 May 2017, a storymobile will connect 67 locations in 19 European countries. Eight Swiss reformation towns will be part of this journey which started in Geneva on 3 November 2016 and culminates in the World Reformation Exhibition in Wittenberg.
- **The R-City Guide is available free at the App Store and Google Play:** Ten Swiss cities have the title European Reformation City from the Community of Protestant Churches in Europe (CPCE). Discover the historical heritage of the Reformation with the R-City Guide multimedia app in the following Swiss Reformation cities: Basel, Bern, Chur, Geneva, Illanz, Lausanne, Neuchâtel, St. Gallen, Wildhaus and Zurich. Schaffhausen will follow this year.

R 500 YEARS OF
REFORMATION

think open
act free
believe anew

- **27 February, 15 March and 27 March 2017 / Reformation and democracy:** A series of events of the Federation of Swiss Protestant Churches and the German Embassy in Bern will take place in the Käfigturm Bern political forum. Selected aspects of the impact of the Reformation on politics and society in Switzerland and Germany will be discussed with leading personalities from politics, the church and academia.
- **1 April 2017 / National ecumenical holiday and day of commemoration:** 500 years of the Reformation and 600 years of Niklaus von Flüe: under the motto “together to the centre”, the Reformed Church and the Roman Catholic Church commemorate the time of separation and as a sign of reconciliation celebrate that which unifies Christians.
- **9 May 2017 / Women’s Conference in Bern:** The annual Women’s Conference is devoted to the topic of “Women in the Reformation” in the anniversary year.
- **20 May–10 September 2017 / Swiss pavilion at the World Reformation Exhibition in Wittenberg, Germany:** In Wittenberg, 100 exhibitors from churches, the world of culture, civil society and business will show the impact the Reformation has had up to the present day. Switzerland will be present with an artistic concept in a pavilion designed by the Basel architects Christ & Gantenbein.
- **3–5 November 2017 / “Reform Action” youth festival in Geneva:** The Reformation for the younger generation. A three-day evangelical festival with concerts, workshops and worship for teenagers and young adults from 14 years from all over Switzerland.

Text: Katharina Dunigan; other events can be found at:
www.ref-500.ch

DESIGN: BEN PFÄFFLI



Ben Pfäffli was born in Biel in 1961. After leaving school, he did an apprenticeship as a typesetter with Stämpfli in Bern in 1978, and he then worked for a year in the layout department. In 1983, he joined the printing company Löffler in Sumiswald, where he was head of the typesetting workshop for four years. At the same time, he attended the Technical College for Typographical Composition in Aarau, where he trained to be a typographic designer under Dario Zuffo in less than three years. All of the experience he had gathered was subsequently used in the year he spent at the graphic design studio Gygax in Sumiswald, where he encountered desktop publishing for the first time. In August 1987, he opened his own studio, first in Zollbrück and later in Burgdorf. His field of work includes corporate design, development of logos, POS material, cultural posters and CD covers. Further information is available at www.atelier-ben.ch

PRODUCT INFORMATION

COMMEMORATIVE COIN "500 YEARS OF REFORMATION"



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



Mintage
Uncirculated: 30,000 units, of which
– in a folder: 2,000 units
Proof: 5,000 units, of which
– signed: 200 units (certificate from the artist)

Uncirculated

Design: Ben Pfäffli, Burgdorf
Issue date: 26 January 2017



Proof



Folder



GENTIAN

One of the most beautiful spring messengers of our Alps

Each year, the unique Alpine flora attracts countless visitors to the mountains. The mountain spring is particularly impressive. While the last snowfields gradually melt away, wherever you look plants are blossoming and sprouting. Particularly eye-catching in this display of colour is the deep blue of the gentian. Together with edelweiss and Alpine rose, it is one of the most popular Alpine flowers. The gentian decorates the second bimetallic coin in the three-part FLORA ALPINA series.

Gentian is a plant species from the gentian family (gentianaceae). The 300 to 400 plant species which are found almost all over the world are predominantly indigenous to the temperate climate zones of the northern hemisphere also in the Andes.

Gentian is commonly understood to mean the "stemless gentian", of which there are several sub-species. The most well known are the frequently occurring species Clusius' gentian (*gentiana clusii* or limestone gentian) and Koch's gentian (*gentiana acaulis* or siliceous gentian). Somewhat less well known is the *gentiana alpina* occurring more rarely and mainly in Valais and in southern Switzerland. In contrast to the Clusius' gentian which grows in limestone-rich soil, the Koch's gentian and the *gentiana alpina* need soil with silicate.

The two most widespread short-stemmed bell-shaped gentians, Clusius' gentian and Koch's gentian, are very similar and because of this get muddled up with each other by mountain hikers. However, there is a striking distinctive feature. On the corolla of the Koch's gentian, there are five regularly spaced green stripes which are absent in the Clusius' gentian. The blue in the latter is thereby much more vivid. Watch out for this difference the next time you go hiking.

The stemless gentian is considered to be the archetypal Alpine flower and its early blossoming in the Alpine spring makes it the symbol of life reawakening. Its unique appearance with the oversized, erect bell shape makes it a popular and decorative subject for illustrations in advertising, tourism and fashion. Even on schnapps and medicine bottles, which contain the bitter substances from the roots of the tall great yellow gentian (*gentiana lutea*), on the label it is mostly the blue bloom of the stemless gentian which is depicted.

DESIGN: JENNY LEIBUNDGUT



Jenny Leibundgut was born in Gümligen in 1959. At the start of her occupational training, she took the preliminary course at the Bern School of Design and then completed a diploma with a four-year apprenticeship under the well-known Swiss graphic artist Kurt Wirth in Bern. She won her spurs initially at Gottschalk+Ash in Zurich and later with Stuart Ash in Toronto, Canada. After two years working successfully with the internationally renowned design agency Landor Associates in San Francisco, she returned to Switzerland. Here as a lecturer, she taught specialisation in graphic art for nine years at the Bern School of Design. She has been running her own graphic art workshop in Bern since 1990. Her main fields of work include corporate design, typography, photography, illustration, posters and book and brochure design. Further information is available at leibundgutdesign.ch.

PRODUCT INFORMATION

COMMEMORATIVE COIN "GENTIAN"



Uncirculated



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

Mintage
Uncirculated: 29,000 units, of which
– in coin set: 9,000 units
– in a folder: 2,000 units
Proof: 5,500 units, of which
– signed: 200 units
(certificate from the artist)
– in coin set: 2,500 units

Design: Jenny Leibundgut, Bern
Issue date: 26 January 2017



Folder



Proof



2017 COIN SETS

Collecting, giving, make someone happy!

Coins are contemporary eyewitnesses. What could therefore be more natural than to document important occurrences in life with the help of coins. Coins are enduring and keep the memory alive even beyond our own lives. Proof of this are the finds of coins from Celtic and Roman times and from the Middle Ages which tell us a great deal about those times. It is the durability which accounts for the fascination that coins hold.

With its sets of coins, Swissmint provides you with the opportunity to capture special moments in life: "the coin which was minted in my birth year and shows the year in which I was born", "the coin from the year in which I got married", "the coin which reminds me of a specific birthday, of the birth of my child or the construction of my house". Coin sets can also be used for laying foundation stones, consecrating a church, inaugurating a school, etc.

Annual sets from Swissmint are available in various designs. The traditional version is the classic coin set. It contains a 10-franc non-ferrous metal coin in addition to this year's circulation coins. The appealing design with the colourful slipcase make the sets interesting and not just for collectors. They are also popular as a stylish present or attractive souvenir for tourists. The classic coin set is only available in the "Brilliant uncirculated" and "Proof" categories.

The special coin sets have a more clearly defined target group. The baby coin set is particularly popular. The wearisome issue of what one should give

as a present at the birth of a child and whether the baby clothes actually fit are things of the past. You will always be on the safe side with a baby coin set. The appealing bear medal and the slipcase which can be personalised make this a truly personal gift.

The Christmas coin set which has become a tradition is enjoying increasing popularity. With its festively decorated slipcase and the special Christmas medal it is an exquisite Christmas gift and belongs under every Christmas tree.

Last but not least, our latest product, the birthday coin set. Here an attractive medal with a birthday cake and "happy birthday" motif completes the annual set. The colourful gift slipcase makes it a cherished birthday present which will be well received by all ages.

What is common to all coin sets is that the coins and medals they contain have been struck and packaged with care so that they will provide many years of pleasure.

PRODUCT INFORMATION

2017 CLASSIC COIN SET *Brilliant uncirculated with bimetallic coin "Gentian"*



Face value: 18.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Measurements: 171 mm x 106 mm x 8 mm
Mintage: 9,000 units
Issue date: 26 January 2017



Brilliant uncirculated



2017 CLASSIC COIN SET *Proof with bimetallic coin "Gentian"*



Face value: 18.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Measurements: 171 mm x 106 mm x 8 mm
Mintage: 2,500 units
Issue date: 26 January 2017



Proof



PRODUCT INFORMATION

2017 BABY COIN SET *Brilliant uncirculated with bear medal*



Face value: 8.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Measurements: 171 mm x 106 mm x 8 mm
Mintage: 10,000 units
Issue date: 1 January 2017



Brilliant uncirculated



2017 BIRTHDAY COIN SET *Brilliant uncirculated with birthday medal*



Face value: 8.85 Swiss francs
Alloy: copper-nickel and aluminium-bronze
Measurements: 171 mm x 106 mm x 8 mm
Mintage: 3,000 units
Issue date: 1 January 2017



Brilliant uncirculated



SWISSMINT-NEWS

No charge for postage and packing

A positive message for the New Year! With immediate effect you save CHF 9.90 per delivery. Swissmint will no longer charge for postage costs with immediate effect for orders with a delivery address in Switzerland or Liechtenstein. This means that the cost of postage and packing, regardless of the order amount, will be fully covered by Swissmint.

NEW TO OUR RANGE

► Birthday coin set

If you are looking for a brilliant idea for a birthday present, we have the solution for you. As a complement to the popular baby coin set, with immediate effect you can also give your loved ones the birthday coin set. Along with all of the circulation coins for the current year, it also contains an attractive medal with a birthday cake on the obverse side and the text "happy birthday" on the reverse side. The case is in the form of a small package with a bow.

► Uncirculated commemorative coin now also in a folder

After the special limited editions on the opening of the Gotthard Base Tunnel and the Swiss Wrestling and Alpine Games Festival in Estavayer, the coin range is to be unrestrictedly extended. Each uncirculated coin can now also be ordered in the illustrated folder. The colour folder in CD format contains the uncirculated bimetal and silver coin and provides additional information on the topic of coins. Convenient for storage and ideal for anyone who later just wants to get additional information. The folder is also available via subscription.

► Commemorative coins of Proof quality with the original signature of the artist

A new special feature is available from this issue. Proof coins with numbered certificate of authenticity is also available now in addition with the original signature of the artist. This edition is restricted to 200 units per coin. A low number of certificates is guaranteed.

New prices from 2017

When it is a question of the quality of Swiss commemorative coins, Swissmint does not compromise. From our suppliers we demand the best raw materials at the best prices. Together with our longstanding know-how, each year we succeed in manufacturing a small but fine range of coins in immaculate minting craftsmanship which is recognised far beyond our national borders. And we want to keep it that way.

Price adjustments of our suppliers in the last few years, and the changed market situation in general force us to adjust the sales prices of different products. Only in this way can we continue to cover the cost of production.

Product	Retail price
10-franc bimetal coin, <i>uncirculated</i>	CHF 20
10-franc bimetal coin, <i>uncirculated, in folder</i>	CHF 30
10-franc bimetal coin, <i>Proof</i>	CHF 45
10-franc bimetal coin, <i>Proof, with artist certificate</i>	CHF 55
20-franc silver coin, <i>uncirculated</i>	CHF 30
20-franc silver coin, <i>uncirculated, in folder</i>	CHF 40
20-franc silver coin, <i>Proof</i>	CHF 60
20-franc silver coin, <i>Proof, with artist certificate</i>	CHF 70
50-franc gold coin, <i>Proof</i>	CHF 580, unchanged
Coin sets, <i>brilliant uncirculated</i>	CHF 40
Coin set, <i>Proof</i>	CHF 85, unchanged

Volume discount

As from this year you benefit from a volume discount in the case of certain products. For coin sets and coins in the "Proof" quality and depending on the alloy and quantity ordered, with immediate effect you will receive up to CHF 30 discount per unit.

Product/quality	Minimum purchase	Discount per unit
Proof bimetal*	From 10 units	CHF 5
Proof silver*	From 10 units	CHF 5
Proof gold*	From 5 units	CHF 30
Coin sets	From 10 units	CHF 10

* no volume discount on Proof with artist certificate

Fairtrade gold

Fairtrade works to ensure the protection of people and the environment in small-scale business mining. The fairtrade conditions ensure that the mine workers, their families and communities can sustainably improve their situation under their own steam. With the fairtrade code, the gold is fully traceable back to the mine. Our gold rounds supplier supports these standards. In spite of higher purchasing costs for the raw material, we will forego a price rise.

New terms and conditions

Swissmint's general terms and conditions (GTC) for the purchase of coins and numismatic products form an integral part of individual orders and standing orders. By submitting an order, the client thereby agrees to the content of the terms and conditions.

Swissmint amended its GTC as of 1 January 2017. The new version is available at www.swissmint.ch or can be ordered by telephone (tel. +41 58 4 800 800) or by email (info@swissmint.ch).

Customer satisfaction

The evaluation of last year's representative customer survey indicates a very positive result. You gave Swissmint 86 out of a total of 100 possible points, this was up 2 points compared to 2014. The great number of positive responses help us to continually make improvements. Your trust and assistance are greatly appreciated.



Museum Night Bern 2017

This year's 2017 Museum Night in the Swiss Federal Archives is dominated by money. As a neighbour of the Swiss Federal Archives, Swissmint, where the hard core of our money is produced, cannot be overlooked. Historical and current pictures from Swissmint and exhibits from our collection enrich the tour. We look forward to your visit.

Friday, 17 March 2017, 6 p.m. to 2 a.m., Swiss Federal Archives, Archivstrasse 24, Bern. More information at www.museumsnacht-bern.ch.

Agenda

This year, Swissmint will be present with a stand at the following coin fairs:

28 and 29 January 2017	Basel Coin Fair, Congress Center, Basel
3 to 5 February 2017	World Money Fair, Estrel Convention Center, Berlin
4 and 5 March 2017	Numismata Munich, MOC Veranstaltungszentrum, Munich
6 May 2017	Münzenbörse Berna, Kulturcasino, Bern
16 and 17 September 2017	The Stuttgart Coin Fair, Hanns-Martin-Schleyer- Halle, Stuttgart
28 and 29 October 2017	Internationale Münzen- messe Zürich, Swissôtel, Zurich-Oerlikon

Outlook on other issues

4 May 2017	Silver coin "Steamboat Uri" Silver coin "Yodelling"
14 September 2017	Gold coin "Saint Bernard Barry" Christmas coin set 2017 Trial minting of the "Yodelling" commemorative coin



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Swissmint



Published by

Federal Mint
Swissmint
Bernstrasse 28
CH-3003 Bern
Tel. +41 58 4 800 800
Fax +41 58 462 60 07
www.swissmint.ch
www.swissmintshop.ch
www.facebook.com/swissmint

Distribution:

FOBL, Federal Office for Buildings
and Logistics, CH-3003 Bern
www.bundespublikationen.admin.ch
No 603.000.17/1.eng