



# Product Release Sales Plan

## STAR WARS THE FORCE AWAKENS SERIES 2 Trading Cards



OCTOBER 2015



# Star Wars 'The Force Awakens' Series 2 will tell the complete story of the 7<sup>th</sup> film of the Star Wars saga.

## Star Wars: The Force Awakens Series 1 (154 total cards)

- (100) **Base Cards** telling the story of 'Star Wars: The Force Awakens.'
- (54) **Insert Cards** including:
  - (18) **Character Bios**
  - (9) **Stickers**
  - (9) **Aliens Identification Guide**
  - (9) **Character Journeys**
  - (9) **Concept Art**

## 6 Parallels add chase and depth to the base set

- Lightsaber Green (1 per pack)
- Lightsaber Blue (1:2 packs)
- Lightsaber Purple (1:4 packs)
- Holofoil (1:12 packs) \*New vs. TFA Series 1\*
- Gold (numbered to 100) [HOBBY ONLY]
- Platinum (numbered to 1) [HOBBY ONLY]



# Star Wars 'The Force Awakens' Series 2 will include great hits for the engaged collector!

Star Wars 'Journey To The Force Awakens' Series 2 is loaded with Hits!

## Hits add value for collectors

- Autographs
  - Base Autograph
  - Lightsaber Purple Parallel (50) [HOBBY ONLY]
  - Holofoil Parallel (25) [HOBBY ONLY] \*New Vs. TFA Series 1\*
  - Gold Parallel (10) [HOBBY ONLY]
  - Platinum Parallel (1) [HOBBY ONLY]
- Dual Autographs [HOBBY ONLY]
  - 3 Subjects x 3 each
- Triple Autographs [HOBBY ONLY]
  - 2 Subjects x 3 each
- Sketch Cards
- Medallion Cards – 36 total
  - Bronze, Silver, Gold and Platinum parallel
- Printing Plates
  - Base Printing Plates
  - Signed Printing Plates



# 100 Base Cards feature storyline from 'Star Wars: The Force Awakens' on full bleed designs.

100 Base Cards + 6 Parallels



There are 6 parallels in Topps Star Wars The Force Awakens Series 1:

- Lightsaber Green (1 per pack)
- Lightsaber Blue (1:2 packs)
- Lightsaber Purple (1:4 packs)
- Holofoil (1:12 packs)
- Gold (# to 50) (Hobby Only)
- Platinum (# to 1) (Hobby Only)

**FPO - All TFA Images embargoed until release**



# Star Wars: The Force Awakens Series 1 has 5 different insert sets for collectors to chase.

## Character Bios:

featuring characters from Star Wars: The Force Awakens

## Stickers:

featuring characters from Star Wars: The Force Awakens

## Alien Identification Guide:

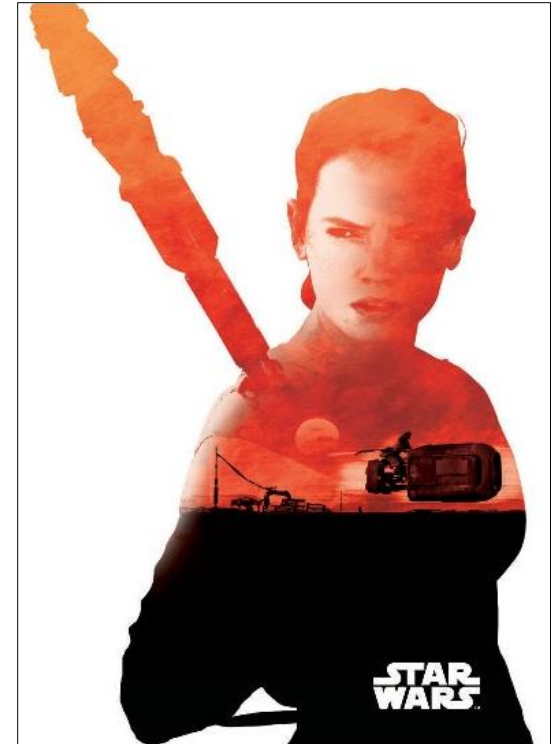
featuring new alien species

## Character Journeys:

profiling important characters from the film

## Concept Art:

featuring artwork used to create the film



**FPO - All TFA Images  
embargoed until release**



# Star Wars: The Force Awakens Series 2 has a wide variety of hits to collect!

**Base Autographs:** from the stars of the film

**Lightsaber Purple Autograph Parallels:** autograph parallel numbered to 50 [HOBBY ONLY]

**Holofoil Autograph Parallels:** autograph parallel numbered to 25 [HOBBY ONLY]

**Gold Autograph Parallels:** autograph parallel numbered to 10 [HOBBY ONLY]

**Imperial Guard Red Autograph Parallels:** 1:1 actor autographs [HOBBY ONLY]

**Dual Autographs – 3 subjects**

**Triple Autographs – 2 subjects**

**Quad Book Autograph – 1 subject**

**Medallion Cards – 36 subjects**

Bronze, Silver, Gold and Platinum parallel

**Sketch Cards**

**Printing Plates**

**Autographed Printing Plates**



# Product Content

- In Store: 03/09/2016

## Skus

SKU	SRP
Hobby Single Pack (8 cards per pack)	\$3.99
Hobby Box (24 packs per box)	\$95.99

