

PANINI

PANINI AMERICA, INC.

PANINI

F O O T B A L L



2017 NFL TRADING CARDS



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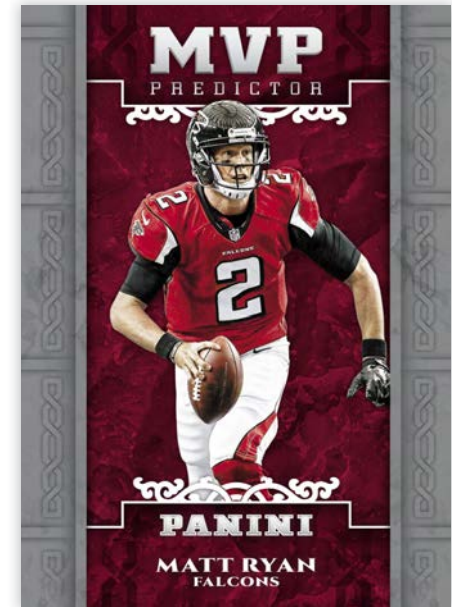
**KNIGHTS OF THE ROUND DIE-CUTS**

Collect all 30 of the Knights of the Round Die-Cuts which fall at one per case, on average!



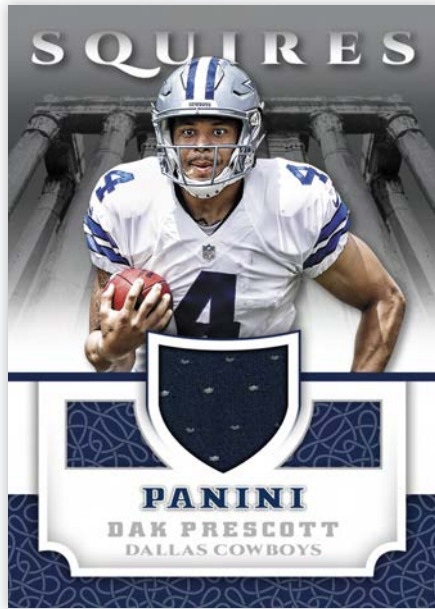
**ROOKIES**

From college to the pros, look for rookies from the 2017 NFL draft representing their new colors! Find retail exclusive Sacrifice die-cuts with base versions #’d/399 and rookies #’d/199!



**MVP PREDICTOR**

Pull rare predictor cards for MVP, Offensive Player of the Year, and Offensive Rookie of the Year for a chance to win an exclusive set of Panini trading cards! Look for gold parallels (#’d/10) and black parallels (#’d/1)!



SQUIRES JERSEYS

Chase down the first memorabilia cards of the 2017 NFL Rookie class with their pro teams! Find prime parallels #’d/25!



ROOKIE CALLIGRAPHY

Find autographed inserts of the top 2017 Rookies in Rookie Calligraphy, Heir to the Throne Signatures, and First Impressions!



FIRST IMPRESSIONS

## RETAIL CONFIGURATION

- **10 CARDS** PER PACK
- **24 PACKS** PER BOX
- **20 BOXES** PER CASE

## BOX BREAK

1 AUTOGRAPH OR MEMORABILIA  
CARD PER BOX ON AVERAGE

## SELLING POINTS

- Look for 1 autograph or memorabilia card per box on average, plus a myriad of rookie cards, parallels, and inserts!
- Find the first memorabilia cards of the 2017 rookie class with their pro teams!
- Collect the rare predictor cards for MVP, Offensive Player of the Year, and Offensive Rookie of the Year, for a chance to win an exclusive set of Panini trading cards!
- Chase the retail-exclusive Sacrifice die-cuts featuring the past, present and future of the NFL, find base versions #’d/399 and rookies #’d/199!
- Pull 2017 rookie autographed inserts in First Impressions, Rookie Calligraphy, and Heir to the Throne Signatures!



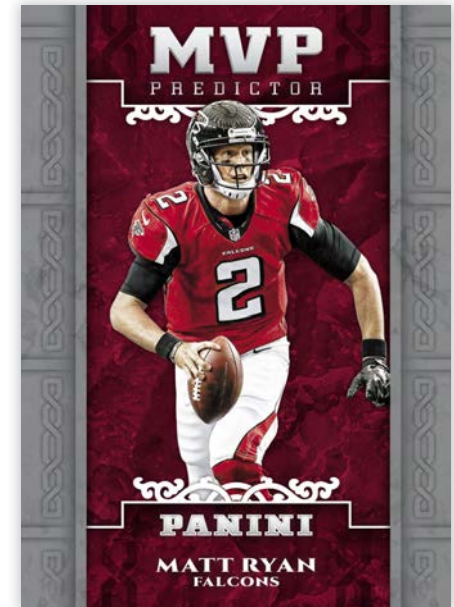
**KNIGHTS OF THE ROUND DIE-CUTS**

Collect all 30 of the Knights of the Round Die-Cuts which fall at one per case, on average!



**ROOKIES**

From college to the pros, look for rookies from the 2017 NFL draft representing their new colors! Find Fat-Pack exclusive Chivalry parallels with base versions #’d/399 and rookies #’d/199!



**MVP PREDICTOR**

Pull rare predictor cards for MVP, Offensive Player of the Year, and Offensive Rookie of the Year for a chance to win an exclusive set of Panini trading cards! Look for gold parallels (#’d/10) and black parallels (#’d/1)!



LEGENDS OF THE SHIELD



ACCOLADES



KICK SQUAD

Find 24 inserts per box on average featuring greats of the NFL in Legends of the Shield, Accolades and Kick Squad!

## FAT PACK CONFIGURATION

- **20 CARDS** PER PACK
- **12 PACKS** PER BOX
- **20 BOXES** PER CASE

## BOX BREAK

24 ROOKIES, 24 INSERTS AND  
24 PARALLELS PER BOX ON AVERAGE.

## SELLING POINTS

- Look for 2 rookie cards, 2 parallels and 2 inserts per fat pack on average!
- Find the new 2017 rookie class featured in their pro uniforms!
- Collect the rare predictor cards for MVP, Offensive Player of the Year, and Offensive Rookie of the Year, for a chance to win an exclusive set of Panini trading cards!
- Chase the Fat Pack-exclusive Chivalry parallel featuring the past, present and future of the NFL, find base versions #’d/399 and rookies #’d/199!
- Collect the rare predictor cards for MVP, Offensive Player of the Year and Offensive Rookie of the Year, for a chance to win an exclusive set of Panini trading cards!



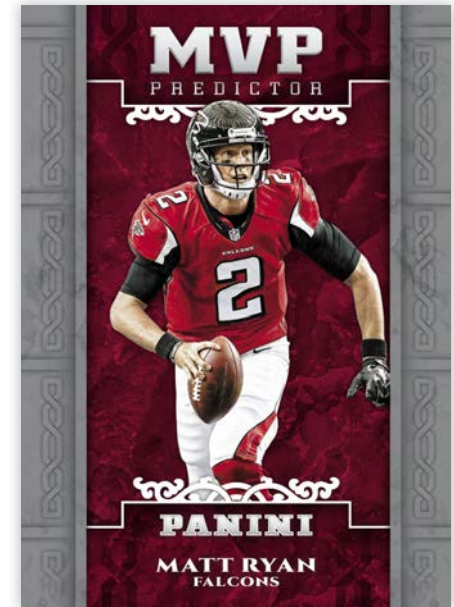
**KNIGHTS OF THE ROUND DIE-CUTS**

Collect all 30 of the Knights of the Round Die-Cuts which fall at one per case, on average!



**ROOKIES**

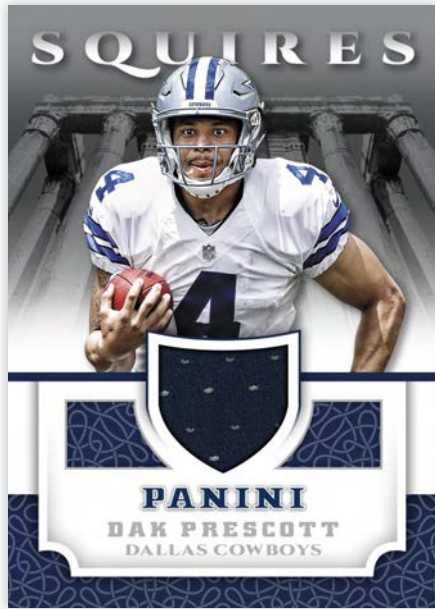
From college to the pros, look for rookies from the 2017 NFL draft representing their new colors! Find blaster-exclusive Bravery parallels #’d/199!



**MVP PREDICTOR**

Pull rare predictor cards for MVP, Offensive Player of the Year, and Offensive Rookie of the Year for a chance to win an exclusive set of Panini trading cards! Look for gold parallels (#’d/10) and black parallels (#’d/1)!





SQUIRES JERSEYS

Chase down the first memorabilia cards of the 2017 NFL Rookie class with their pro teams! Find prime parallels #’d/25!



ROOKIE CALLIGRAPHY

Find autographed inserts of the top 2017 Rookies in Rookie Calligraphy, Heir to the Throne Signatures, and First Impressions!



FIRST IMPRESSIONS

## BLASTER CONFIGURATION

- **8 CARDS** PER PACK
- **11 PACKS** PER BOX
- **20 BOXES** PER CASE

## BOX BREAK

1 AUTOGRAPH OR MEMORABILIA  
CARD PER BOX ON AVERAGE

## SELLING POINTS

- Look for 1 autograph or memorabilia card per box on average as well as 11 Rookies and 11 Inserts or Parallels!
- Find the first memorabilia cards of the 2017 rookie class with their pro teams!
- Pull 2017 rookie autographed inserts in First Impressions, Rookie Calligraphy, and Heir to the Throne Signatures!
- Chase the blaster-exclusive Bravery parallels featuring the past, present and future of the NFL, find base versions #’d/399 and rookies #’d/199!
- Collect the rare predictor cards for MVP, Offensive Player of the Year, and Offensive Rookie of the Year, for a chance to win an exclusive set of Panini trading cards!