

THE UPPER DECK COMPANY

Johnathon Toews



2016-17 HOCKEY

EVERY PACK IS A HIT!



All Content is subject to change. Card images are solely for the purpose of design display



PRODUCT HIGHLIGHTS



- NEW CONFIGURATION -

SPx has been completely overhauled to deliver a super-premium product at a fraction of the cost per pack!

THE ALL-NEW CONFIGURATION DELIVERS FOUR 1-CARD PACKS PER BOX

Featuring at least one Autograph, one Memorabilia and one Technology card in every 4-pack box.

In addition every box will receive a fourth hit being either an Autograph, Memorabilia or Technology Card!

2016-17 SPx will feature an all-new wave of top rookies in a dynamic fashion!

Find a wide selection of autographed cards including Auto-Patch cards from the finest active and retired stars the NHL has to offer!

- - C o n f i g u r a t i o n - -

1 Card Per Pack - 4 Packs Per Box

10 Boxes Per Inner Shipper



Base Set



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Shadow Box Rookies



2016-17 SPx will feature an all-new wave of top rookies in a dynamic fashion

Featuring

Base

#'d to 299

Red Material

#'d to 249

Blue Autograph

#'d to 199

Gold Auto-Patch

#'d to 99



Shadow Box Rookie – Gold Auto-Patch Parallel



Shadow Box Rookie – Blue Autograph Parallel



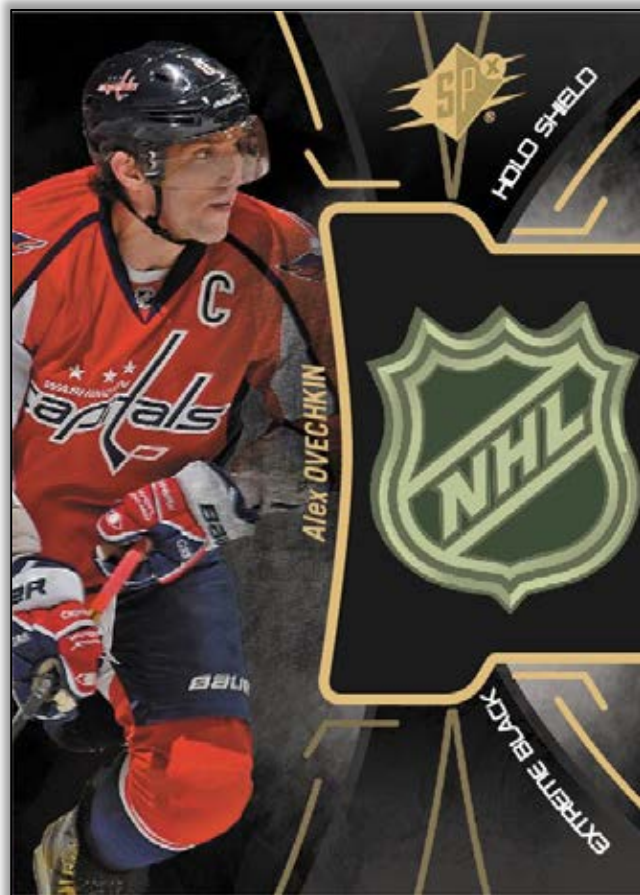
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Extreme Black Holo Shield



Look for mind-bending Extreme Black Holo Shield cards featuring truly 3-D holographic NHL Shield Logos!

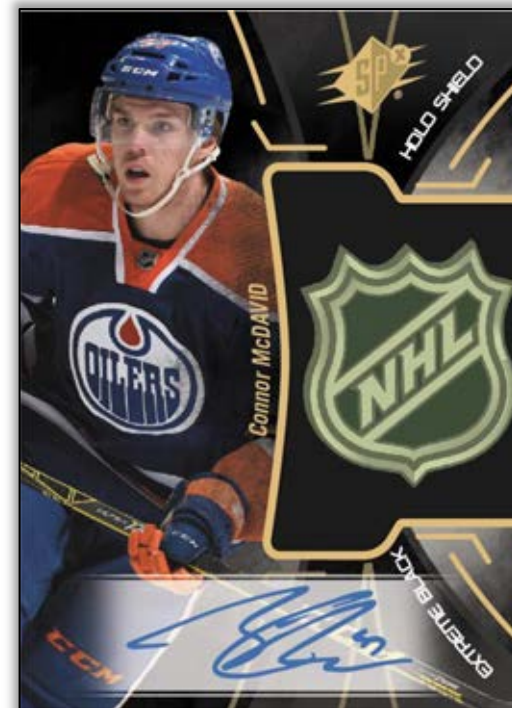


Black Holo Shield – Stars

HOBBY EXCLUSIVE! Find Autograph versions of the NHL's top Stars, Legends & Rookies in this spectacle of an insert!



Black Holo Shield – Rookie Autograph



Black Holo Shield – Stars Autograph



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Memorabilia HITS



Rookies Orange Patch Parallel



Be on the lookout for SPx Rookies inserts delivering a slew of new stars, including jersey, patch, auto-patch and auto-tag versions to chase!

Grab all new memorabilia inserts including Extravagant Materials, Double XL Materials and Ice Shredders featuring a wide array of premium material parallels!



Ice Shredders – Premium Black Parallel



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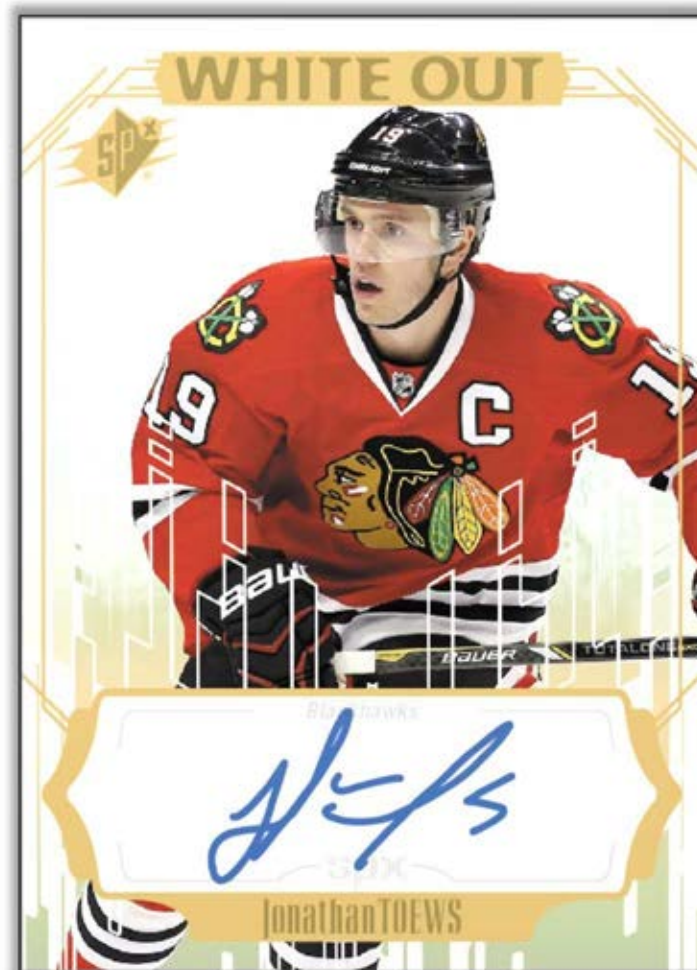
Autograph Hits



Find a wide selection of autographed cards from the finest active and retired stars the NHL has to offer!



Impressions Autograph Black Parallel



White Out Autograph



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