



2016-17

HOCKEY

# ULTIMATE

COLLECTION

THE UPPER DECK COMPANY

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# PRODUCT HIGHLIGHTS

**Reconfigured with a lower box price, but still delivering the huge hits collectors have to come to love with Ultimate Collection**

**Each pack will contain 3 premium hits with one hit guaranteed to be a Rookie Autograph #’d to 299 or less *on average***

**Look for one or more Rookie Autograph or Rookie Autograph Material #’d to 49 or less per inner case *on average***

**Look for a slew of high-end memorabilia inserts including signed versions and premium material parallels including:**  
*Ultimate Performers, Numeric Excellence, Keystone Fabrics and Signature Laureates*

## **-- BOX BREAK --**

*on average*

- 1 Hard Signed Rookie Autograph**
- 1 Additional Autograph or Premium Material Card**
- 1 Jersey Card**
- 1 #’d Base or Ultimate Introduction Card**

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

**4 Cards Per Pack – 1 Packs Per Box – 8 Boxes Per Inner**



Ultimate Introductions



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





# Ultimate Rookies

Grab this year's top Rookies  
in the updated Ultimate  
Rookies design  
Featuring Jersey, Autograph,  
Auto Patch & Auto Shield



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# Ultimate Rookies Autograph Shield

**Autographed Rookie Shields, featuring arguably the biggest hits for this year's crop of super rookies**



Ultimate Rookies Auto Shield



**Collectors will go crazy for the 2006-07 throwback Retro Rookie cards.**

*Featuring Jersey, Autographs, Autographed Patch and Autographed Shield Variations*



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# New Inserts

Look for a slew of high-end memorabilia inserts including signed versions and premium material parallels from inserts like:  
*Ultimate Performers, Numeric Excellence, Keystone Fabrics and Signature Laureates*

