TOM BRADY

PANINI AMERICA, INC.

PANINI

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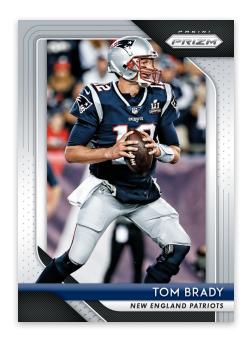
## HOBBY

## **PRIZM** FOOTBALL

2018 NFL TRADING CARDS







#### **BASE**

Chase a 200-card base set with loads of parallels.

The parallels include:
Prizm, Hyper (#'d /275), Orange (#'d /249), Light Blue (#'d /199), Red Wave (#'d /149), Blue Scope (#'d /99),
Green Crystals (#'d /75), Purple Power (#'d /49),
Camo (#'d /25), Gold (#'d /10), Gold Vinyl (#'d /5),
and Black Finite (#d 1/1)



#### **ROOKIE PRIZM**

Hunt for 100 of the top rookies the NFL has to offer with the always popular Silver Prizm Rookie Cards.

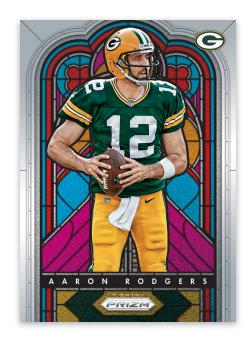
The parallels for the rookies include:
Prizm, Hyper (#'d /275), Orange (#'d /249), Light Blue (#'d /199), Red Wave (#'d /149), Blue Scope (#'d /99), Green Crystals (#'d /75), Purple Power (#'d /49), Camo (#'d /25), Gold (#'d /10), Gold Vinyl (#'d /5), and Black Finite (#d 1/1)



#### **ROOKIE PRIZM LIGHT BLUE DIE-CUT**

Returning to 2018 Prizm are die-cut parallels of the base and rookie cards, look for Light Blue and Orange versions exclusive to the Hobby.









#### **STAINED GLASS**

Look for the always-popular Stained Glass inserts, which feature a colorful design and a star studded checklist. Hunt for Gold Mojo #'d/10 and Black Finite 1-of-1 parallels!

#### **HYPE GOLD MOJO**

2018 Prizm is loaded with inserts all of which parallel to Gold Mojo (#'d /10) and Black Finite (#'d 1/1).

#### **APEX BLACK FINITE**

Hunt for new inserts in 2018, including Apex, Grit, 2018 HOF Tribute and Trifecta.





#### **ROOKIE PATCH AUTOGRAPHS PRIZM**

Look for the limited Rookie Patch Autographs (max #'d /99) of only the top drafted rookies which parallel to Purple Power (max #'d /50),
Gold (#'d /10) and Black Finite (#'d 1/1).
Find 1 RPA per case, on average!



#### **ROOKIE AUTOGRAPHS**

Look for a deep Rookie Autograph checklist, which parallels to Red Wave (max #'d /199), Blue Scope (max #'d /99), Green Crystals (max #'d /75), Purple Power (max #'d /49), Camo (max #'d /25), Gold (max #'d /10), Gold Vinyl (max #'d /5) and Black Finite (#1/1).



#### **ROOKIE AUTOGRAPHS GOLD**

Find the always-popular Gold parallels which are limited to only 10 copies.



### HOBBY CONFIGURATION

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

#### **BOX BREAK**

3 AUTOS, 9 #'D PRIZM, 24 ROOKIES, 4
INSERTS, AND 1 BASE OR
ROOKIE PRIZM PER BOX ON AVERAGE.

#### **SELLING POINTS**

- Chase one of the most popular opti-chrome products of the year with Prizm football, which features a checklist that includes 200 base and 100 rookies.
- Pull 3 autographs, 9 #'d Prizms, 24 Rookies, 4 Inserts and 1 Base or Rookie Prizm per box on average.
- Only found in the Hobby boxes chase the always popular Rookie Patch Autographs Prizms! Hunt for the Purple Power parallel #'d/50 or less, Gold #'d/10, and 1/1 Black Finite! Look for 1 RPA per case, on average!
- Chase tons of new inserts to Prizm, including Trifecta, 2018 HOF Tribute,
   Grit and Apex along with Rookie Introductions, Instant Impact, Hype,
   and Illumination!

