

## **2004 Panini Set of 390**

### **2004 Panini Set of 390 (loose stickers)**

#### **4 Key Rookie (RC) Stickers**

Daniel Sedin, Pavel Datsyuk, Marc-Andre Fleury & Eric Staal.

#### **Sticker History**

The 2004 NHL Panini stickers collection was marketed mainly to the North American market and were primarily sold out of the Province of Quebec. This series has stats from the 2002-2003 season, so in reality, it was made to celebrate the 2002-2003 NHL season that was. For simplicity sake, this series is called the 2004 collection. A group called Press-Option Inc. had the exclusive rights to run a Panini Canada (panini.ca) website at the time. This website allowed you to order missing stickers and order packs and albums directly from the site. This site claimed that these stickers were available all over the country, however, this was definitely not the case. I happened to run across some packs being sold at a Safeway but that was the extent of being “available everywhere”. Their poor marketing and customer service led to their demise as the website is no longer active. Panini S.p.A. Modena now has full control of all new sticker sales. This set of 390 was the largest set of Panini NHL stickers in the past 16 years since 1988. In early 2009 I was I sourced out some albums, singles and boxes from this series. This was after 4 years of actively trying, so these are not plentiful by any means. This set is difficult to assemble because it was not sent out to wholesalers in the North American market and had to be obtained from dealers who happened to order

the product when it first came out in 2004. Check out the amazing rookie stickers from this set as this was the 1st year Panini produced stickers since 2000.

### **Sticker Facts**

The size of each full sticker is 5.4 cm X 7.6 cm (2.13 in X 3 in). There were 50 packages in each wax box which originally retailed for \$.69 a pack. Each package contained 5 stickers. The minimum number of packages needed to make a full set (assuming absolutely no doubles) is 78. Taking 78 packages to get enough stickers just to reach 390 makes this tied with the 2005-06 set as the “most minimum packages needed to make a complete set”. The original album (\$2.49 USD) cover featured Saku Koivu, Todd Bertuzzi, Ed Belfour, Mario Lemieux, Ryan Smyth, Jason Spezza and Jarome Iginla. The 2003-04 Stanley Cup winners were the Tampa Bay Lightning with Brad Richards winning the Conn Smythe Trophy as playoffs MVP. The 2004-05 season featured no Stanley Cup winner or Conn Smythe Trophy winner.

### **Season Facts**

The first ever NHL outdoor game is played in Edmonton, Alberta at Commonwealth Stadium on November 22nd, 2003. This game would be forever known as the Heritage Classic bringing old players out for some shinny and pitting the Edmonton Oilers versus the Montreal Canadiens. Scott Niedermayer skates away with his first career Norris Trophy. Martin St.Louis accepts both the Hart Trophy and Lester B. Pearson Award for being named the league MVP by the league and by his peers. Andrew Raycroft won the Calder Trophy for Rookie of the Year.

### **Expansion Notes**

No expansion notes.