

## **2006-07 Panini Set of 360**

### **2006-07 Panini Set of 360 (loose stickers)**

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

Alexander Steen, Cam Ward, Derek Roy and Brad Boyes

#### **Sticker History**

The 2006-2007 NHL Panini stickers collection was marketed mainly to the North American market and were primarily sold out of the Province of Quebec. When you open up the album from this series, it features stats from the 2005-2006 NHL season. This set features players in their 2006-2007 uniforms but this set was made for the 2006-2007 NHL season. The Owner's Lockout put these sticker years out of whack, which results in there being no 2007 NHL Panini set. The unique situation here is that the 2005-2006 NHL season is sort of celebrated twice with both the 2005-2006 and 2006-2007 Panini collections having their arguments as to which series represents 2005-2006. Panini released the product a few months into the 2006-07 NHL season with pictures of players in their 2006-07 uniforms. There was no Yzerman, Hull or Lemieux which to me indicates that it is for the 2006-2007 season. 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 did not see these packs sold anywhere. Their poor marketing and customer service led to their demise as the website is no longer active. I sent them a letter to get some

missing stickers and it was sent back as “address unknown”. Panini S.p.A. Modena now has full control of all new sticker sales in all countries. This set of 360 was 30 stickers smaller than in the last 2 years. This set is difficult to assemble because a lot of collectors did not know where to find the stickers. I have sourced out some albums, boxes, singles and sets from this series. Check out the amazing new crop of rookie stickers from this set where the “old guard” from the 1980’s was officially done.

### **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 72. The original album (\$2.49 USD) cover featured Sidney Crosby, Alexander Ovechkin, Eric Saal and Jaromir Jagr. The Stanley Cup winners were the Anaheim Ducks with Scott Niedermayer winning the Conn Smythe Trophy as playoffs MVP.

### **Season Facts**

Brendan Shanahan becomes the 15th player to join the 600 goal club, while Joe Sakic becomes the 17th player to join the 600 goal club. Mats Sundin, Teemu Selanne, Peter Bondra and Mark Recchi all join the 500 goal club. Vincent Lecavalier wins the Rocket Richard Trophy with 52 goals. Chris Chelios won the 1st ever Mark Messier Leadership Award.

### **Expansion Notes**

No expansion notes.