

2019-20 Topps “Now” Set of 217 + 23 Gold Insert stickers

**2019-20 Topps Set of 217 (loose
stickers) + 23 Gold Insert stickers**

4 Key Rookie (RC) Stickers

Kaapo Kakko, Jack Hughes, Cale Makar,
Quinn Hughes.

Sticker History from 2019-20 Topps “Now”

This is the first time the NHL had a “Now” sticker set done on them. The idea was to make stickers by the week and highlight the accomplishments “as they happen” for the 2019-20 NHL season. This is a First Edition sticker set which had never been done before.

Nine stickers were produced per week in cellophane packs. You could order them directly from Topps.com for a one week

window, then they would be “sold out” at Topps.com. After about a week of being sold out, Topps.com would then announce the “print run” for each week and then after, show that week in their “archives”. A novel idea as this would add some true collectability to these as a more “limited” sticker product.

Every third week, starting with week 3, Topps would insert a “Chase” sticker which was of either a rookie or top NHL player. These “Chase” stickers were an actual part of the album and there were places in the album for them to be housed. Chase stickers were advertised as a 1 in every 3 packs distribution.

Every week, and not announced or advertised anywhere on topps.com, they inserted a “Gold” parallel of one of the 9 stickers from each week. Simply going by experience and other dealers sample sizes, it seems that the “Gold” parallels were inserted at a rate of 1 in every 10 packs.

Something to note here, we personally got into this product in week 7 and thus did not experience receiving product directly from

topps.com from week 1. For whatever reason, it seemed the Kaapo Kakko “Gold” parallel (5G) from week 1 is not as readily available as the 1 in 10 ratio would suggest it should be.

Based on the print run from week 1, there SHOULD be about 149 of these printed. As of May 12, 2020, there is ONLY one listed on ebay.com for \$500 USD. I am not sure if this “Gold” parallel was something that was inserted on a whim in week 1 in lesser quantities, but there is no official place to put these stickers in the 2019-20 Topps Now Album. These “Gold” parallel stickers will be considered an “Insert” and not part of the regular set. More information will come out about these as time goes on I am sure.

A total of 23 weeks were produced before Covid-19 took over and shut down the NHL season.

Therefore, 207 regular stickers out of 315 planned for in the album were actually produced (108 regular stickers not produced from #s 208-315).

7 Chase stickers out of 9 planned for were actually produced (2 Chase stickers were not produced for weeks 24 and 27).

23 Gold Insert stickers were actually produced (12 Gold Insert stickers were not produced from week 24 to end of Stanley Cup Final).

Another unique promotion topps.com had was that IF you (as a buyer) purchased every week from weeks 1 to 18 (you couldn't miss a week) you would receive a "Special" 3 sticker package commemorating the 2020 All Star Game. You COULD NOT buy these from topps.com, you could only get them if you purchased these packs for 18 consecutive weeks. Considering if you spent \$100 a week for 18 weeks on this product, you'd have spent \$1800 to get these "Special" 3 sticker packs will make these quite desirable and collectible.

These "Special" 3 sticker packs are extremely collectible and they ARE included with spots to house them in the 2019-20 Topps Now album. Topps.com did not announce the distribution of these particular packs, but with observing and getting anecdotal information

from dealers, there are “very few” of these that were actually made.

Considering that the price per pack is about \$10 including shipping, realistically, it would take you about 30 perfect packs (plus 1 bonus pack) in order to make a complete set. With a few doubles, because the weeks that there was a “Chase” pack, you’d also need to find the “Gold” package as well. There was only one rare instance where I pulled a “Chase” AND “Gold” from the same package.

Assuming you were able to grab these packs for market price, your cost would be about \$360-\$420 for the album set and another \$700-\$900 for the 22 of 23 “Gold” Inserts. The above number of \$700-\$900 does NOT take into account the currently elusive Kakko 5G “Gold” Insert.

Topps.com and their reps at the National Sports Card Expo in November of 2019, made it clear that the company DOES NOT provide an opportunity to order missing stickers (as Panini did). They recommended the secondary market or opening more packs as

the only way to complete your set. It is more fun opening packs anyway.

This 2019-20 year celebrates the re-birth of Topps into the hockey stickers market. Last seen briefly in 2003 and then before that, in 1999 and 1997 making NHL sticker re-useable decal sheets, then Topps insert stickers (in hockey card packs) from 1985 to 1989, then from 1982 and 1983 (Topps made NHL packs of stickers and accompanying album) as they are doing again today!

Sticker Facts

The size of each full sticker is 7.3 cm X 5.3 cm (2.88 in X 2.1 in). There were 23 different weeks to collect plus 1 Bonus week (“Special” All Star Game redemption pack of 3). Each of the 23 week’s packages originally retailed for about \$10 a pack (with shipping). Each package contained 9 stickers (which “sometimes” included a “Chase” or “Gold” sticker). These stickers were distributed in clear cellophane packages with the “Chase” or

“Gold” inserts clearly labeled at the back of the clear package. Once you looked at the back of the package, you could tell right away if you got a “Chase” or “Gold” sticker.

The minimum number of packages needed to make a full set (assuming no doubles) is about 30 if you received a “Chase” or “Gold” insert in every package. Realistically, it would take at least 60-90 packages to complete a Master set with a few doubles and triples.

There is ONLY one version of the sticker album: the cover features Nikita Kucherov, Connor McDavid, John Tavares, Henrik Lundqvist, Patrick Kane and Nathan MacKinnon. The sticker album was offered as a free promotion in week one when you ordered a package from week 1. After week 1, the album was offered for sale each week for \$2 plus shipping.

The 2019 Stanley Cup winners were the St. Louis Blues. Ryan O’Reilly won the Conn Smythe Trophy as the NHL Playoffs MVP.

Weekly Print Run Numbers from 2019-20 Topps “Now”

Week 1- 1483 packs

Week 2- 1020 packs

Week 3- 1444 packs* Chase Sticker Week

Week 4- 770 packs

Week 5- 719 packs

Week 6- 846 packs* Chase Sticker Week

Week 7- 788 packs

Week 8- 697 packs

Week 9- 997 packs* Chase Sticker Week

Week 10- 711 packs

Week 11- 738 packs

Week 12- 831 packs* Chase Sticker Week

Week 13- 718 packs

Week 14- 773 packs

Week 15- 952 packs* Chase Sticker Week

Week 16- 746 packs

Week 17- 742 packs

Week 18- 917 packs* Chase Sticker Week

Week 19- 683 packs

Week 20- 666 packs

Week 21- 1028 packs* Chase Sticker Week

Week 22- 604 packs

Week 23- 609 packs

Highest Print Run Weeks

Weeks 1 and 3 with 1483 and 1444

Lowest Print Runs

Weeks 22 and 23 with 604 and 609

Print Run Range

1483 packs - 604 packs = 879 packs difference.

Lowest week was 40.7% of the highest week.

Why is a COMPLETE set of 2019-20 Topps Now going to be so hard to find or finish?

There can only ever be a maximum of 277 complete base sets that exist for the 2019-20 Topps Now sticker year. This is based on the fact that in Week 12, there were 277 "C-4 Eichel" Chase stickers produced and this was the shortest printed "album sticker" of the "known" print runs. So by purchasing a "set" of 2019-20 NHL Topps Now stickers, you'd have a product that there'd be a maximum of only 276 more in existence. Further, there is no concrete information about the print run of the "Limited" ASG1-ASG3 album sticker packs sent to people who bought consistently from week 1-18. Even more intriguing, in Week 6 there were 282 of "C-2 McDavid" Chase stickers produced. How many people JUST collected the McDavid Chase and nothing else? Some great food for thought for sure.

Season Facts

This was the 103rd season of operation of the NHL (102nd of play). Jack Hughes was the 1st overall draft pick and played for the New Jersey Devils in his first NHL season.

On October 16, 2018, Oilers forward **Connor McDavid** broke his first NHL record, by contributing to, either by scoring or assisting on all of the first nine goals scored by his team in the regular season. The record was previously held by **Adam Oates**, who contributed to the first seven goals scored by the **Detroit Red Wings** in 1986–87.

On February 5, 2019, Capitals forward **Alexander Ovechkin** scored his 1,180th point, surpassing **Sergei Fedorov** to become the leading Russia-born scorer in NHL history.

On February 14, 2019, Sharks forward **Joe Thornton** surpassed **Teemu Selanne** for 15th on the NHL's all-time scoring leaders list.

On March 12, 2019, Montreal Canadiens goaltender Carey Price recorded his 315th win, surpassing [Jacques Plante](#) to become the winningest goaltender in Canadiens franchise history.

On April 5, 2019, Washington Capitals forward Alexander Ovechkin won the eighth [Maurice "Rocket" Richard Trophy](#) of his career, surpassing [Phil Esposito](#) to become the player with the most goal-scoring titles in NHL history.

Expansion Notes

The Seattle NHL franchise (still unnamed) become the NHL's 32nd team and will start play in the 2021-22 season. The Seattle NHL team will play in the Pacific Division and the Arizona Coyotes will move to the Central Division for the 2021-22 NHL season.