

# **2020-21 Topps “Now” Set of 234 + Gold Insert stickers**

**2020-21 Topps “Now” Set of 234 (234 loose stickers coming from 26 weekly packages of 9 stickers each week) + Gold Insert stickers**

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

Kirill Kaprizov, Cole Caufield, Alexis Lafreniere and Tim Stutzle.

## **Sticker History from 2020 Topps “Now”**

The original Pandemic caused the 2020-21 NHL season to be a shortened one. The idea for this series was to capture events as they happened “week by week” and to highlight the notable accomplishments by date. This is the Second Edition (although incorrectly labeled on the front as 1st edition) sticker set.

The number of stickers produced in cellophane packages each week was 9 for 26 weeks from Game 1 of the Regular Season to the last game of the Stanley Cup Finals. You could order them directly from Topps.com during a 7 day window, then they would be “sold out”, at Topps.com. After a day or two 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.

Inserted in random packs, and advertised on topps.com, they inserted a “Gold” parallel of “one” of the sticker numbers from each week. “Gold” parallels were extremely limited and inserted at a rate of 1 in every 10 packs (as advertised by Topps).

These “Gold” parallel stickers will be considered an “Insert” and not part of the regular set of 234.

A total of 26 weeks of packs were produced from the start of the regular season in mid January

2021 going until early July 2021 ending with the Stanley Cup Finals.

234 regular stickers were actually produced for this series.

The price per pack was consistent each week at \$7.49 USD plus shipping.

Assuming you were able to grab these packs for market price when they came out, your cost would have been about \$420-\$480 including the cost of shipping.

## **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 26 different weeks to collect. Each of the 26 weeks packages originally retailed for \$7.49 USD (plus shipping).

The “Gold” inserts were 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 “Gold” sticker.

The minimum number of packages needed to make a full set (assuming no doubles) is 26. This does NOT include any “Gold” stickers.

There was NO sticker album made for this series.

The 2021 Stanley Cup winners were the Tampa Bay Lightning (for the second year in a row).

Andrei Vasilevskiy won the Conn Smythe Trophy as the NHL Playoffs MVP.

### **Weekly Print Run Numbers from 2020-21 Regular Season Topps “Now”**

Week 1- 1726 packs (2019 was 1483 packs)

Week 2- 593 packs (2019 was 1020 packs)

Week 3- 606 packs (2019 was 1444 packs\*Chase)

Week 4- 465 packs (2019 was 770 packs)

Week 5- 491 packs (2019 was 719 packs)

Week 6- 565 packs (2019 was 846 packs\*Chase)

Week 7- 346 packs (2019 was 788 packs)

Week 8- 353 packs (2019 was 697 packs)

Week 9- 369 packs (2019 was 997 packs\*Chase)

Week 10- 399 packs (2019 was 711 packs)

Week 11- 369 packs (2019 was 738 packs)

Week 12- 477 packs (2019 was 831 packs\*Chase)

Week 13- 361 packs (2019 was 718 packs)

Week 14- 355 packs (2019 was 773 packs)

Week 15- 428 packs (2019 was 952 packs\*Chase)

Week 16- 481 packs (2019 was 746 packs)

Week 17- 456 packs (2019 was 742 packs)

Week 18- 386 packs (2019 was 917 pack \*Chase)

(Of note here: there are 6 stickers that depict playoff action & 3 that are from the Reg Season).

**This is where the playoff action is in full swing:**

Week 19- 345 packs (2019 was 683 packs)

Week 20- 317 packs (2019 was 666 packs)

Week 21- 369 packs (2019 was 1028 packs\*Chase)

Week 22- 383 packs (2019 was 604 packs)

Week 23- 407 packs (2019 was 609 packs)

Week 24- 481 packs

Week 25- 435 packs

Week 26- 388 packs

### **Highest Print Run Weeks**

Weeks 1 and 3 with 1726 and 606.

### **Lowest Print Runs**

Weeks 20 and 19 with 317 and 345.

### **Print Run Range**

1726 packs - 317 packs = 1409 packs difference.

Lowest day was 18.4% of the highest week.

## **Why is a COMPLETE set of 2020-21 Topps Now going to be so hard to find or finish?**

There can only ever be a maximum of 317 complete base sets that exist for the 2020 Topps Now sticker series. In Week 20, there were 317 packs produced. By purchasing a "set" of 2020 NHL Topps Now stickers, you'd have a product that there'd be only 316 more of in existence.

### **Season Facts**

This was the 104th season of operation of the NHL (103rd of play). Alexis Lafreniere was the 1st overall draft pick and played for the New York Rangers.

### **Expansion Notes**

The Seattle Kraken will officially start as the NHL's 32nd team and will start play in the 2021-22 season. The Seattle Kraken will play in the Pacific Division and the Arizona Coyotes will move to the Central Division for the 2021-22 NHL season.