

**2021-22 Topps “Now” Set of 543  
(numbered from 1-543) + 40 All Star  
Game Sub Set (numbered as ASG-X)  
+ 32 Stanley Cup Playoff Subset  
(numbered as 22NHL-X) + 1 Stanley  
Cup Checklist. 616 stickers in the  
overall “Master Set”. The numbered  
out of 10 Ice Parallel Insert stickers  
are not considered part of the set.**

**2021-22 Topps “Now” Set of 616 (616 loose  
stickers coming from 38 weeks plus 2  
weeks (week 14 and week 30) of sub-sets) +  
Numbered out of 10 Ice Parallel Insert  
stickers (not considered part of the set)**

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

Lucas Raymond, Moritz Seider, Jeremy Swayman  
and Owen Power.

## **Sticker History from 2021 Topps “Now”**

The 2021-22 NHL season “post-pandemic” was as back to normal as ever with a 82 game season with no “bubble”. The idea for this sticker series was to capture events as they happened “week by week” and to highlight the notable accomplishments as they happened. This is the Third Edition of the NHL Topps “Now” sticker set.

The number of stickers produced in cellophane packages each week ranged in size for 38 consecutive 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 to a week of being sold out, Topps.com would then announce the “print run” for each sticker and then after, show that “sticker” 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 numbered out of 10 “Ice” parallel of each sticker made. “Ice” parallels were extremely limited. It should be noted that the first week of stickers which were #1-12, the advertised “Ice” parallel stickers weren’t actually numbered out of 10 but seemed to still be limited to a production of only 10 as advertised at Topps.com. In week 2, Topps issued stickers #13-36. It seems that stickers #13-22 were STILL not embossed with numbering, however “Ice” parallel stickers #23-36 WERE embossed with numbering out of 10. These “Ice” parallel stickers will be considered an “Insert” and not part of the regular Master Set of 616.

A total of 38 weeks of stickers were produced from the start of the regular season in October 2021 going until early July 2022 ending with the Stanley Cup Finals. 616 regular stickers were actually produced in total for this series.

For this year’s series, the price per pack was consistent each week at \$7.99 USD plus shipping

for 5 of the same player. They also offered one of each sticker from the week in a cellophane package costing on average about \$2-\$2.20 USD per sticker.

Assuming you were able to grab these packs for market price when they were released, your cost to build a complete set would have been about \$1450-\$1550 USD 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 38 different weeks plus on 2 of those weeks (week 14 and week 30) 2 sub-sets were also produced. Each sticker cost about \$2-\$2.20 USD each (plus shipping). Topps sold them as a pack of 5 of the same player for \$7.99 or one of each player for that week costing about \$2-\$2.20 a sticker for however many stickers were made for that week.

The “Ice” parallel inserts were not clearly labeled at the back of the clear packages. When you

looked at the back of the package, the “Ice” parallel sticker was numbered in the same way as the back of the regular issue of that sticker was. **From sticker #1-401 the “Ice” parallel sticker was found as the LAST sticker in the cellophane package. From sticker #402- 543 the “Ice” parallel sticker was found as the SECOND last sticker of the package. This “second last” sticker packaging made it near impossible to know who was inserted into the package IF you were lucky enough to get an “Ice” parallel sticker.**

It was far less common to receive an “Ice” parallel sticker in the “5 packs” than in the “1 of each packages”.

In week 14, there were 40 stickers (10 per division) that were made as a sub-set. Numbered #ASG-1 to ASG-40. You could ONLY buy these by division and these were NOT available to where you could JUST purchase your favorite player. Cost per division package of 10 was \$19.99.

Divisions were Atlantic, Pacific, Metropolitan and Central.

In week 30, there were 32 stickers (8 random stickers per package) that were made as a Stanley Cup Playoffs sub-set. Numbered #22NHL-1 to 22NHL-32. You could ONLY buy these by random 8 player package and these were NOT made where you could JUST purchase your favorite player. Cost per random package of 8 was \$16.99 USD. There were 2 players made for each of the 16 teams competing in the 2022 Stanley Cup Playoffs. A checklist was also made for this sub-set of 32 (33 including the checklist #22NHL-CL). I do not believe that they made an “Ice” parallel sticker for the checklist.

There was NO sticker album made for this series.

The 2022 Stanley Cup winners were the Colorado Avalanche. Cale Makar won the Conn Smythe Trophy as the NHL Playoffs MVP. It should be noted that Connor McDavid led the league in scoring for the 2022 Stanley Cup Playoffs and teammate Leon Draisaitl finished second in 2022

Stanley Cup Playoffs scoring playing on an injured leg and only playing in 3 rounds.

## **Print Run Numbers from 2021-22 Topps “Now” Set:**

They listed Print Runs by player and not by week for this 2021-22 series of Topps “Now”.

### **Highest Print Run by Player**

Week 2 Lucas Raymond #26 with 2393 produced.

### **Lowest Print Run by Player**

Week 37 Corey Perry #531 with only 50 produced.

### **Print Runs from Week 14 All- Star Game Sub-Set: Numbered #ASG-01 to ASG-40**

Atlantic Division 70 packs

Metro Division 81 packs

Central Division 65 packs

Pacific Division 100 packs

**Print Runs from Week 30 Stanley Cup Playoffs**  
**Sub-Set: Numbered #22NHL-1 to 22NHL-32**  
**plus one checklist numbered 22NHL-CL.**

Random 8 Sticker packages: 219 packs was the advertised Print Run. For this sub-set, the 219 packs was multiplied by 8 stickers. Topps doesn't really make this clear but it seems logical here that 219 packs were produced multiplied by 8 stickers equals 1752 stickers produced divided by 32 possible stickers in the set so about 55 of each sticker was produced.

**Customer Service Calls to Topps.com brought important Print Run Information:**

During the early days of August 2022, I called Topps customer service to confirm how the print run numbers were calculated. A fellow collector shared with me that one customer service rep claimed that print run numbers when talking about "5 packs" was the posted number multiplied



by 5. I debunked this information (as it didn't make logical sense). With another rep, they took into account that the "large packs" plus the stickers sold in "5 packs" made up the print run numbers. There was no multiplier to take into account. My posted print runs are accurate based on the correct information acquired from topps.com customer service.

### **Print Run Range**

(Highest) 2393 Raymond - (Lowest) 50 for Perry = 2343 difference.

Lowest print run sticker was 2.09% of the highest print run sticker.

**Why is a COMPLETE set of 2021-22 Topps "Now" going to be challenging to find or finish?**

There can only ever be a maximum of 50 complete base sets that exist for the 2021 Topps Now sticker series. In Week 37, there were 50 stickers produced of sticker #531 Corey Perry. By purchasing a "set" of 2021 NHL Topps "Now" stickers, you'd have a product that there'd be only 49 more of in existence. A 1 of 50 if you will.

## **Season Facts**

This was the 105th season of operation of the NHL (104th of play). Owen Power was the 1<sup>st</sup> overall draft pick and played for the Buffalo Sabres.

## **Expansion Notes**

The Seattle Kraken started play in the 2021-22 season. The Seattle Kraken played in the Pacific Division and the Arizona Coyotes moved to the Central Division in this the 2021-22 NHL season.