

**2022-23 Topps “Now” Set of 429
(numbered from 1-429) + 44 All Star
Game Sub Set (numbered as ASG-X)
+ 32 Stanley Cup Playoff Subset
(numbered as 23NHL-X) + 5 Award
Winners Subset (numbered as AW-X).
510 stickers in the overall “Master
Set”. The numbered out of 10 Blue Ice
Parallel Insert stickers are not
considered part of the set.**

**2022-23 Topps “Now” Set of 510 (510 loose
stickers coming from 36 weeks plus 3
weeks (week 15, week 28 and week 37) of
sub-sets) + Numbered out of 10 Blue Ice
Parallel Insert stickers (not considered
part of the set)**

4 Key Rookie (RC) Stickers

Andrei Kuzmenko, Matthew Knies, Luke Hughes and Akira Schmid.

Sticker History from 2022 Topps “Now”

The idea for the 2022-23 NHL season sticker series was to capture events as they happened “week by week” and to highlight the notable accomplishments as they happened. This is the Fourth Edition of the NHL Topps “Now” sticker set.

The number of stickers produced in cellophane packages each week ranged in size for 37 consecutive weeks from Game 1 of the Regular Season to the last game of the Stanley Cup Finals and Awards Night. 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 “Blue Ice” parallel of each sticker made. “Blue Ice” parallels were limited to 10 of each. These “Ice” parallel stickers will be considered an “Insert” and not part of the regular Master Set of 510.

A total of 37 weeks of stickers were produced from the start of the regular season in October 2022 going until early July 2023 ending with the Stanley Cup Finals. 510 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 \$1020-\$1250 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 37 different weeks plus on 3 of those weeks (week 15, week 28 and week 37) 3 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 #1-510 the “Ice” parallel

sticker was found as the LAST sticker in the cellophane package.

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

In week 15, there were 44 stickers (11 per division) that were made as a sub-set. Numbered #ASG-1 to ASG-44. 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 11 was \$19.99. Divisions were Atlantic, Pacific, Metropolitan and Central.

In week 28, there were 32 stickers (16 per Conference) that were made as a Stanley Cup Playoffs sub-set. Numbered #23NHL-1 to 23NHL-32. You could ONLY buy these by Conference These were NOT made where you could JUST purchase your favorite player. Cost per random package of 16 was \$32.99 USD. There were 2 players made for each of the 16 teams competing in the 2023 Stanley Cup Playoffs.

There was NO sticker album made for this series.

The 2023 Stanley Cup winners were the Vegas Golden Knights. Jonathan Marchessault won the Conn Smythe Trophy as the NHL Playoffs MVP. It should be noted that Connor McDavid and Leon Draisaitl finished 7th and 8th (only playing 2 rounds) in scoring for the 2023 Stanley Cup Playoffs.

Print Run Numbers from 2022-23 Topps “Now” Set:

They listed Print Runs by player and not by week for this 2022-23 series of Topps “Now”.

Highest Print Run by Player

Week 1 Juraj Slafkovsky #5 with 1727 produced.

Lowest Print Run by Player

Week 8 Connor Hellebuyck #84 with only 15 produced (however, I still believe this to be an error print run).

Week 27 had 3 stickers with a Print Run of only 39 each: Winnipeg Jets #343, Nikita Zadorov #345 and #353 Conor Garland.

Print Runs from Week 15 All- Star Game
Sub-Set: Numbered #ASG-01 to ASG-44

Atlantic Division 86 packs

Metro Division 112 packs

Central Division 91 packs

Pacific Division 131 packs

Print Runs from Week 28 Stanley Cup Playoffs
Sub-Set: Numbered #23NHL-1 to 23NHL-32.

These could only be ordered by Conference. You could not just order your favorite player. 62 was the Print Run number for the Eastern Conference. 76 was the Print Run number for the Western Conference.

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

During the early days of August 2023 (2nd year running), I called Topps customer service to confirm some missing Print Run numbers. My posted print runs are accurate based on the correct information acquired from the great representatives at topps.com customer service.

Print Run Range

(Highest) 1727 Slafkovky - (Lowest) 15 for Hellebuyck/Wheeler= 1712 difference. This is valid **IF** the Print Run of “15” is accurate for sticker #84 Hellebuyck/Wheeler. More realistically, 1727 minus 39 (Stickers 343, 345 and 353) would be a difference of 1688.

Lowest print run sticker was 0.87% of the highest print run sticker based on sticker number 84 being a Print Run of 15. More realistically: 2.26%

of the highest print run based on stickers #343, 345 and 353.

Why is a COMPLETE set of 2022-23 Topps “Now” going to be challenging to find or finish?

There can only ever be a maximum of (15*) 39 complete base sets that exist for the 2022 Topps Now sticker series. *In Week 8, Connor Hellebuyck sticker #84 showed a Print Run of 15 (I believe that this is an error Print Run Number). In Week 27, there were 39 stickers produced of stickers #343 Winnipeg Jets, #345 Nikita Zadorov and #353 Conor Garland. By purchasing a "set" of 2022 NHL Topps “Now” stickers, you'd have a product that there'd be only 38 more of in existence. A 1 of 39 if you will.

Season Facts

This was the 106th season of operation of the NHL (105th of play). Juraj Slafkovsky was the 1st overall draft pick and played for the Montreal Canadiens.

Expansion Notes

No new expansion news to report.