

RETAIL



ALLURE™

2020-21 HOCKEY



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ALLURE™



BASE SET
Regular



BASE SET
White Diamond Parallel (**Retail Exclusive!**)



BASE SET
Red Rainbow Rookie Jersey Parallel

Allure™ sports a 150-card **Base Set** featuring 70 Veterans, 30 Rookies and 50 SP Rookies - the latter falling 1 in every 3 packs, on average!

Keep an eye out for the rare **Red Rainbow Jersey** and super rare **Red Rainbow Auto** parallels, as well as a notable selection of exclusive parallels, which are listed on the next page.



ICED OUT

Regular

The **Iced Out** insert set returns with a checklist featuring a mix of active stars and rookies.



GRAND ENTRANCE

An all-new insert dedicated to the league's top rookie prospects!

OVERVIEW

Allure™, now in its second season following a very successful 2019-20 debut, sports a 150-card **Base Set** featuring 70 Veterans, 30 Rookies and 50 SP Rookies. With several parallels ranging from simply color and pattern variations to color and pattern variations with autographs or memorabilia, Allure™ will appeal to a wide variety of collectors.

New Insert Sets

A complete list of the insert sets debuting in 2020-21:

City Celly
Diagnostics
Grand Entrance

Exclusive Cards

A complete list of this year's exclusive cards:

Base Set - White Diamond Parallel (**Retail**)
Base Set - Yellow Taxi Parallel (**Blasters**)
SP's 101-150 - Orange Slice Parallel (**Hanger Packs**)



ALLURE™



SP'S 101-150

Red Rainbow Auto Parallel

The final 50 cards of the Base Set are all SP Rookie cards! Grab 1 in every 3 packs, on average. Also keep an eye out for the **Red Rainbow & Red Rainbow Auto** parallels, available across all retail SKUs, as well as the Hanger Pack-exclusive Orange Slice parallel.

CONFIGURATIONS

RETAIL

6 Cards per Pack
20 Packs per Box
12 Boxes Per Case

BLASTERS

6 Cards per Pack
5 Packs per Box
20 Boxes Per Case

HANGER PACKS

6 Cards per Pack
2 Packs per Hanger Pack
72 Hanger Packs Per Case