

PANINI AMERICA, INC.

AARON RODGERS

# PANINI PREFERRED

— 2017 —

## PREFERRED FOOTBALL

2017 NFL TRADING CARDS

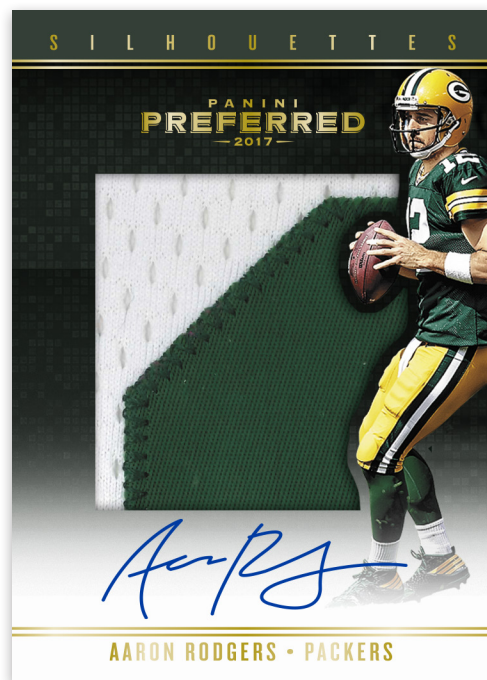


PANINI

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**SILHOUETTES PRIME**



**ROOKIE SILHOUETTES PRIME**



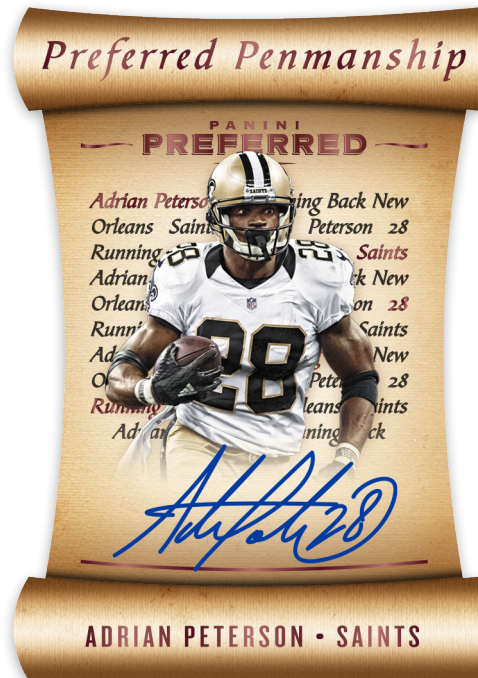
**ROOKIE SILHOUETTES NFL SHIELD**

The highly sought after Silhouette cards are back and better than ever.  
Loaded with oversized jerseys and patches, hunt for the Super Prime and NFL Shield parallels (#'d/5 or less)!



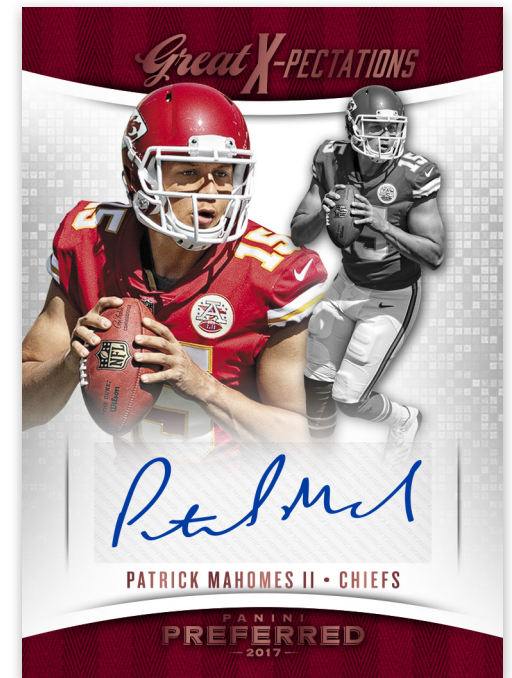
## ARMORY GOLD

The always spectacular Armory booklet cards return in a big way, with 6 swatches a card and only the top rookies, they are sure to be a hit with collectors!



## PREFERRED PENMANSHIP RED

Newly added is the Preferred Penmanship, which combines a die-cut design with a bold on-card autograph. Chase the stars of yesterday with the newest NFL superstars.



## GREAT X-PECTATIONS

Expectations are high for the 2017 NFL Draft Class and nothing brings this to life like Great X-Pectations. This 40 card set brings you incredible autographs of some of the hottest rookies in the NFL.





## GAME OF INCHES PRIME

Every inch matters in a NFL game and nothing highlights this better than Game of Inches. These incredible booklet cards feature two oversized swatches highlighted by an amazing play being made by a NFL superstar.

## CHAMPIONSHIP FABRIC SUPER PRIME

Champions are not soon forgotten and nothing commemorates these winners like Championship Fabric booklet cards. Loaded with top championship talent this set is sure to be highly sought-after.



## HOBBY CONFIGURATION

- **5 CARDS** PER PACK
- **1 PACK** PER BOX
- **10 BOXES** PER CASE

## BOX BREAK

4 AUTOGRAPHS (AT LEAST ONE ON-CARD  
SILHOUETTE OR ROOKIE SILHOUETTE)  
AND 1 BOOKLET MEMORABILIA CARD  
PER BOX, ON AVERAGE.

## SELLING POINTS

- Preferred football is back and reloaded with new booklet memorabilia cards and tons of on-card autographs.
- Newly introduced to Preferred are your favorite booklet memorabilia cards from Panini Playbook with Game of Inches, Red Zone, and Armory!
- Chase the always-popular Preferred Silhouettes, each silhouette features an oversized jersey or patch with an on-card autograph and fall one per box!
- New to Preferred are the die-cut Preferred Penmanship, which features on-card autographs from the top rookies and legends of the NFL.