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ESSENTIALS

PANINI AMERICA, INC.



ESSENTIALS BASKETBALL

2017-18 NBA TRADING CARDS

PANINI

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LICENSE TO DOMINATE

You don't have to go to the DMV to get a License to Dominate! Look for these rare inserts that feature rounded, die-cut corners and a facsimile autograph!



BASE PLATINUM

Look for a fun-to-collect rainbow of parallels consisting of Gold, Silver (#'d/99), Platinum and Purple (#'d/1)!



KOBE'S ALL-ROOKIE TEAM

Pull this rare, iconic insert honoring 12 of the NBA's best and brightest rookies!



ROOKIE AUTOGRAPHS

Pull autographs from some of the NBA's top 2017-18 rookies!



CLAIM TO FAME SIGNATURES

Relive championship moments in this stellar autograph insert of players who have raised the Larry O'Brien Trophy!

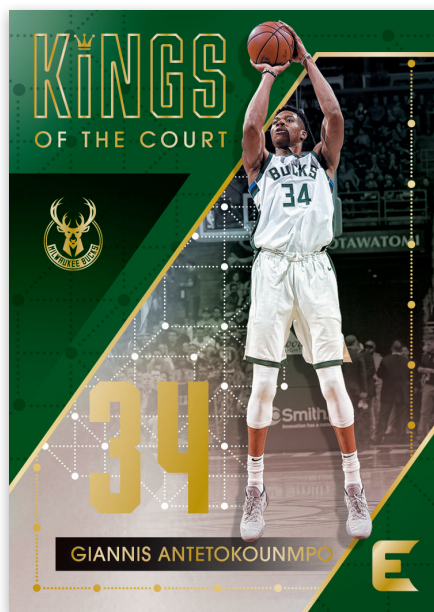


TRUE POTENTIAL SIGNATURES

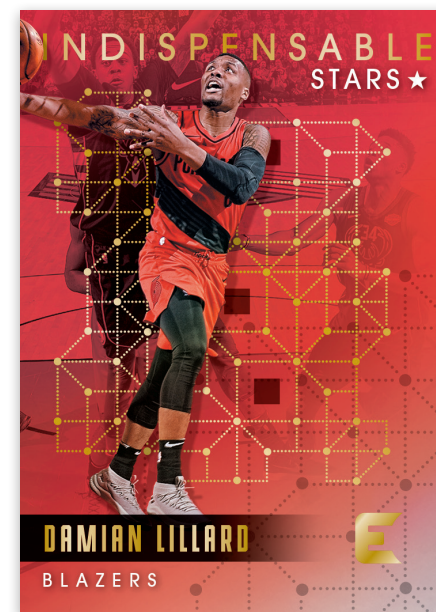
Collect autographs featuring the fantastic first-year talents of the NBA!



FRANCHISE FOUNDATIONS



KINGS OF THE COURT



INDISPENSABLE STARS

Look for 11 insert designs highlighting the best
and brightest players the NBA has to offer!

HOBBY CONFIGURATION

- **6 CARDS** PER PACK
- **10 PACKS** PER BOX
- **12 BOXES** PER CASE

BOX BREAK

2 AUTOGRAPHS PER BOX, ON AVERAGE!

SELLING POINTS

- Return to the essentials of collecting with this all-new program from Panini! Essentials Basketball features cards printed on stunning holographic card stock and is loaded with colorful inserts and parallels!
- Pull SSP inserts in License to Dominate, Rock the Rim and Kobe's All-Rookie Team, as well as rare Base Platinum parallels!
- Unwrap two autographs per box, on average, including up-and-coming stars in Rookie Autographs, Destined for Greatness Signatures and True Potential Signatures
- Find some of the NBA's top names in Indispensable Stars, Kings of the Court, Franchise Foundations, Swish Kings and Worldwide Wonders!