

CUSTOM
TRADING CARD COLLECTION

Strengthen your brand, capture history and excite your fans!

SportZoo

1 About SportZoo

We are the official manufacturer of popular world-class sports trading cards for leading European leagues and organizations (football, hockey, MMA, motorsport) since 2016, headquartered in Bratislava, Slovakia.

We handle the entire production process, from the initial idea and an attractive concept through project management, content preparation, design, printing, packaging, marketing and sales. Alongside our licensed collections, we now offer the production of **custom-made collections for your club or organization.**

WRC

EKSTRAKLASA

Chance LIGA

SHL

NATIONAL LEAGUE

Tipsport ELH

OKTAGON

KSW



1 About SportZoo

Why have your own card collection?

- a new revenue stream for the club/organization
- a powerful tool for building a fan community and engagement
- reaching the full spectrum of fans (kids and adults)
- trading cards are a global and growing phenomenon
- boosting sales and repeat purchases (the collecting effect)
- minimal involvement on your side — we manage the entire production process
- low minimum order and fast time-to-market





2 Inquiry categories

We assign every card production inquiry to a category based on the combination of requested services — printing, limitation, packaging and service. The minimum order quantity (MOQ) then depends on the chosen combination.

Our service options:

- Printing — printing of cards
- Limitation — limited serial numbering on cards (e.g. x/10, x/100...)
- Packaging — foil packs / boxes
- Service:
  - Designing the collection concept
  - Creating card designs based on the client's brief
  - Populating the final player cards
  - Adapting the client's design to print templates

2 Inquiry categories

The unit price per card drops as the print run grows. The final price depends on the card finish, the number of card types in the collection and the packaging materials.

CODE	NAME	MOQ SUBCATEGORY	MOQ	PRICE AT MOQ *** (larger print run = lower price)
T	Print	Budget *	1,500 cards	0.45 EUR per card
		Premium **	100 cards	
TL	Print + Limitation	Budget *	1,500 cards	0.55 EUR per card
		Premium **	100 cards	
TB	Print + Packing	-	3,000 packs	1.35 EUR per pack
			500 boxes	6.5 EUR per box
TLB	Print + Limitation + Packing	-	3,000 packs	1.38 EUR per pack
			500 boxes	6.8 EUR per box
TS	Print + Service	Budget *	1,500 cards	0.83 EUR per card
		Premium **	100 cards	
TLS	Print + Limitation + Service	Budget *	1,500 cards	0.95 EUR per card
		Premium **	100 cards	
TBS	Print + Packing + Service	-	3,000 packs	1.51 EUR per pack
			500 boxes	7.5 EUR per box
TLBS	Print + Limitation + Packing + Service	-	3,000 packs	1.57 EUR per pack
			500 boxes	7.9 EUR per box

** budget — thin cards, print and lamination only, no special finishing*

*** premium — premium finishes, foil stamping, metallic foils, thick cards, holders*

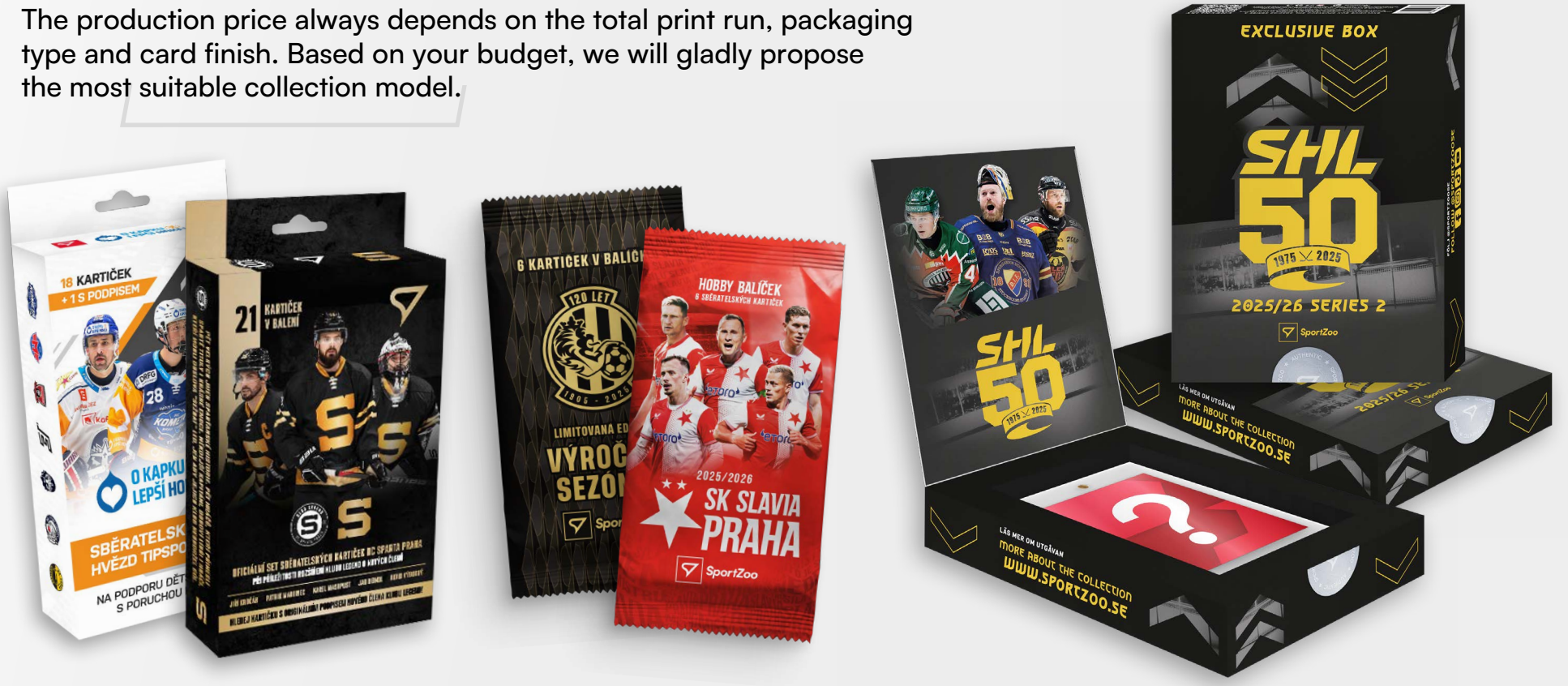
**** price at MOQ — corresponds to the most basic available finish*

If the collection is also to include a **complete collection design on our side** (involving a product manager), pricing is more demanding — in that case we **charge a 200 EUR deposit in advance**, which will be deducted from the final production price.

3 Products

These are the most commonly used products for custom collections. Larger collections often consist of several product types, which may differ in the number of cards, guaranteed rare cards and retail price.

The production price always depends on the total print run, packaging type and card finish. Based on your budget, we will gladly propose the most suitable collection model.



3 Products

A. Hanger box (most affordable)

Minimum order: 500 pcs

- low minimum order, affordable price
- sold only as a whole box (sealed with a sticker)
- the box carries the branding, the packs inside are usually unprinted
- features a euro hang hole for convenient display in stores
- optimal for 15-40 cards per box
- usually contains 1 random rare card (guaranteed hit)
- fewer repeat purchases (more cards per box = whole collection completed quickly)



3 Products

B. Foil packs (best-selling model)

Minimum order: 3,000 pcs

- the typical packaging for trading cards
- the highest sales and collecting potential
- encourages repeat purchases and card swapping
- optimally 5-8 random cards per pack
- usually with a chance of a rare card at a set ratio (e.g. 1 in 6 packs)
- option to insert thick cards with a piece of material; packs without such a card get a blank card insert so that all packs keep the same thickness
- various options for packing packs into display boxes



3 Products

C. Exclusive product (limited edition)

Minimum order: 500 pcs

- the most exclusive form of packaging
- suitable for selling rare cards (autographs, game-used materials...)
- option to place individual cards in magnetic holders of various thickness
- option to place 1-2 packs with multiple cards in each card compartment of the box



3 Products









Display box:

	A. Hanger box	B. Foil packs *		
Name	**Fanstore box**	**Blaster box**	**Hobby box**	**Retail box #1**
Contents	1-6 packs	6-8 packs	10-12 packs	18 packs
Size	145 x 100 x 29 mm	145 x 125 x 28 mm	155 x 120 x 40 mm	230 x 122 x 32 mm
Case	122 boxes	6 boxes	6 / 60 boxes	36 boxes
					

	B. Foil packs *		C. Exclusive product **	
Retail box #2	**Retail box #3**	**Gravity box**	**Exclusive Shot box**	**Exclusive long box**
24 packs	48 packs	36-54 packs	1 card in a holder or 1-2 packs	3 cards in holders or 3-6 packs (can be combined)
145 x 80 x 125 mm	155 x 130 x 128 mm	230 x 130 x 90 mm	147 x 110 x 25 mm	295 x 147 x 27 mm
36 boxes	18 boxes	15 boxes	6 boxes	6 / 8 boxes

* On request, we will gladly prepare a custom display box; however, higher costs for preparing and producing a new die-cutting form must be expected.
** The minimum order is set to optimize costs; for special editions with a planned above-standard retail price, a lower print run is also possible.

4 Card finishes

A. Paper cards

MOQ SUBCATEGORY	MOQ
Budget *	1,500 cards
Premium **	100 cards



We offer a wide choice of finishes for individual cards.
Based on your budget, print run and collection goals, we will gladly propose the most suitable finishes for your collection.

Finishing options:

Basic finishes (Budget):

- glossy full-surface finish
- matte full-surface finish

Card finishing (Premium):

- Economical (available from the minimum print run)
- spot-varnished elements
- “3D” metallic elements (various foils — gold, silver, rainbow...)
- card numbering (limitations, e.g. 01/50, 02/50...)
- laminated 2-layer card — rigid card, 55 pt thick
- metallic background
- holographic background
- full-surface transparent laminate with holographic sheen (various shapes)
- traditional stamping (slightly debossed, hot foil)
- relief stamping (some elements debossed within the stamped area)
- double stamping (2 elements with different foil colors)
- canvas surface (canvas texture across the whole surface)
- thick card with a piece of material embedded inside
- card with embedded (artificial) diamonds
- metallic edging — metallic edges around the entire card

4 Card finishes

B. Special cards

Plastic card:

- allows creative design using transparency
- metallic elements can be added



Card with 3D effect:

- laminated, front side a plastic lenticular layer, back side paper
- depth effect (card elements on different levels)
- flip effect (the photo changes as the card is tilted)
- motion effect (tilting the card plays a sequence of approx. 3 seconds of video)



5 Additional options

Hardcover collector's album

- premium album with covers printed on both sides
- contains plastic pages for storing cards as needed
- less suitable for retail sale (covers get damaged faster)
- minimum order of 50 pcs, priced from 13.60 EUR per piece (the price drops with larger quantities)

Plastic collector's album

- durable plastic album with an inserted printed cover
- contains plastic pages for storing cards as needed
- suitable for retail sale (more durable, cover can be changed)
- minimum order of 50 pcs, priced from 7.80 EUR per piece (the price drops with larger quantities)



5 Additional options

Collection booklet



- contains a checklist of all cards in the collection
- presents the individual sets and products of the collection
- informs about other projects of the club/organization
- directs collectors to the collector group and club/organization socials
- minimum order of 50 pcs, from 2.50 EUR per piece (price drops with quantity)

Starter pack



- a popular combination of an album, booklet and card packs
- the ideal product for a first encounter with the collection
- minimum order of 50 pcs, from 14.20 EUR per piece (price drops with quantity)

5 Additional options

Scratch cards

- option to insert cards with a scratch-off layer into packs
- winning cards — announcing an instant prize (physical prize, merchandise...) or a unique code (redeemable via the SportZoo website/app)
- non-winning cards — may also contain e.g. a unique discount code



Winning cards

- cards announcing an instant win
- option of an attractive “Golden Ticket” design



5 Additional options

POS stands for product display

- adapted to the collection design
- counter stand - displays 8-9 boxes and 6 albums / starter packs
- floor stand — 3 shelves, displays 16-32 boxes and 10 albums / starter packs

- on request, we will gladly prepare a custom stand; however, higher costs must be expected



6 Card/packaging design

The design can be prepared by SportZoo or by the client.

Provided by SportZoo

- required: client's design manual, ideally open graphic files (e.g. social media graphics) or other inspiration
- design in line with the client's visual identity and preferences
- optimization for a perfect print result

Provided by the client

- delivery of their own finished design
- necessary adaptation of the design to SportZoo templates
- file check by SportZoo before printing



“My Card” project

If you are interested in cards within the My Card project, you can choose from 7 ready-made, current designs: P1, P2, P3, Z1, Z2, Z3, Z4.

Minimum order quantity (MOQ): 1,500 pcs.

With one of the offered designs, there is no design fee.

We usually match the card colors to the colors of the club logo; alternatively, you can choose your own colors.

If interested, please send us an e-mail with the subject “My Card” and state the name of the chosen design.

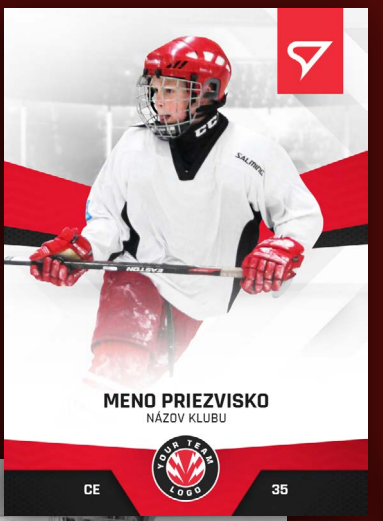


See the design overview on the following pages ›››

“My Card” project

Available designs (1/2)









P1



P2



P3

“My Card” project

Available designs (2/2)





Z1



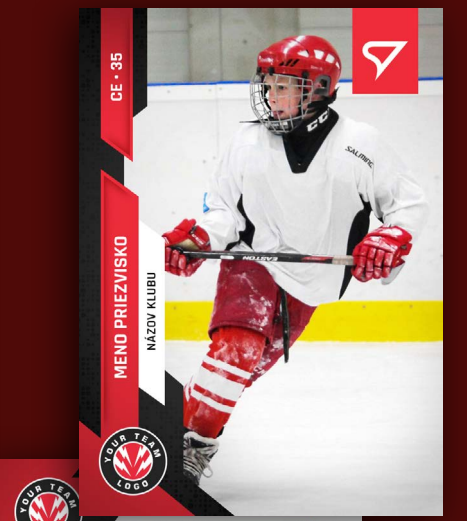


Z2





Z3





Z4

8 Business model

Besides the most common cooperation model, in which the client buys the entire print run to sell through their own channels, in certain cases we also offer cooperation in selling the collection.

A. Sales via own channels only

- we deliver the ordered number of products at the agreed purchase price
- the client handles sales entirely on their own
- option to promote the collection via SportZoo socials (reaching collectors)

B. Sales via own channels + SportZoo Store

- involvement of the official SportZoo e-shop, well known in the wide collector community
- covers shipping to multiple countries, in various currencies and languages
- sales terms and margin depend on the potential of the collection

C. Sales via own channels + SportZoo Store + SportZoo retail partners

- involvement of long-standing, proven SportZoo partners
- card hobby shops, bookstores, toy stores (margin approx. 25 — 40 %)
- retail chains and newsstands with nationwide coverage (margin approx. 40 — 60 %, mostly on consignment only)
- option of additional promotion at points of sale

9 Timeline

The shortest production time of a collection, from the initial proposal to the delivery of the final products, is 8 weeks or more, depending on volume, complexity and current production load.

#	CHECKPOINT	DURATION
09	Release date (delivery to the client)	2-5 days
08	Production completed at SportZoo	2-10 days
07	Delivery of signed cards; start of collection assembly and packing	5-20 days
06	Delivery of cards to the client for signing	10-15 days
05	Approved card files sent to print; delivery of materials for thick cards; Approved packaging files sent to print	5-20 days
04	Card designs for approval; delivery of player selection, texts and photos for all cards	5-15 days
03	Price quotation delivered by SportZoo	5-10 days
02	Collection proposal by SportZoo	5-10 days
01	Defining the collection concept and goals — submitting the completed form	X

10

Next Steps

If you are interested in producing your own collection,
please do not hesitate to contact us.

Send us your enquiry by e-mail along with the completed brief form, so we can get a thorough understanding of your intentions.

Once received, we will get back to you within the next few days with follow-up questions and a price quote.

Bianka Benesova
Project Manager

bianka@sportzoo.sk



We very much look forward to working with you!