

HOBBY

F 2026-27 **LAIR**™

A Bold Intersection of Design,
Technology and Luxury Finishing



Product depicted for demonstration purposes only and is subject to change without notice. © 2026 The Upper Deck Company. NHL and the NHL Shield are registered trademarks of the National Hockey League. All NHL logos and marks and NHL team logos and marks depicted herein are the property of the NHL and the respective teams and may not be reproduced without the prior written consent of NHL Enterprises, L.P. © 2026 NHL. All Rights reserved. ©NHLPA. Officially Licensed Product of the NHLPA. NHLPA, National Hockey League Players' Association and the NHLPA logo are trademarks of the NHLPA and are used under license.



INTRODUCTION

OVERVIEW

Following its triumphant return to the sports card market in 2025-26 following a nearly 20-year absence, Flair Hockey is back to give collectors more of what they love about this legendary brand!

With well-known Flair standards such as **Center Spotlight**, **Hot Gloves**, **Hot Numbers**, **Scoring Power** and **Wave of the Future** intermingled with spectacular new inserts such as **Diagrams**, **Keys for Success** and **Woooooooooooo!**, along with an elegant **Base Set** sporting an extensive parallel and variant lineup full of chase cards, 2026-27 Flair Hockey is bound to be as exciting as the game of hockey itself!

Collectors young and old will appreciate the bold intersection of design, technology and luxury finishing.

QUICK HITS

- Year 2 of Flair's Return to the Sports Card Market!
- Elegant Designs Blended with Premium Technology & Luxury Finishing
- Checklists Featuring Legends, Superstars and/or High-End Rookies
- Collector-Favorite Flair Standards, Revived Flair/Fleer Classics and Exciting Fresh Content Sure to be a Hit!
- 10 Numbered Cards per Box
- One (1) Autograph Card per Box
- Hard-Signed Autographics Cards!

KEY ROOKIES

- Anton Frondell, Blackhawks *
- James Hagens, Bruins *
- Konsta Helenius, Sabres *
- Cole Hutson, Capitals
- Porter Martone, Flyers *
- David Reinbacher, Canadiens *
- Brayden Yager, Winnipeg *
- Carter Yakemchuk, Senators *
- And more highly-rated newcomers!

* Top 15 Draft Pick



THE BASE SET

200 VETERANS AND ROOKIES

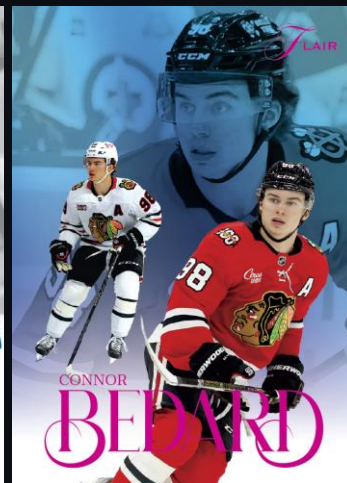
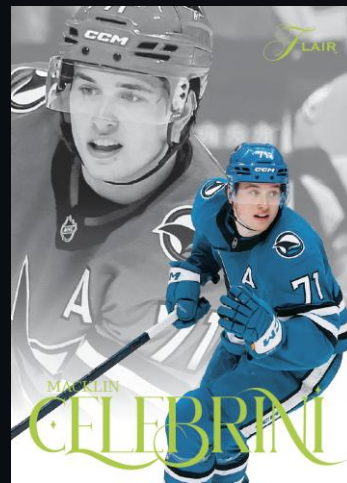
More than double the standard card thickness and boasting an elegant triple-photo design (two on the front, one on the back) accented with beautiful deco foiling and a glossy laminate finish, each Flair Hockey Base Set card is a treasure. Collect all 200 cards featuring the best veteran players in the game and the top rookies - all sporting an "RC" foil stamp. The Base Set includes at least five players from each team and, like Flair Base Sets of the past, it is checklisted alphabetically by team.

Collect, on average, one (1) Veteran and one (1) additional Veteran or Rookie Base Set card per pack and keep an eye out for the [Printing Plates](#) used in the production of the Base Set.

PARALLELS AND VARIANTS

The parallel lineup includes three numbered newcomers ([Copper](#), [Purple](#) and [Silver](#)) along with these returning favorites: [Autograph](#), [Blue Ice](#) (#'d to 99) and [Spectrum](#) (#'d to 10).

Keep an eye out for amazing serially-numbered [Forecheck Variant](#) and [Backcheck Variant](#) cards. The Backcheck Variants sport a third player image on the front. Lucky collectors will pull [Blue Ice](#) parallels of the Forecheck Variant, each serially-numbered to just 49, and the heavily sought-after 1-of-1 [Spectrum](#) parallels of the Backcheck Variant!



Pictured Clockwise from Top-Left:

*Base Set Veterans & Rookies
Forecheck Variant*

*Base Set Veterans
Backcheck Variant*

*Base Set Veterans & Rookies
Blue Ice Parallel*

THEMED INSERTS

Featuring a variety of technology and sensational designs, the insert lineup is full of returning favorites alongside fresh content sure to be a hit with collectors. Here is a look at the offering:

Netminders (New!): Goalie collectors rejoice! This new set contains most of the League's top defenders of the twine.

Scoring Power: These sharp cards with the "Scoring Power" callout outlined with Silver deco foil feature players who fill the scoresheet on a regular basis.

Touch of Flair: With intricate Silver Spectrum deco foil linework on a black background, these cards featuring players that play the game with an extra touch of Flair are going to stand out in the pack!

Woowooooooooo! (New!): You will smile each time you pull a card from this fun new set with varying background colors! The checklist aptly features some of the most exciting players in the game today.

- Collect seven (7) cards per box, on average, from these four sets.
- All four sets boast a soft-touch UV coating.
- Look for serially-numbered Purple, Gold Spectrum and Autograph parallels!

Pictured Clockwise from Top-Left:

Netminders - Auto Parallel, Scoring Power, Woowooooooooo! - Purple Parallel, Touch of Flair - Gold Spectrum Parallel



THEMED INSERTS

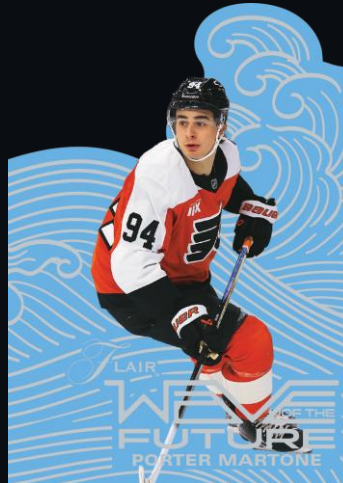
Center Spotlight: Featuring the top centers in the League today, the checklist is star-studded!

Diagrams (New!): Each two-player card in this colorful new set pairs countrymen, brothers, generational 1st overall draft picks, former college or CHL teammates and prolific goal scorers from rival teams, just to name some of the intriguing pairings!

Flash & Flair - Flash: This is one half of a dynamic set involving 10 players, 20 cards and two substrates. Each card features a two-sided die-cut that will allow it to interlock with its two-sided die-cut Flash and Flair - Flair counterpart.

Wave of the Future: Everyone will love these cards featuring a two-sided die-cut design with intricate foil linework simulating a wave and a checklist full of high-end rookies!

- On average, nine (9) of the boxes in every 10-box case will contain one (1) of these cards.
- All four sets are printed on Acetate stock.



Pictured:

Flash & Flair - Flash

The Flash card is on the left side, paired with its Flair counterpart. Some space was placed between the two to demonstrate each card's two-sided die-cut. See the next slide for a connected version.

Wave of the Future

THEMED INSERTS

Flash & Flair - Flair: The other half of the dynamic Flash and Flair set - this time on C2S stock with Silver Spectrum Light FX and Gold deco foil!

Hot Gloves: A Flair favorite and another for the goalie collectors! Each card boasts a three-sided die-cut and these are the first Hot Gloves cards to sport Light FX!

Hot Numbers: Twenty-five standout players with astonishing stats, all presented on the card via an excellent mix of Silver Spectrum Light FX and Gold deco foil.

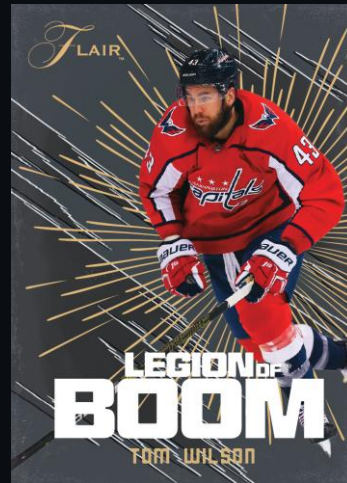
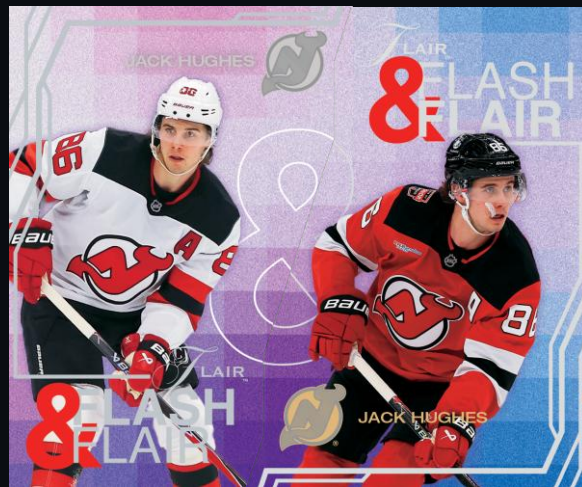
Keys for Success (New!): Everyone who loved the Guaranteed Fresh! set from 2025-26 Flair Hockey will dig these cards that will remind some of an old school hotel room key. The checklist is comprised of young stars and top rookies that hold the "keys to the future of the League!"

Legion of Boom: These stunning cards feature some of the hardest-hitting, hardest-working players in the League and mix Light FX and deco foil brilliantly.

- Collect one (1) of these cards per box, on average.
- All five sets feature Silver Spectrum Light FX and Gold deco foil.

Pictured Clockwise from Top-Left:

Flash & Flair - Flair (the Flair card is on the right side, paired with its Flash counterpart), *Hot Gloves*, *Legion of Boom*



THEMED INSERTS

Anticipation (New!): This set pays tribute to the 1995-96 Flair Anticipation inserts. However, with this installment, we take the funk to another level as each card is a three-layer Lenticular! Oh, and the checklist is INCREDIBLE and only 15 players deep!

Passage of Time (New!): Each card sports three images: a current image, a rookie year image, and other in between. With this three-layer Lenticular set, you can follow the career of 25 longtime standouts with just a flick of the wrist!

- **Case Hits!** Collect, on average, one (1) of these two cards per case!

Autographics: The return of a legend! The checklist for this hard-signed autograph set includes legends of the game, current superstars and several of the most promising 2026-27 rookies.



Pictured Clockwise from Top-Left:

Anticipation

Passage of Time

Autographics

CONFIGURATION & BOX BREAK

4

Cards per Pack

10

Packs per Box

10

Numbered

7

Netminders
Scoring Power
Touch of Flair
Woooooooooooo!

1

Autograph

1

Flash & Flair - Flair
Hot Gloves
Hot Numbers
Keys for Success
Legion of Boom

1

Anticipation
Center Spotlight
Diagrams
Flash & Flair - Flash
Passage of Time
Wave of the Future

When multiple cards are listed, that means that each box will contain that number of cards, or a single card, from the entire group. Stated “per box” numbers reflect an average of the entire production run.

