



SHER-WOOD

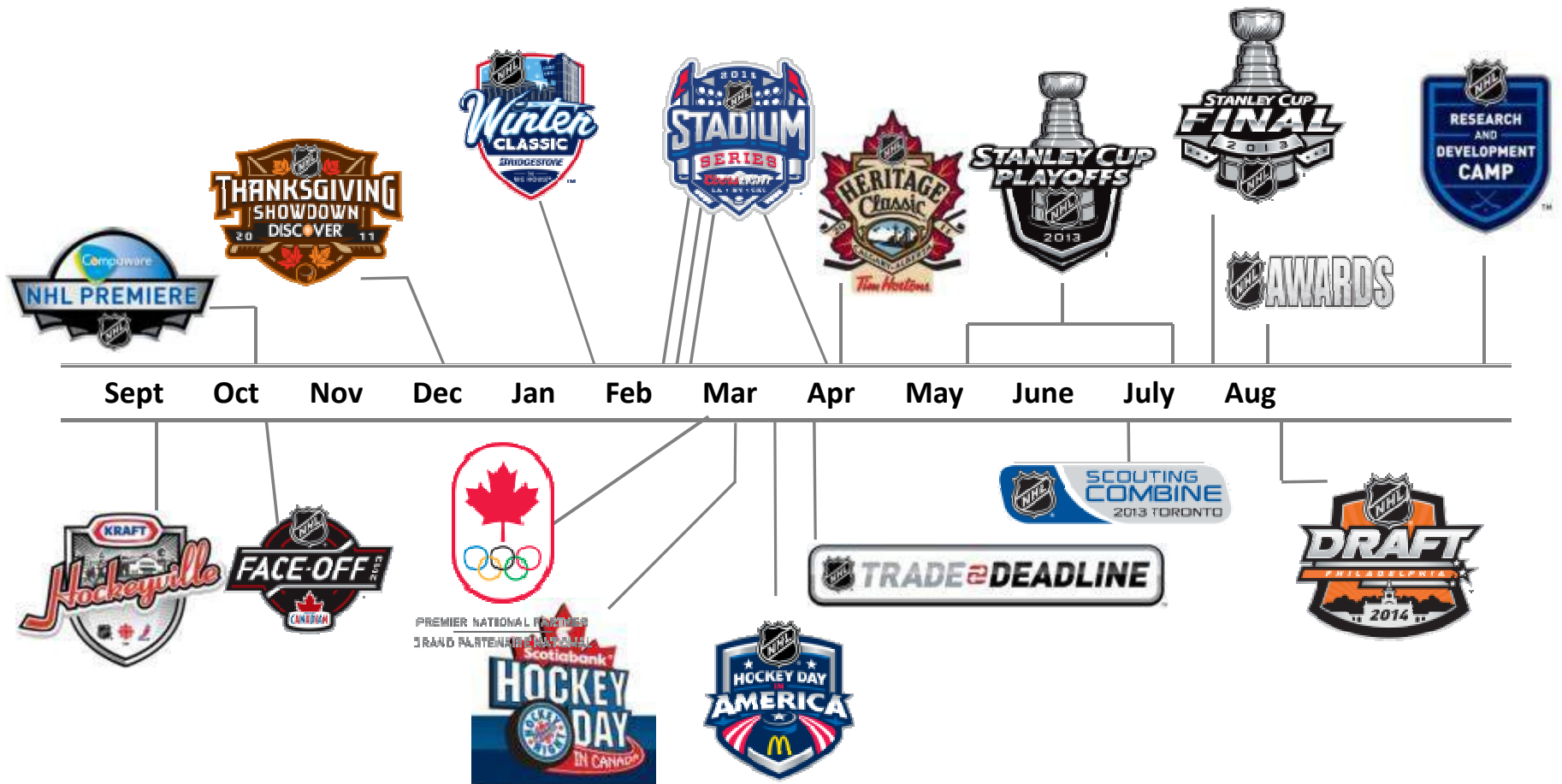
Licensed



SHER-WOOD



Hockey season 2013/14



SHER-WOOD



HIGH PROFILE EVENTS



OCT.



JAN.



JAN.
FEB.
MAR



MAR.



APR.
MAY



JUNE



FEB.

SHER-WOOD

PREMIER NATIONAL PARTNER
GRAND PARTENAIRE NATIONAL

SHER-WOOD



8 SKU'S FOR HIGH PROFILE EVENTS

GAME PUCKS

CUBE

BULK



SOUVENIR PUCKS

DUELING

BASIC

CHAMPS



MINI STICKS

COMPOSITE

PLASTIC





2014

Winter CLASSIC

THE BIG HOUSE®



NHL STOCKED INVENTORY

LARGEST HOCKEY EVENT IN THE HISTORY OF THE NHL®

SHER-WOOD

PROPERTIES



SHER-WOOD

PUCKS

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OFFICIAL GAME PUCKS



SHER-WOOD EXCLUSIVE



- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops

***REGULAR SEASON OFFICIAL 960 CANADIAN GAME PUCK IN CUBE (STOCK)**

SHER-WOOD

SOUVENIR PUCKS



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops
- Department stores
- Other

**BLACK SLOVAKIAN SOUVENIR PUCK
BASIC – STITCH – RETRO – AUTOGRAPH
(BULK /BLISTER, STOCK)**

SHER-WOOD

MINI STICKS

SHER-WOOD

PLASTIC MINI STICKS



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops
- Department stores
- Other

WHITE PLASTIC PLAYER MINI STICK (STOCK)
WHITE PLASTIC GOALIE MINI STICK (STOCK)

***COLORED PLASTIC PLAYER & GOALIE MINI STICKS**
MINIMUM ORDER 150/100 UNITS PER MODEL (NON STOCK)

SHER-WOOD

WOOD MINI STICKS



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops

NATURAL WOOD PLAYER MINI STICK (NON STOCK)
NATURAL WOOD PLAYER MINI STICK (NON STOCK)

COLORED WOOD PLAYER & GOALIE MINI STICK
(NON STOCK)

MINIMUM ORDER 100 UNITS

SHER-WOOD

WOOD MINI STICKS



SHER-WOOD EXCLUSIVE

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops

**WHITE ULTIMATE COMPOSITE PLAYER MINI STICK
LEFT & RIGHT CURVES (STOCK)**

**WHITE ULTIMATE COMPOSITE GOALIE MINI STICK
LEFT CURVE /STRAIGHT BLADE
(LEFT CURVE STOCK)**

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AUTOGRAPH WOOD & COMP. STICKS



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops
- Department stores
- Other

**FULL SIZE WOOD JUNIOR / SENIOR PLAYER STICKS
(LEFT & RIGHT, NON STOCK)**

**FULL SIZE COMPOSITE PLAYER STICKS (LEFT & RIGHT,
NON STOCK)**

MINIMUM 144 UNITS PER ARTWORK

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PACKAGING

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MINI STICK PACKAGING



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops
- Department stores
- Other

6-PACK (STOCK)

- 2 PLASTIC PLAYER MINI STICKS + 6 FOAM PUCKS

HAT TRICK PACKAGING (STOCK)

- PLASTIC PLAYER MINI STICK + FOAM BALL

ONE ON ONE PACKAGING (STOCK)

- 2 PLASTIC PLAYER MINI STICKS + FOAM BALL

BREAKAWAY PACKAGING (STOCK)

- PLASTIC PLAYER & GOALIE MINI STICKS + FOAM BALL

2-PACK - NHL (PLPL) (STOCK)

- FOAM BALL + 2 CURVED PLASTIC MINI STICKS, 2 PLAYERS

2-PACK - NHL (PLGO) (STOCK) *NOT ILLUSTRATED

- FOAM BALL + 2 CURVED PLASTIC MINI STICKS, 1 PLAYER + 1 GOALIE

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OTHER PACKAGING



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops
- Department stores
- Other

FOAM BALLS PACK- NHL SHIELD (STOCK)

MINI PUCK KEYCHAIN PACK - NHL (STOCK)

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PLASTIC MINI NETS & STICKS



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops
- Department stores
- Other

SINGLE MINIATURE GOAL NET SET IN BOX – NHL (STOCK)
DOUBLE MINIATURE GOAL NET SET IN BOX – NHL (STOCK)

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ELECTRONICS

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USB KEYS



SHER-WOOD EXCLUSIVE

- Official team shops
- Collectible shops
- Gift shops
- Online shops

USB KEY 4GB

**EACH NHL TEAM - NHL REFEREE - NHL SHIELD
TEAM CANADA- USA HOCKEY (STOCK)**

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SPACE MANAGEMENT

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SPACE MANAGEMENT



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SPACE MANAGEMENT



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SPACE MANAGEMENT



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NEW PRODUCT

SHER-WOOD

WALL PLAQUE

Hot & New



TWO (2) LICENSEES

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops

LARGE WALL PLAQUE WITH 30 SOUVENIR PUCKS

PUCKS CAN HAVE #1 BASIC, #2 STITCH, #3 RETRO OR #4 AUTOGRAPH LOOKS



1

2

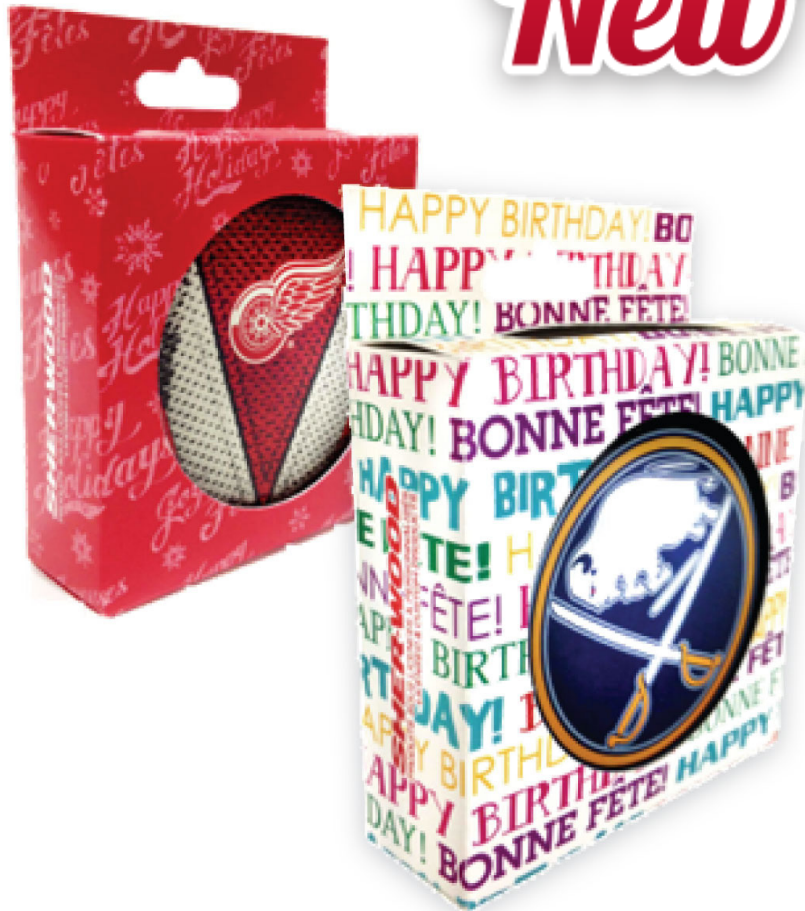
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4

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PUCK PACKAGING

**Hot &
New**



TWO (2) LICENSEES

- Official team shops
- Gift shops
- Online shops
- Department stores
- Other

HAPPY BIRTHDAY / HAPPY HOLIDAYS PACKAGING

**SOUVENIR PUCKS
BASIC - STITCH - RETRO - AUTOGRAPH**

SHER-WOOD

A NEW FAN IS BORN GAME PUCK

**Hot &
New**



SHER-WOOD EXCLUSIVE

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops

**A NEW FAN IS BORN GAME PUCK – BOY
A NEW FAN IS BORN GAME PUCK – GIRL**

**AVAILABLE IN ALL 30 NHL TEAMS
MASTER PACK OF 12 UNITS**

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A NEW FAN IS BORN ULTIMATE COMPOSITE PLAYER MINI STICK



SHER-WOOD EXCLUSIVE

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops

**A NEW FAN IS BORN ULTIMATE COMPOSITE
PLAYER MINI STICK – BOY**

**A NEW FAN IS BORN ULTIMATE COMPOSITE
PLAYER MINI STICK - GIRL**

**ORIGINAL 6 TEAMS ONLY (STOCK)
LEFT CURVE ONLY**

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HOUSE & HOME

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COASTERS

Hot & New



SHER-WOOD EXCLUSIVE

- Official team shops
- Gift shops
- Online shops
- Department stores
- Other

**PUCK COASTERS (4) IN CUBE (STOCK)
IN MULTIPLES OF 12 PER TEAM****

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ACCESSORY BAGS

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SHOPPING BAG

**Hot &
New**



SHER-WOOD EXCLUSIVE

- Official team shops
- Collectible shops
- Specialty hockey shops
- Gift shops
- Online shops
- Department stores
- Other

**ACCESSORY / SHOPPING BAG - NHL TEAM, REFEREE,
TEAM CANADA, USA HOCKEY (STOCK)**

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GARMENT BAG

**Hot &
New**



SHER-WOOD EXCLUSIVE

- Official team shops
- Specialty hockey shops
- Online shops

GARMENT BAG - NHL SHIELD (STOCK)



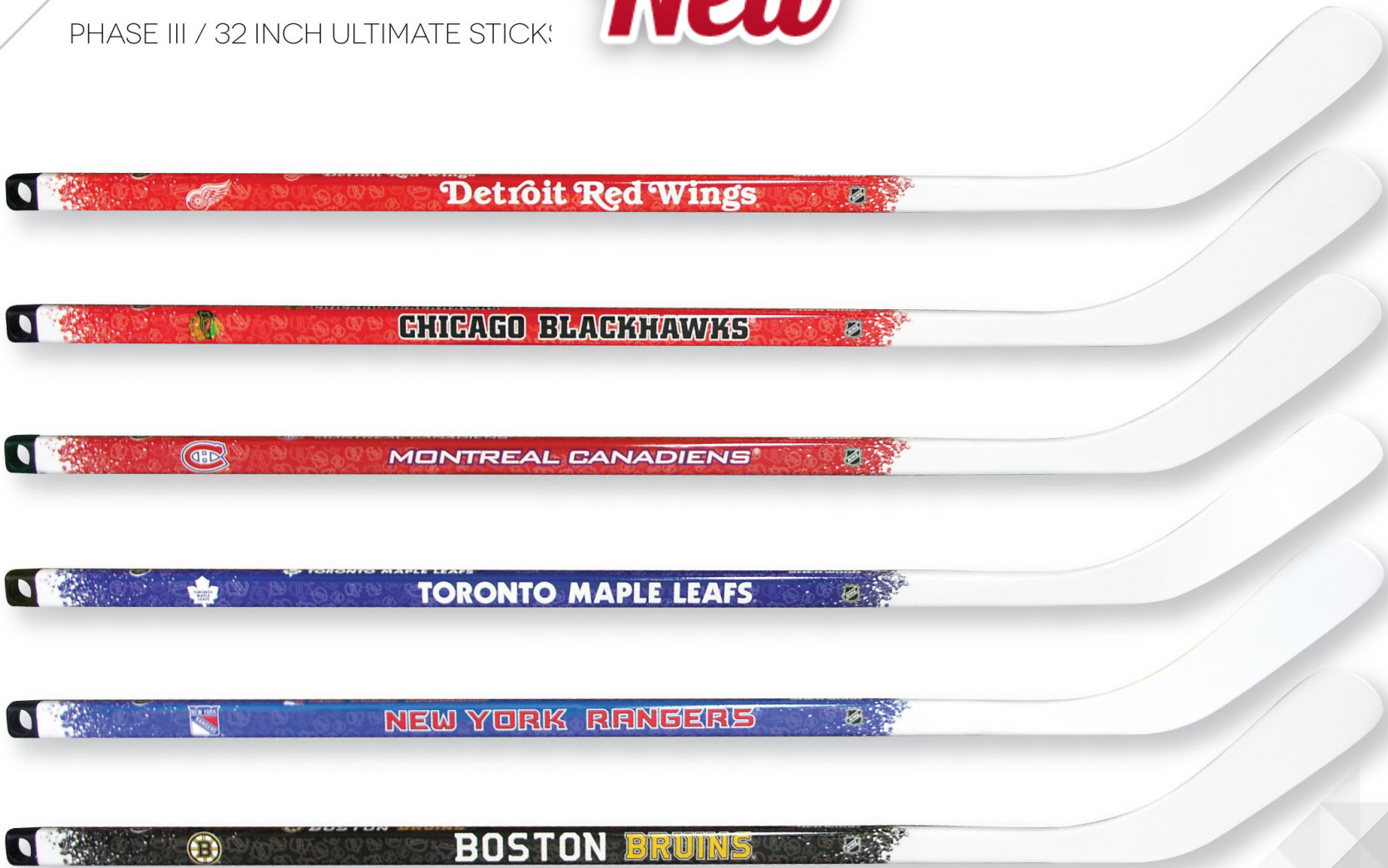
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NEW JAN. 2014

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**Hot &
New**

PHASE III / 32 INCH ULTIMATE STICK:



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ULTIMATE CUSTOM STICKS

RESTRICTIONS

SHER-WOOD'S LOGO MUST APPEAR SOMEWHERE ON THE SHAFT

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MINIMAL SIZE
1.5 INCH

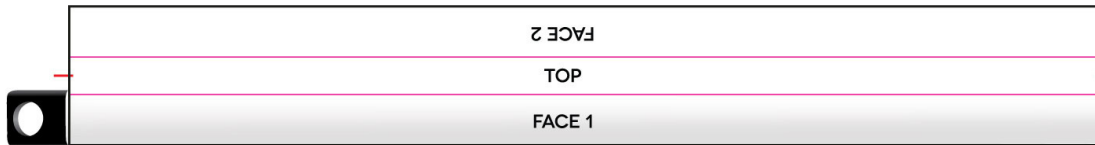
THIS STICKER MUST BE UNDER THE SHAFT OF THE STICK

MADE IN / FABRIQUÉ AU
CANADA

Ceci est un jouet. Ne pas malmené, surchauffer, modifier, mal utiliser ou altérer. Le bâton ne doit pas être utilisé s'il est endommagé.

This is a toy. Do not abuse, tamper, over-heat, misuse or cut. The stick can't be used if damaged.

PRINTABLE AREA
16.75" x 2.25"



MADE IN / FABRIQUÉ AU
CANADA

Ceci est un jouet. Ne pas malmené, surchauffer, modifier, mal utiliser ou altérer. Le bâton ne doit pas être utilisé s'il est endommagé.

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CUSTOM PRINT

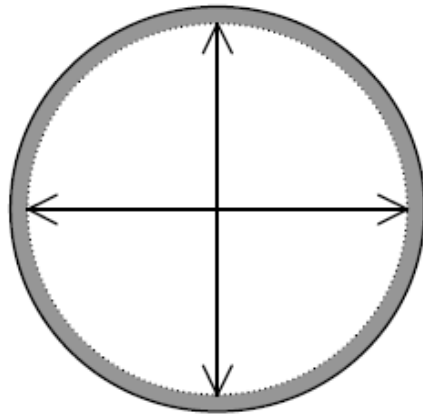
SHER-WOOD

**PRE-PRODUCTION ARTWORK REQUIREMENTS
VIA EMAIL OR CD SENT BY MAIL:**

PUCK

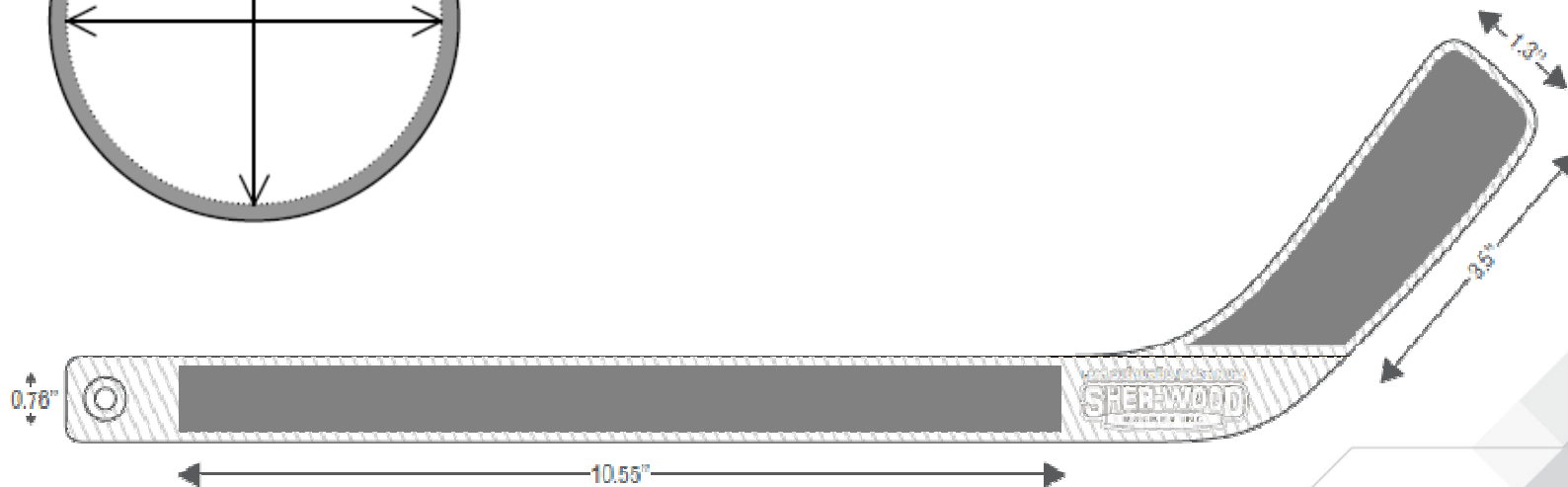
SIZE: 3" x 3"

PRINTABLE AREA: 2.75" x 2.75"

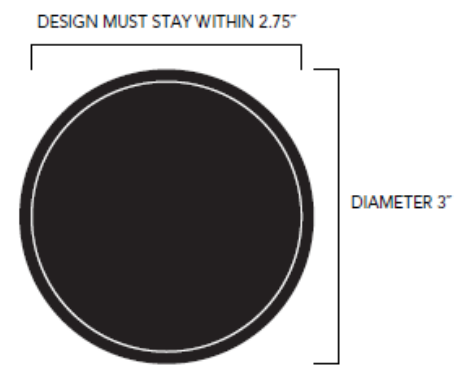
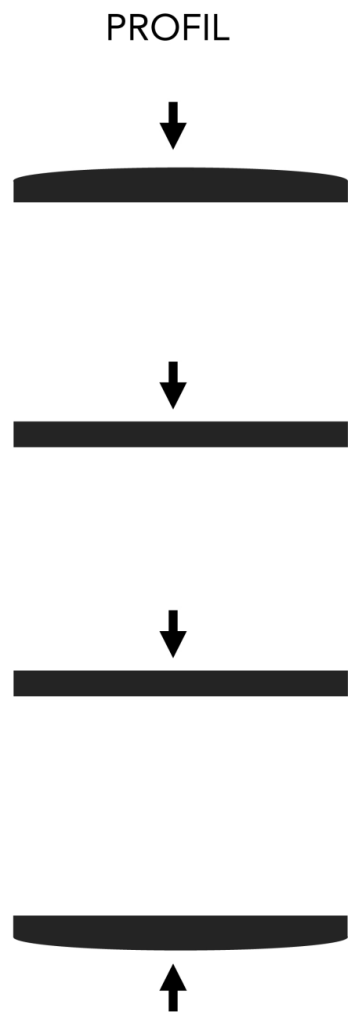


- ILLUSTRATOR CS6 (.ai / .eps / .pdf (acrobat))
- COREL DRAW X3 (.cdr)
- PHOTOSHOP CS6 (.eps / .tiff / .jpg / .bmp)

- HIGH RESOLUTION
- IMAGE 100% 250 dpi (for best result)
- Correct PMS (pantone matching system) colors



SHER-WOOD





OFFICIAL GAME PUCK

FRONT / DEVANT

WHITE 289

BACK / DOS

WHITE 289 117

SIDE 1 / CÔTÉ 1



SIDE 2 / CÔTÉ 2



SHER-WOOD
PRODUITS SOUS LICENCES & PERSONNALISÉS
LICENSED & CUSTOM PRODUCTS

2745 RUE DE LA SHERWOOD, SHERBROOKE, QUEBEC CANADA J1K 1E1 TÉL : 819 563-2202 FAX : 819 821-4848 WWW.SHER-WOOD.COM



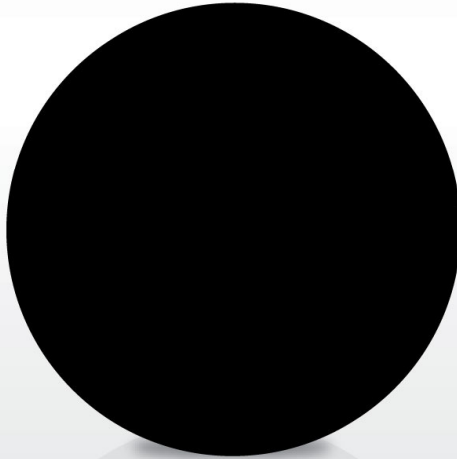
FRONT / DEVANT

BACK / DOS

WHITE 877 289

SOUVENIR PUCK

SIDE 1 / CÔTÉ 1



SIDE 2 / CÔTÉ 2



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