

PHYREXIA

ALL WILL BE ONE

PRODUCT GUIDE

WIZARDS
OF THE COAST



PHYREXIA
ALL WILL BE ONE

Agenda

INDEX

2. [Index](#)
3. [Key Dates](#)
4. [Set Story](#)
5. [Sales Promotion](#)
6. [WPN Secret Lair Drop](#)
7. [Set Boosters](#)
8. [Draft Boosters](#)
9. [Collector Boosters](#)
10. [Set Jumpstart Boosters](#)
11. [Commander Decks](#)
12. [Bundle](#)
13. [Bundle Compleat Edition](#)
14. [Prerelease Packs](#)
15. [Promotional Materials](#)
16. [Cards Treatments](#)
17. [Planograms](#)



Choose your event!





PHYREXIA
ALL WILL BE ONE

Key Dates

INDEX

Prerelease: 3 to 9 February 2023

Release: 10 February 2023

Launch Party: 10 to 12 February 2023

Friday Night Magic: starts 10 February 2023

Commander Nights: starts 16 February 2023

Store Championship: 25 February to 05 March 2023

WPN Premium Exclusive Commander Party: 10 to 12 March 2023



Choose your event!





PHYREXIA
ALL WILL BE ONE

Set Story

INDEX

The unmissable third chapter of a four-arch story that began with Dominaria United!

From their home plane of New Phyrexia (once known as Mirrodin), the Phyrexians want to spread Phyrexianization to every living being in the Multiverse.

All their previous schemes were stopped by our heroes, but a new threat is on the horizon. Dubbing herself the Mother of Machines, Elesh Norn has become Phyrexia's new leader and has come up with a new strategy to ensure that all will be one...



Spread the Phyrexian glory!





PHYREXIA
ALL WILL BE ONE

Sales
Promotion

INDEX

To support the launch of the *Phyrexia: All Will Be One* Bundle: Compleat Edition on March 3, we will be sending Phyrexian Click-wheel life counters to every WPN store around the world to be used as a gift-with-purchase promotional item.

Here's how the promotion will work: customers must purchase the *Phyrexia: All Will Be One* Bundle: Compleat Edition at your store to receive one Phyrexian Click-wheel. Alternatively, customers may spend 75£ (or the equivalent amount in local currency) on sealed *Magic: The Gathering* product to receive one.



**Compleat your collection after picking up the Bundle:
Compleat Edition at your store.**

WIZARDS
OF THE COAST



PHYREXIA
ALL WILL BE ONE

WPN Secret
Lair Drop

INDEX

Can you keep a secret? Coming soon is a WPN exclusive Secret Lair Drop to be sold only through our WPN retail partners. It won't be available on the Secret Lair website: your community will have to come directly to your store to get their hands on the drop.

WPN stores in most regions will have an allocation of this all-foil Secret Lair drop available to purchase from your distributor.



A Secret Lair Drop to be sold only through WPN!





PHYREXIA

ALL WILL BE ONE

PRODUCTS

WIZARDS
OF THE COAST



PHYREXIA
ALL WILL BE ONE

Set Boosters

INDEX



CONTENT:

Display holds 30 *Phyrexia: All Will Be One* Set Boosters
12 Magic: The Gathering cards per booster
1 Ad/Token Card in each booster
1 Art Card in each booster

KEY SELLING POINTS:

Best MTG Booster to open for fun
1 to 4 Rare or Mythic in each booster
1 Traditional Foil in each booster
Chance at the list (25% of the Set Booster contains a special card from Magic's history)

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 FEB.2023

Product Page

Digital Assets



The booster for the best opening experience





PHYREXIA
ALL WILL BE ONE

Draft
Boosters

INDEX



CONTENT:

Display holds 36 *Phyrexia: All Will Be One* Draft Boosters
15 Magic cards in each booster
1 Token/Ad card in each booster

KEY SELLING POINTS:

Best booster for drafting *Phyrexia: All Will Be One*
At least 1 card of rarity Rare or higher in every booster
1 Traditional Foil card in 33% of booster

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 FEB. 2023

Product Page

Digital Assets



The booster made for Limited play!





PHYREXIA
ALL WILL BE ONE

Collector
Boosters

INDEX



CONTENT:

Display holds 12 *Phyrexia: All Will Be One* Collector Boosters
15 Magic cards in each booster
1 foil token in each booster

KEY SELLING POINTS:

Full of rares, foils, and special treatments
Borderless cards, showcase cards, and a special treatment that celebrates the glory of Phyrexia in every pack
5-6 cards of rarity Rare or higher in every pack
10 Traditional Foil cards in every pack

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 FEB.2023

Product Page

Digital Assets



Direct access to all the hottest cards in the set!





PHYREXIA
ALL WILL BE ONE

Jumpstart Boosters

INDEX



CONTENT:

18 *Phyrexia: All Will Be One* Jumpstart Boosters
20 Magic cards per booster

KEY SELLING POINTS:

The *Phyrexia: All Will Be One* Jumpstart Boosters contain 20 Magic cards (including all the lands you need to play)
2 Traditional Foil Land cards in every pack
2 Rare cards in every pack—1 Rare or Mythic Rare + 1 Rare card designed for *Jumpstart* boosters
Each pack has 1 of 5 possible themes and each theme comes in 2 variants—mix and match for wild mashups

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 FEB.2023

Product Page

Digital Assets

Grab 2 Jumpstart packs, shuffle, and you're ready to rumble



WIZARDS
OF THE COAST



PHYREXIA
ALL WILL BE ONE

Commander Decks

INDEX



CONTENT:

- 98 Non Foil Cards
- 2 Traditional Foil
- 1 Foil-etched Display Commander
- 10 Tokens
- 1 Lifetracker
- 1 Deck Box

KEY SELLING POINTS:

- 2 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack (2 cards)
- Introduces 10 Mtg Cards Not Found In the Main Set

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 FEB.2023

Product Page

Digital Assets



The best product play Commander!





PHYREXIA
ALL WILL BE ONE

Bundle

INDEX



CONTENT:

- 8 Phyrexia: All Will Be One Set Boosters
- 1 traditional foil alt-art promo card
- 40 basic land cards (20 foil + 20 nonfoil)
- Spindown life counter
- Card storage box

KEY SELLING POINTS:

- Contains an Exclusive Promo Card
- Storage Box is much appreciated by players and collector

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 FEB.2023

Product Page

Digital Assets



The Ultimate Fan Kit!





PHYREXIA
ALL WILL BE ONE

Bundle:
Compleat Edition

INDEX



CONTENT:

- 1 Compleat Edition booster
- 12 *Phyrexia: All Will Be One* Set Boosters
- 1 traditional foil Rare promo card
- 40 Traditional Foil land cards that celebrate the glory of Phyrexia
- Spindown life counter
- Card storage box

KEY SELLING POINTS:

- 2 special foil Mythic Rare cards in Compleat Edition booster
- 10 special foil Land cards in Compleat Edition booster
- Compleat Bundle-exclusive foil card box

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 MAR.2023

Product Page

Digital Assets



The Ultimate Phyrexian Bundle!





PHYREXIA
ALL WILL BE ONE

Prerelease
Pack

INDEX



CONTENT:

- 6 *Phyrexia: All Will Be One* Draft Boosters
- 1 foil, year-stamped Rare or Mythic Rare
- 1 MTG Arena code card (only available in select regions)
- 1 deck box
- 1 Spindown die

KEY SELLING POINTS:

- First opportunity for players to play an event with new cards!
- 2 Set Booster as prize support for each kit

IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date
3 FEB. 2023

Product Page

Digital Assets



The first product for players to experience the set in an event!





PHYREXIA

ALL WILL BE ONE

PROMO MATERIAL & TREATMENTS

WIZARDS
OF THE COAST



PHYREXIA

ALL WILL BE ONE

Promo Material

INDEX



Welcome Booster



Kor Haven



Vindicate (IT)



Exalted Angel



Temple of the False God



Promo Pack (Regular & Foil)



Buy-a-Box Promo



Bundle Promo



Participation



Top 8



Winner



Commander Party Promo



Bring a Friend Promo

How to reward players and customers!





ICHOR SHOWCASE CARDS
FOUND IN: DB,SB;CB



BORDERLESS ICHOR SHOWCASE CARDS
FOUND IN: DB,SB;CB



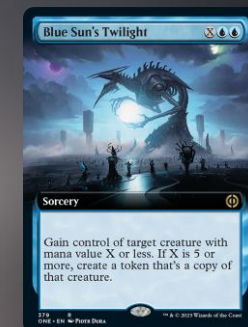
BORDERLESS MANGA CARDS
FOUND IN: DB,SB;CB



BORDERLESS CONCEPT PRAETORS
FOUND IN: DB,SB;CB



PHYREXIAN CARDS
FOUND IN: DB,SB;CB



EXTENDED ART
FOUND IN: ;CB



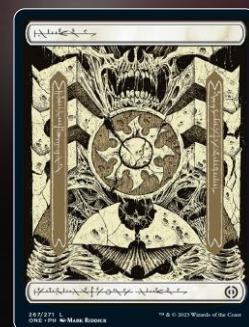
STEP-AND-COMPLEAT FOILS
FOUND IN: CB



OIL SLICK RAISED FOILS
COMPLEAT BUNDLE ONLY



BORDERLESS CARDS
FOUND IN: DB,SB;CB



PHYREXIANIZED BASICS
FOUND IN: DB,SB;CB



PANORAMA FULL-ART BASICS
FOUND IN: DB,SB;CB

DB: Draft Booster
SB: Set Booster
CB: Collector Booster

CAN BE FOUND IN



PHYREXIA

ALL WILL BE ONE



PHYREXIA
ALL WILL BE ONE

Planograms

INDEX

BACK COUNTER



100 cm

75 cm

Empty spaces are for other releases and/or back catalogue products

- 100 X 75 CM**
- 3 shelves**
- 12 Starter Kit**
- 2 Jumpstart Display**
- 4 Collectors Booster Display**
- 2 Gift Bundles**
- 2 Bundles**
- 2 Draft booster Display**
- 12 commander**
- 2 Set Booster Display**



The planograms are provided for inspiration only. Back counter planograms can include all products of *Phyrexia All Will Be One*





PHYREXIA
ALL WILL BE ONE

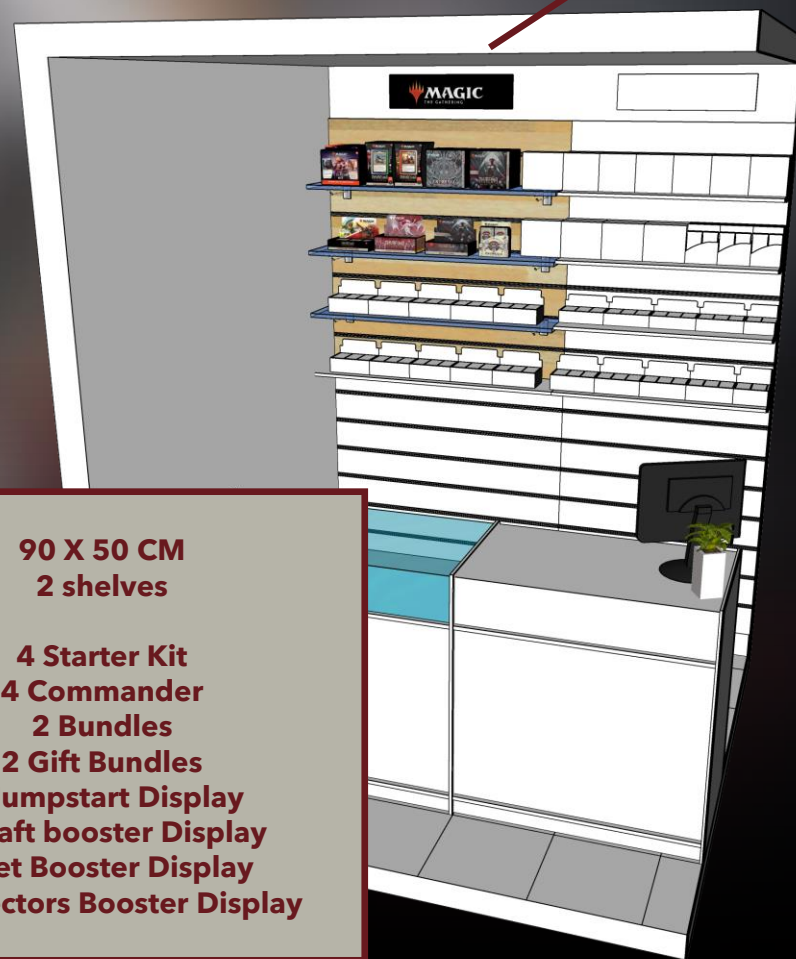
Planograms

INDEX

BACK COUNTER



- 90 X 50 CM
- 2 shelves
- 4 Starter Kit
- 4 Commander
- 2 Bundles
- 2 Gift Bundles
- 1 Jumpstart Display
- 1 Draft booster Display
- 1 Set Booster Display
- 1 Collectors Booster Display



The planograms are provided for inspiration only. Back counter planograms can include all products of *Phyrexia All Will Be One*



PHYREXIA
ALL WILL BE ONE

Planograms

INDEX

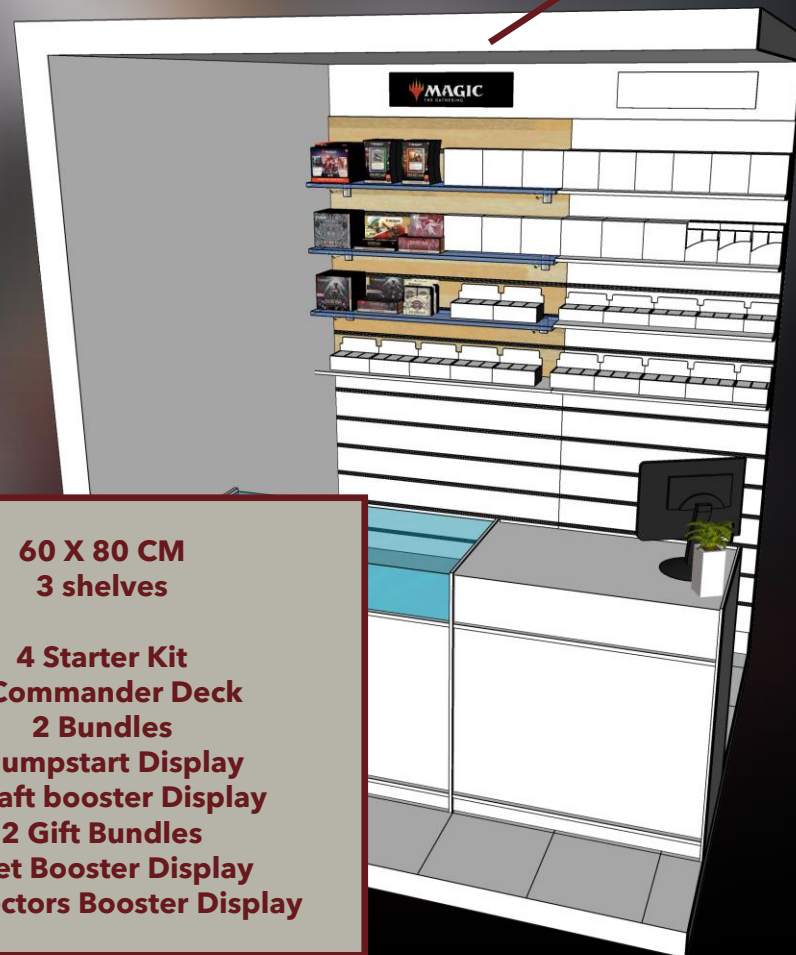
BACK COUNTER



Empty spaces are for other releases and/or back catalogue products

60 X 80 CM
3 shelves

- 4 Starter Kit
- 4 Commander Deck
- 2 Bundles
- 1 Jumpstart Display
- 1 Draft booster Display
- 2 Gift Bundles
- 1 Set Booster Display
- 2 Collectors Booster Display



The planograms are provided for inspiration only. Back counter planograms can include all products of *Phyrexia All Will Be One*



PHYREXIA
ALL WILL BE ONE

Planograms

INDEX

IN STORE



Empty spaces are for other releases and/or back catalogue products

90 X 25 CM
1 shelf

8 Starter Kit
2 Bundles
4 Commander Deck



Planograms are provided for inspiration only. Instore planograms do not include boosters for safety reasons



PHYREXIA
ALL WILL BE ONE

Planograms

INDEX

IN STORE



60 cm

50 cm

Empty spaces are for other releases and/or
back catalogue products

60 X 50 CM
2 shelves

4 Starter Kit
4 Bundles
4 Starter Kit
4 Commander Deck



Planograms are provided for inspiration only. Instore planograms do not include boosters for safety reasons



PHYREXIA
ALL WILL BE ONE

Planograms: Store Execution

INDEX



Coliseum Cards - Tamworth - UK

Want to share how you merchandised
Phyrexia: All Will Be One in your store ?

Send us your pictures at
Askwpn.wizards.com

With the name of your store