

# KONFLIKT '17

## LAUNCH INFO PACK





***Konflikt '47* is the game of heroes, horrors, monsters, and mechs, putting players in command of the nightmarish struggle for supremacy as the world is torn apart and remade in blood and crackling energy. Fast-paced, action-packed gameplay provides countless cinematic moments, with fluctuating Rift energies and the ever-present fog of war ensuring that no two games are ever the same, and the outcome is never guaranteed. Heroes and villains on each side lend their unique abilities to turn the tide of battle, as mechs and monsters face off in brutal contests of flesh versus steel.**

**THIS IS NOT WAR.**

**THIS IS THE END.**

*Konflikt '47* returns on September 27th with a brand new edition, completely overhauling the model range, game mechanics, and wider universe to produce a fantastic hobby and gameplay experience for players. Written by a hugely experienced team led by legendary designer Andy Chambers, *Konflikt '47* builds on the mechanics of the enormously successful *Bolt Action: Third Edition*. Expanding upon *Bolt Action's* beloved and renowned Order Dice system, *Konflikt '47* is simple and easy to learn, but offers limitless potential for expansion.

The at-launch offering for this exciting range includes a gorgeous full-colour hardback rulebook, and a wave of new plastic infantry and mech kits, which form the basis of a new starter set, and two starter armies - one each for US and Axis forces.

This initial release wave is designed to maximise routes of entry for new customers and existing players alike, with the existing customer base incredibly excited and primed to purchase, and our marketing strategy is also primed to massively increase product awareness to all corners of the wargames market - and beyond!

The success and growth of *Konflikt '47* is of the utmost importance to Warlord Games and the range will continue to receive the absolute highest level of support throughout its lifespan. We are completely committed to its transformation into a flagship brand, and wider intellectual property, and look forward to you joining us on this exciting journey!



### AT-LAUNCH & PRE-ORDER RELEASES INCLUDE:

- Konflikt '47 Starter Set
- Full Colour Hardback Rulebook
- Axis starter set
- US starter set
- 2x new plastic infantry boxed sets - US Firefly airborne troops and Axis Stahltruppen heavy infantry
- Free digital army lists make the game more accessible to your customers, and an easier sell - no need to buy three or four books just to play!

### WARLORD SUPPORT:

- Future releases and expansions - literally years of content planned!
- Full IP development process - more than just a miniatures game, meaning customers will become more and more engaged and loyal
- Magazine cover features and sprue giveaways to generate interest and recognition
- Large existing miniature range
- Multiple supplements
- Fully integrated with the Warlord Games App for easy listbuilding
- Army lists updated whenever new miniatures release - customers see the rules reason why they should purchase right away
- Promotional videos and graphics - Everything from how-to-play and painting guide videos to downloadable assets for making in-store advertising, posters, artwork, and more
- Dedicated [Konflikt47.com](https://www.konflikt47.com) website including enormous amounts of content, free Field Manual get-started guide to remove barriers to entry, and a Warlord Stockist Store Finder - make sure you're listed!
- Community website and widespread social media content, articles, and features
- Point of sale support including an amazing standee for stores who order the double bundle
- Demo sets make it as easy as possible for store staff to introduce customers to the game and get them excited to purchase
- *Konflikt '47* themed events and tournament support
- Second wave of releases in November, including an Introductory Set designed specifically to easily recruit new customers, and more starter armies!
- Exciting competitive play plans to build community



### Konflikt '47 Launch Bundle K47201 £750/\$1035/€855

Product code	Product	Product type	£RRP	\$MSRP	€RRP	Quantity	Barcode
451010003	Konflikt '47 Rulebook	Book	£40.00	\$58.00	€48.00	6	978-1-915319-43-2
451510001	Konflikt '47 Starter Set	Starter Box Set	£95.00	\$152.00	€114.00	4	5060917996181
452010202	Konflikt '47 Axis Stahltruppen Heavy Infantry	Plastic Box	£37.00	\$59.00	€44.50	4	5060917995351
452010404	Konflikt '47 United States Firefly Airborne Infantry	Plastic Box	£37.00	\$59.00	€44.50	4	5060917995375
452010405	Konflikt '47 United States Starter Army	Hybrid Box	£110.00	\$176.00	€132.00	2	5060917996259
452010203	Konflikt '47 Axis Starter Army	Hybrid Box	£110.00	\$176.00	€132.00	2	5060917996198
452610002	Konflikt '47 Rift Dice - Grey	Dice	£18.00	\$29.00	€21.50	2	5060917996587
452610003	Konflikt '47 Rift Dice - Green	Dice	£18.00	\$29.00	€21.50	2	5060917996907
458900001	Konflikt '47 Dice Bag	Dice Bag	£20.00	\$32.00	€24.00	2	5060917996440
453400401	Free Limited Book Figure: Reload! US special miniature	Limited Figure	£0.00	\$0.00	€0.00	3	N/A
453400201	Free Limited Book Figure: Reload! Axis special miniature	Limited Figure	£0.00	\$0.00	€0.00	3	N/A



Axis Platoon Commander  
(exclusive to Axis Starter Army)



Axis Platoon Commander  
(exclusive to Konflikt '47 Starter Set)



Reload! Axis  
(Limited Edition Figure)



## Konflikt '47 Launch Partner Bundle K47202 £1475/\$2030/€1680

Product code	Product	Product type	£RRP	\$MSRP	€RRP	Quantity	Barcode
451010003	Konflikt '47 Rulebook	Book	£40.00	\$58.00	€48.00	12	978-1-915319-43-2
451510001	Konflikt '47 Starter Set	Starter Box Set	£95.00	\$152.00	€114.00	8	5060917996181
452010202	Konflikt '47 Axis Stahltruppen Heavy Infantry	Plastic Box	£37.00	\$59.00	€44.50	8	5060917995351
452010404	Konflikt '47 United States Firefly Airborne Infantry	Plastic Box	£37.00	\$59.00	€44.50	8	5060917995375
452010405	Konflikt '47 United States Starter Army	Hybrid Box	£110.00	\$176.00	€132.00	4	5060917996259
452010203	Konflikt '47 Axis Starter Army	Hybrid Box	£110.00	\$176.00	€132.00	4	5060917996198
452610002	Konflikt '47 Rift Dice - Grey	Dice	£18.00	\$29.00	€21.50	4	5060917996587
452610003	Konflikt '47 Rift Dice - Green	Dice	£18.00	\$29.00	€21.50	4	5060917996907
458900001	Konflikt '47 Dice Bag	Dice Bag	£20.00	\$32.00	€24.00	4	5060917996440
452610007	Free Konflikt '47 Store Standee & Demo Pack (Limited Availability)	POS	£0.00	\$0.00	€0.00	1	N/A
453400401	Free Limited Book Figure: Reload! US special miniature	Limited Figure	£0.00	\$0.00	€0.00	6	N/A
453400201	Free Limited Book Figure: Reload! Axis special miniature	Limited Figure	£0.00	\$0.00	€0.00	6	N/A



US Platoon Commander  
(exclusive to US Starter Army)



US Platoon Commander  
(exclusive to Konflikt '47 Starter Set)



Reload! US  
(Limited Edition Figure)



The *Konflikt '47* starter set contains everything you need to start playing *Konflikt '47* - rulebook, models, dice, scenery, and more. Elite United States Firefly jump infantry, supported by the armoured punch of a Linebacker walker, drop from the skies into combat against hulking Axis Stahltruppen heavy infantry and a scuttling Vogelspinne light mech - the perfect introduction to the lethal battlefields of *Konflikt '47* and the foundation of a pair of powerful forces. In addition, each force is led by a powerful hero figure, unique to this set!

## THE KONFLIKT '47 STARTER SET CONTAINS:

- The following Axis miniatures:
  - 1 Warlord Resin Axis Platoon Commander (Exclusive to this set)
  - 6 multi-part plastic Stahltruppen
  - 1 multi-part plastic Vogelspinne Light Panzermech
- The following US miniatures:
  - 1 Warlord Resin United States Platoon Commander (Exclusive to this set)
  - 12 multi-part plastic Firefly Airborne Infantry
  - 1 multi-part plastic M2A5 Linebacker jump walker
- Waterslide decal sheets
- Multi-part plastic *Konflikt '47* ruins (4 plastic frames)
- 1 A5 softback *Konflikt '47* Rulebook
- 8 *Konflikt '47* Order Dice
- 8 *Konflikt '47* Rift Dice
- Plain dice bag
- 10 six-sided dice
- Double-sided paper gaming mat
- Plastic pin markers and templates sprue
- Assembly guides





## THE AXIS STARTER ARMY CONTAINS:

- 1 Warlord Resin Axis Platoon Commander (Exclusive to this set)
- 3 multi-part plastic Stahltruppen
- 5 Warlord Resin Nachtalben
- 1 multi-part plastic Vogelspinne Light Panzermech
- 1 multi-part plastic Panzer IV with resin upgrade kit
- 5 Konflikt '47 Order Dice
- 5 Konflikt '47 Rift Dice
- Waterslide decal sheets
- Assembly guides



## STAHLTRUPPEN HEAVY INFANTRY

This plastic boxed set contains 9 multi-part Axis Stahltruppen heavy infantry, equipped with weapons such as the StG 44Z assault rifle, MG 42 light machine gun, and Panzerbüchse 41 anti-tank gun - a hand-held weapon to these behemoths! The kit is packed with extra components, including variant heads, wicked tri-edged daggers, and a choice of five leg poses per sprue for even greater customisability.





## THE UNITED STATES STARTER ARMY CONTAINS:

- 1 Warlord Resin United States Platoon Commander (Exclusive to this set)
- 12 multi-part plastic Firefly Airborne Infantry
- 1 multi-part plastic M2A5 Linebacker Jump Walker
- 1 multi-part plastic M5 Stuart with resin upgrade kit
- 5 Konflikt '47 Order Dice
- 5 Konflikt '47 Rift Dice
- Waterslide decal sheets



## FIREFLY AIRBORNE INFANTRY

This plastic boxed set contains 18 multi-part US Fireflies, equipped with a range of weapons including M1X Thompson Rift SMGs, lethal flamethrowers, and anti-tank rocket launchers. Packed with extra components, including alternate heads, extra equipment, and a choice of flying or 'grounded' legs, this kit offers incredible poseability and almost endless modelling options.

