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INTELICOAT TECHNOLOGIES® ENTERS THE TOP COAT MARKET WITH THE INTRODUCTION OF MUSEO® ENHANCE™ CLEAR COAT SOLUTION

New Liquid Laminate and New Museo Artistry™ Canvas to Deliver Unmatched Image Stability for Digital Fine Art and Photo Applications

SOUTH HADLEY, June 28, 2011 – [Museo® Fine Art](#), the preeminent brand of digital fine art media from Intelicoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced its entrance into the top coat market with the introduction of [Museo Enhance™ clear coat solution](#). A cost-effective liquid laminate available in matte, satin or gloss finish, Museo Enhance protects water resistant canvases like the new [Museo Artistry™ canvas](#) from UV exposure, abrasion, marring, chemicals and water. The match component set of Museo Enhance with Museo Artistry canvas or [Magiclée® Torino 17M canvas](#), guarantees archivability of the finished product, not just of the canvas itself, for 100+ years*. Museo Enhance is also compatible with most water resistant canvases and micro-porous inkjet receptive substrates in the marketplace.

“Museo Enhance is a durable, easy to use product that produces high quality results while eliminating many of the hassles associated with other canvas coating products,” said David Toczko, Master Photographer and Owner of Lone Dakota Photography. “The water-based coating eliminates the use of solvents, fumes and a difficult disposal process and, unlike similar products, Enhance doesn’t have to be diluted so it requires less coats and any leftover product can be simply poured back in to the bottle.”

According to extensive aging tests by the Image Permanence Institute at Rochester Institute of Technology, samples of Museo Artistry matte canvas and Magiclée Torino 17M canvas protected with Museo Enhance top coat liquid laminate have successfully completed light fade testing

* Data from independent test performed at the Image Permanence Institute at Rochester Institute of Technology under cool fluorescent light, 50 lux*.

under cool fluorescent light, 50K lux*. See chart below for specific results or reference the image stability document at http://www.magicinkjet.com/uploadedfiles/museoenhancestability_tb.pdf.

Printer	Ink	Image Stability
Canon® iPF 8000	Lucia	102+ years*
Epson® Stylus Pro 9800	UltraChrome K3	89 years*
HP DesignJet® 5000	Pigment	100+ years*
Encad Novajet® 700	Pigment	100+ years*
Epson Stylus®10,000	Pigment	100+ years*

Museo Artistry Canvas is a 375 gsm matte finish, pH neutral artist stretch canvas designed for long-term, fade resistant fine art or photo reproductions when imaged with pigment inks. The polyester/cotton blend canvas has a specifically designed coating that delivers superior color gamut and resolution, with the added bonus of water resistance when printed with pigment inks. When paired with Museo Enhance clear coat solution, both Museo Artistry canvas and the 12 year-old Magiclée Torino 17M, 17 mil poly/cotton canvas, feature improved stretchability, protection and a 100+ year archival rating.

“Both InteliCoat Technologies and Museo Fine Art are well-known for their long histories of delivering innovative, high-quality media, so it was logical for us to take our expertise to the next level with the addition of a match component set,” said Jennifer Chagnon, Senior Marketing Manager at InteliCoat Technologies. “The introduction of Museo Enhance and Artistry builds upon our commitment to greatly strengthen the Museo Fine Art line in both performance and quality. The superior image stability of Enhance clear coat, combined with its guaranteed archivability when paired with Museo Artistry or Magiclée Torino 17M canvas, will quickly make it a top choice for photographers and fine artists worldwide.”

Museo Enhance Top Coat Solution and Artistry Canvas are available immediately according to the pricing charts below at <http://www.buyintelicoat.com> or through current Museo or Magiclée suppliers.

Museo Enhance Top Coat Solution		
Part	Description	List/Unit
71182	Museo Enhance Matte – Quart	\$37.28
71183	Museo Enhance Matte – Gallon	\$111.67
71184	Museo Enhance Satin – Quart	\$37.28
71185	Museo Enhance Satin – Gallon	\$111.67

* Data from independent test performed at the Image Permanence Institute at Rochester Institute of Technology under cool fluorescent light, 50 lux*.

71186	Museo Enhance Gloss – Quart	\$34.64
71187	Museo Enhance Gloss – Gallon	\$106.31

Museo Artistry Canvas		
Part	Description	List/Unit
71199	Museo Artistry 8.5” X 11” 25 sheet box	\$34.55
72000	Museo Artistry 13” X 19” 25 sheet box	\$90.49
72001	Museo Artistry 375G 17” X 50’	\$149.50
72002	Museo Artistry 375G 24” X 10’	\$42.21
72003	Museo Artistry 375G 24” X 50’	\$211.04
72004	Museo Artistry 375G 36” X 50’	\$316.54
72005	Museo Artistry 375G 42” X 50’	\$370.03
72006	Museo Artistry 375G 44” X 50’	\$390.26
72007	Museo Artistry 375G 50” X 50’	\$440.87
72008	Museo Artistry 375G 54” X 50’	\$476.99
72009	Museo Artistry 375G 60” X 50’	\$527.58

For more information on Museo Enhance Top Coat Solution, visit <http://www.museofineart.com/index.php/products/enhance/>. For more information on Museo Artistry Canvas, visit <http://www.museofineart.com/index.php/products/>. You may also view a product demonstration on the IntelliCoatTech YouTube channel at <http://www.youtube.com/watch?v=fXtx7hp3zLE>.

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About IntelliCoat Technologies

As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, IntelliCoat Technologies® has earned a reputation for producing innovative products for the wide format printing market, including the award-winning Magic® brand portfolio of digital imaging media, the Magiclée® brand of digital fine art and specialty media, Museo® brand digital fine art media and the JetSet® brand of products for the CAD market. IntelliCoat is dedicated to conducting its business with maximum sensitivity to environmental compliance and concern as part of the company's commitment to continually improving its environmental performance at all levels. IntelliCoat operates two manufacturing facilities in the United States, with sales and marketing operations in Australia, The Netherlands, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. IntelliCoat is a Sun Capital Partners company.

Follow IntelliCoat on Twitter at: <http://twitter.com/intelicoat>, or Museo on Twitter at: <http://twitter.com/museofineart>. Visit the IntelliCoatTech YouTube channel at: www.youtube.com/intelicoattech.

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