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INTELICOAT TECHNOLOGIES® MAGIC® DMBL5 BACKLIT FILM WINS *WIDE-FORMAT IMAGING* 2011 TOP PRODUCT AWARDS

SOUTH HADLEY, April 12, 2011 – [Intelicoat Technologies®](#), a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that its Magic® brand [DMBL5 backlit film](#) was honored with the “Backlit Media” category award in the [Wide-Format Imaging 2011 Top Product Awards](#). The Sixth Annual *Wide-Format Imaging* Top Products Awards feature the breakthrough products that have caused the most excitement in the industry and have been a valuable asset to wide- and grand-format businesses over the last year.

“It is a great honor that the readers of *Wide-Format Imaging* voted to recognize Magic DMBL5 satin backlit film with this prestigious award,” said Jennifer Chagnon, senior marketing manager at Intelicoat Technologies. “DMBL5 represents the next generation of backlit film. Unlike most backlits, which offer a matte finish, DMBL5 features a satin finish that allows for greater densities off the printer, especially in reflective light even when the display is not backlit. The product’s innovative microporous inkjet coating technology also enables water resistance, which is unique with satin/glossy finished products.”

A 6.5 mil satin backlit film, Magic DMBL5 is an instant dry and water-resistant backlit film. The product’s satin print surface allows for maximum ink density, vivid color and high image resolution for backlit viewing in both indoor and outdoor applications. Additionally, the unique satin finish enables high image density in reflective light. Designed for water based pigmented ink systems, DMBL5 is compatible with pigmented inks.

For more information on the Magic DMBL5 satin backlit film, visit

http://www.magicinkjet.com/product_161.html. For additional information on the entire line of Magic brand grand and wide format inkjet papers, visit the Magic homepage at www.magicinkjet.com.

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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.

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