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INTELICOAT TECHNOLOGIES® INTRODUCES NEW MAGIC® UV CURE PRODUCT LINE FOR GRAND FORMAT PRODUCTION PRINTING

SOUTH HADLEY, Mass., February 22, 2011 – [Intelicoat Technologies®](http://www.intelicoat.com), a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging applications, today announced the Magic® UV Cure Product Line. Featuring superior, reliable output in sizes and put-ups ideal for high production, grand format printers, the new Magic brand UV cure-specific products include Magic [PB10-UV](#) Polyethylene Banner, [BPC12-UV](#) Polycarbonate Rigid Matte Film, [PPM7-UV](#) Polypropylene Banner and [VSF-UV](#) Valéron Banner.

“Intelicoat is excited to take the next step into grand format production printing with the introduction of our UV cure product line,” said Jennifer Chagnon, Senior Marketing Manager at Intelicoat Technologies. “Whether creating POP displays for retail or signage for concerts, we are confident that the new line will provide customers with the high level of performance and satisfaction they’ve come to expect from the award-winning Magic brand portfolio of digital imaging media throughout our long history.”

The following Magic UV cure products are now available in 3 roll bulk / pyramid stacked on a pallet:

Magic PB10-UV Polyethylene Banner

Magic PB10-UV is ideal for short-term indoor and outdoor promotional banners where a smooth, uniform base material is required. Its polyethylene base gives PB10-UV a high level of water

resistance, good drape characteristics and excellent light blocking opacity. The light blocking opacity allows this product to be two-side imageable.

Size	Order Quantity	Part	List
36" X 30'	Sample	69540	\$45.00
36" X 300'	3RL BULK	71033	\$1242.10

Magic BPC12-UV Polycarbonate Rigid Matte Film

Magic BPC12-UV is a backprint polycarbonate film that is designed to offer exceptional print performance on UV cure printing systems using flexible ink sets. By reverse imaging on the matte surface, the polycarbonate surface protects the image while its texture naturally diffuses light and cuts glare.

Size	Order Quantity	Part	List
36" X 30'	Sample	71040	\$173.70
36" X 300'	3RL BULK	71041	\$4942.97
50" X 300'	3RL BULK	71042	\$6841.25

Magic PPM7-UV Polypropylene Banner

Magic PPM7-UV is an economical 7 mil polypropylene durable banner material that resists water and UV damage. PPM7-UV produces high quality images on a matte finish. The matte surface minimizes glare from indoor lighting.

Size	Order Quantity	Part	List
36" X 30'	Sample	71030	\$22.50
36" X 500'	3RL BULK	71031	\$989.95
54" X 500'	3RL BULK	71032	\$1481.37

Magic VSF-UV Valéron Banner

Magic VSF-UV is a joint venture product that was developed with Valéron® Strength Films. This strong 9 mil recyclable material is plasticizer-free, vinyl-free, and is an extremely tear-resistant banner material.

Size	Order Quantity	Part	List
36" X 30'	Sample	71034	\$64.80
36" X 300'	3RL BULK	71035	\$1943.76
54" X 300'	3RL BULK	71036	\$2925.91

For more information about Magic brand media, call 800-628-8604 or visit the Magic Inkjet web site at www.magicinkjet.com.

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As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, InteliCoat 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. InteliCoat 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. InteliCoat 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. InteliCoat is a Sun Capital Partners company.

Follow InteliCoat on Twitter at: <http://twitter.com/intelicoat>, or Magic on Twitter at: <http://twitter.com/intelicoatmagic>.