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**INTELICOAT TECHNOLOGIES® BROADENS ITS MAGIC® OFFERINGS FOR GRAND
FORMAT PRODUCTION PRINTING**

SOUTH HADLEY, Mass., March 8, 2010 – [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 that it has taken the next step in grand format production printing with the expansion of its industry-leading [Magic®](http://www.intelicoat.com) inkjet media products to include sizes and put-ups for high production grand format printers such as HP Scitex and Vutek machines.

As part of this initiative, the following Magic products are now available in 300 to 500 ft. put ups on 6” cores:

Polypropylene Banners:

- [STICK 2™](#) – Repositionable, matte polypropylene banner with a low tack pressure-sensitive adhesive
- [PPM-7](#) – Matte, polypropylene banner for indoor use

Block-Out Banner:

- [POS PRO™ + UV](#) – Block-out, retractable banner material for UV Cure printing

Films:

- [SCF-7](#) – Clear, polyester film
- [SBL-7](#) – Backlit, polyester film

Papers:

- [GFPHOTO](#) – Glossy, photorealistic paper
- [GFIOPI40/212](#) – Luster, latex saturated, wet-strength papers (140gsm/212gsm)

“InteliCoat’s Magic brand portfolio of digital imaging media is an industry favorite that has long been recognized for its quality and breadth,” said Jennifer Chagnon, Marketing Manager at InteliCoat Technologies. “By broadening the availability of some of our most popular offerings in sizes and put-ups for high production grand format printers, we are opening the doors for our customers to pursue more profitable jobs and continue to grow their businesses.”

For additional details about InteliCoat’s Magic media offerings for grand format printing, visit 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>.