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**Contact**    *Jill Colna*  
*SVM Public Relations*  
*401-490-9700*  
[jill.colna@svmpr.com](mailto:jill.colna@svmpr.com)

**INTELICOAT TECHNOLOGIES® SUPPORTS THE UNIVERSITY OF MASSACHUSETTS  
WITH THE UNIVERSITY GALLERY'S "GREENING THE VALLEY" EXHIBIT**

**SOUTH HADLEY, March 2, 2010** – [InteliCoat Technologies®](#), a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced its support for the University of Massachusetts Amherst through the donation of its award-winning [Magic®](#) brand digital imaging media for use in the [Greening the Valley: Sustainable Architecture in the Pioneer Valley](#) exhibit being held at the University Gallery at the Fine Arts Center, UMass Amherst. A landmark exhibition on sustainable, contemporary architecture and environmentally-sensitive building practices in the Pioneer Valley, the exhibit runs through May 9, 2010.

Designed to deepen the public's understanding and use of green design, the project and its related lecture series demonstrate that the key elements of sustainability can be accessible to all. InteliCoat provided its Magic [POS PRO+ 400™](#) 16.2 mil printable, anti-curl blockout film for the construction of 48 photographic panels measuring 30 inches by 6 feet, as well as Magic [PPM7-PSA](#) pressure-sensitive polypropylene banner for the production of wall murals and signage. In addition to the donation of the media, InteliCoat produced the entire exhibit at its applications lab located at the company's South Hadley headquarters.

"We are overwhelmed and grateful for the generosity and support that InteliCoat has extended not only to UMass, but to advancing such an important topic – the promotion of sustainable and environmentally-sensitive building practices," said Loretta Yarlow, Gallery Director at the University Gallery at the Fine Arts Center, UMass Amherst. "InteliCoat's involvement in the *Greening the Valley* exhibit has helped

create a springboard for thought-provoking questions, discussion, and commentaries about sustainability in the Green Valley and beyond.”

Through models, photographs and virtual tours, the exhibition unites diverse works from large scale science buildings to private residences, low-income housing, and intimate gardens of natural inspiration – all of which illustrates the many ways that green design can help solve our environmental crisis. Guest-curated by architectural historian Margaret Birney Vickery, Ph.D., *Greening the Valley* includes works by nationally and internationally renowned figures such as Michael Singer, Sigrid Miller Pollin and Charles Rose, as well as prominent architects from the Pioneer Valley such as Coldham & Hartman, Kuhn Riddle, Austin Design, Juster Pope Frazier, and Dietz & Co.

“Throughout our long history, InteliCoat has continually worked to build our local community and foster our commitment to the environment,” said Joseph Lupone, President and CEO of InteliCoat Technologies. “We are pleased to act as a prominent partner in the *Greening the Valley* exhibit because we feel that it will have a huge impact on our region and its forward looking communities, which are rich in sustainable buildings that mirror national green trends in architecture and design.”

For more information on InteliCoat’s participation in the Greening the Valley exhibition, visit [http://www.magicinkjet.com/pages.php?name=case\\_study\\_spotlight](http://www.magicinkjet.com/pages.php?name=case_study_spotlight) where additional information can be accessed. For additional details about InteliCoat products or its environmental policies, visit InteliCoat’s inkjet web site at [www.magicinkjet.com](http://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.*

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