



Contact *Jill Colna*
SVM Public Relations
401-490-9700
jill.colna@svmpr.com

**INTELICOAT TECHNOLOGIES® MAGIC® INKJET MEDIA QUALIFIED FOR HP
DESIGNJET L65500 AND L25500 PRINTERS**

SOUTH HADLEY, Mass., March 1, 2010 – [InteliCoat Technologies®](#), a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that several of its industry-leading [Magic®](#) and [Magiclée®](#) brand media products have been qualified using HP Latex Inks with [HP Designjet L65500](#) and [L25500](#) printers, including its Magic SBL-7, POS PRO+ 200™, VSF, FAB-12, FAB-FR™, GFCVM, GFCVG, GFPHOTO, GFPHOTO-PSA, GPPOLY, GFTRP, GFIOP140, GFIOP212, STICK 2 by Magic Brand, FAB TAC-S™, PPM7, PPM7-PSA and TB9, as well as Mural Pro by Magiclée. To achieve this mark, the Magic and Magiclée products underwent extensive tests by both InteliCoat and HP to qualify and optimize product performance on the latex printers, ensuring that they met the necessary requirements to provide optimal printing performance.

InteliCoat’s Magic brand portfolio of digital imaging media is an industry favorite, known for its quality and breadth. The Magic portfolio consists of an array of products, offering a variety of substrates for wide and grand format printing and includes banner media, photorealistic papers, display films, pressure-sensitive media, textiles and coated matte papers.

“By qualifying a variety of products from our award-winning line of Magic media with the latest HP printers, InteliCoat is able to offer the digital imaging community ideal products to meet the needs of a wide range of applications,” said Ed McCarron, Director of Marketing at InteliCoat Technologies. “We are proud to be a registered HP latex developer and pleased to continue working with HP to ensure our products meet their newest generation of latex printers.”

For more information on IntelliCoat's participation in the Registered Latex Developer Program and/or the approved products, please visit http://magicinkjet.com/pages_partners_hp_latex.html where ICC profiles may also be obtained.

###

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 Magic on Twitter at: <http://twitter.com/intelicoatmagic>.