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**MUSEO® FINE ART EXPANDS PRODUCT LINE WITH MUSEO FUSE AND MUSEO FOTO FUSE PRESSURE-SENSITIVE ADHESIVE PAPERS**

**SOUTH HADLEY, Mass., February 22, 2010** – [Museo® Fine Art](#), the preeminent brand of digital fine art media from [InteliCoat Technologies®](#), a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging applications, today announced the introduction of [Museo Fuse](#) and [Museo Foto Fuse](#) adhesive-backed matte and glossy inkjet papers. Ideal for photographers, advertising agencies, design professionals and art schools, Museo Fuse and Foto Fuse combine professional quality paper with a pressure-sensitive adhesive, enabling easy mounting and eliminating the need for toxic sprays that are harmful to the environment – all while increasing the productivity and cost effectiveness of everything from photography applications to packaging prototypes.

“As a photo hobbyist and design professional, I’ve been looking for years for an inkjet paper that offers the perfect combination of superior color reproduction, texture and ease-of-use,” said Drew Haygeman of Phase 2 Design. “Museo has nailed it with the eco-friendly Museo Fuse and Foto Fuse products. The crisp, bright color reproduction is so vivid, you can see every detail, and each paper is permanent-adhesive-backed, so you can just peel and mount. It’s a must-have where quality, bottom-line profitability and clean air are important.”

A 170 gsm premium matte inkjet paper with a permanent pressure-sensitive adhesive and a release liner, Museo Fuse is designed to capture fine details and bold, vivid colors while providing easy handling during the mounting process. Its matte, textured stock is ideal for

photography that requires a more subtle finish. Museo Foto Fuse, an adhesive-backed resin-coated photobase with a gloss finish, is coated with a universal ink receptive coating that provides photo quality results and instant dry times on aqueous, thermal and piezo inkjet printer systems, with dye or pigment inks. Foto Fuse provides an almost liquid color and texture to reveal the most intense color and vivid detail that is hard to come by.

“We are committed to continually building upon Museo’s market leading digital offerings for the professional, semi-professional, and prosumer photographers, designers, and artists who we service,” said David Williams, Sales & Marketing Manager for Museo Fine Art. “With the introduction of Museo Fuse and Museo Foto Fuse, we’ve added an adhesive solution featuring the same excellent image quality of our other offerings – all without the need for toxic, messy adhesive sprays. We’re confident that it will quickly become a top choice for photographers, design professionals, advertising agencies and art schools worldwide.”

Balancing the latest in technological innovation with a tradition of the fine paper-making and the desire to simplify the work flow without the mess or the inhalation hazard (or the use of ozone depleting spray propellants), Museo Fuse and Foto Fuse are the first pressure-sensitive offerings in the Museo family of digital media. Both Fuse and Foto Fuse will be available in March in 13” X 19” sheets. List price for these media are between \$2.33 to \$4.08/sq ft.

For more information about Museo Fuse or Foto Fuse, visit [www.museofuse.com](http://www.museofuse.com) or [www.museofotofuse.com](http://www.museofotofuse.com). To learn more about other offerings from Museo Fine Art, visit [www.MuseoFineArt.com](http://www.MuseoFineArt.com).

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*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.*