



FOR IMMEDIATE RELEASE

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

INTELICOAT TECHNOLOGIES® ADDS SATIN BACKLIT FILM GBL-9 TO ITS AWARD-WINNING MAGIC® MEDIA LINE

SOUTH HADLEY, August 26, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced the expansion of the Magic® media line with the introduction of Magic GBL-9, a 9.0 mil, semi-opaque, one-side satin polyester backlit film. For use in both solvent and eco-solvent printing systems, Magic GBL-9 is recommended as a front printing and viewing film where high density can be achieved.

Ideal for backlit signage applications, GBL-9 is suitable for both indoor and outdoor light box graphics and kiosks as it features excellent scratch resistance and does not require lamination. Additionally the newest addition to InteliCoat’s film offerings provides maximum transmitted and reflected ink density to ensure vivid color and high image resolution.

“At InteliCoat, we constantly strive to deliver the utmost in quality and innovation to our customers throughout the digital imaging community,” said Ed McCarron, director of marketing at InteliCoat Technologies. “Magic GBL-9 delivers upon this commitment. Its ability to provide superior image resolution and vivid colors will enable users to produce high quality, promotional indoor and outdoor backlit signage, lightbox graphics and kiosks, and backlit tradeshow graphics that pop.”

Magic GBL-9 is now available in the following sizes:

Magic GBL-9 9.0 MIL BACKLIT FILM FOR SOLVENT AND ECO-SOLVENT PRINTERS		
Size	Part Number	Trade Price

36" x 10'	70717	\$21.09
36" x 100'	70718	\$210.94
42" x 100'	70719	\$246.09
50" x 100'	70720	\$292.50
54" x 100'	70721	\$316.41
60" x 100'	70722	\$351.56

Contact your Magic supplier to learn more about Magic brand products or view InteliCoat's ink jet web site, www.magicinkjet.com.

###

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.