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**INTELICOAT TECHNOLOGIES ADDS PHOTOREALISTIC  
AND VALÉRON BANNER MEDIA TO THE MAGIC® LINE  
FOR SOLVENT INK JET PRINTERS**

*Magic's High-Performance Solvent Ink Jet Product Line Continues to Expand*

**SOUTH HADLEY, Mass., October 15, 2003** – InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced two new Magic® products designed for solvent ink jet printers. The products are:

GFPHOTO/SIJ, the long-awaited introduction of a 6-mil glossy photorealistic paper ideal for high-resolution gloss posters and displays;

GFVVSF/SIJ, a 9-mil super high-strength banner media developed in partnership with Valéron Strength Films.

Both products are compatible with the latest generation of solvent ink jet printers manufactured by Raster Arizona, Mimaki, Mutoh and DGI.

GFPHOTO/SIJ is one of the first solvent ink jet glossy photobase products available on the market. Its specialized coating offers a high degree of whiteness and color gamut with an extremely smooth surface for high photographic resolution.

Magic GFVVSF/SIJ, which combines a Valéron Strength Film base with a specialized top coating developed by InteliCoat, is a high-strength, tear-resistant banner media that is

stronger than most scrim vinyls currently on the market. GFVVF/SIJ is ideal for pole, suspension, and pop-up banners, frontlit and backlit rolling signage and other applications where increased tear resistance is needed. Because it is plasticizer-free and recyclable, GFVVF/SIJ eliminates the color shifting, shelf life, and environmental issues sometimes associated with traditional vinyls. In addition, its light weight makes handling, shipping and installing easier.

“We developed these products in response to the growing need for more variety of solvent ink jet media options,” said InteliCoat Product Manager Ed McCarron. “We are pleased to be one of the first to market with a solvent ink jet glossy photorealistic paper, and believe that this is the type of solution that print providers have been looking for to help them grow their businesses.”

Magic GMVVF/SIJ carries a one-year outdoor warranty when protected with Magic DMFTP Fluorex Transfer Protection. To optimize the output on GFVVF/SIJ and GFPHOTO/SIJ media, InteliCoat can assist printers in developing ICC color profiles for selected RIP, ink and printer combinations at [www.magicinkjet.com](http://www.magicinkjet.com).

Magic GFVVF/SIJ and GFPHOTO/SIJ are available in the following sizes and trade prices:

Magic GFPHOTO/SIJ		
Size	Part Number	Trade Price*
36" X 20'	64971	\$9.23
36" X 100'	64972	\$92.30
50" X 100'	64973	\$108.00
Magic GFPHOTO/AZ		
36" X 20'	64977	\$9.23
36" X 100'	64978	\$92.30
50" X 100'	64979	\$108.00

Magic GFPHOTO		
36" X 30'	64974	\$13.84
36" X 125'	64975	\$115.37
50" X 125'	64976	\$161.46

Magic GFVSF/SIJ		
Size	Part Number	Trade Price*
36" X 10'	64212	\$30.00
36" X 50'	64213	\$150.00
36" X 75'	64214	\$225.00
50" X 50'	64215	\$196.31
54" X 50'	64216	\$225.00
54" X 75'	64217	\$318.03

? For actual prices, call an authorized Magic reseller

For more information about Magic GFVSF/SIJ and Magic GFPHOTO/SIJ, or other Magic brand media, call 800-628-8604 or visit the Web site at [www.magicinkjet.com](http://www.magicinkjet.com), where free sample rolls may be requested.

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*The Magic brand consists of an array of digital imaging media products manufactured and marketed globally by InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies. The company's products include: imaging substrates for graphics, desktop, proofing, design engineering applications and information storage; electronic films for applications in printed wiring boards, flexible circuits, ceramic passive components; high temperature, conductive and shielding tapes; conductive films; and microfilm. InteliCoat operates five manufacturing facilities in the United States and Europe with sales and marketing operations in Australia, the Netherlands, the United Kingdom, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. InteliCoat is a Sun Capital Partner company.*

*Valéron Strength Films specializes in the manufacture of high-strength films and specialty substrates for unparalleled performance in demanding packaging, print media and other strength and specialty film applications. Operating continuously for over 30 years, Valéron Strength Films has been ISO 9002 certified since 1993. Their flagship product, Valéron® Strength Film, is cross-laminated in a proprietary manufacturing process that provides a thin, tear and puncture resistant flexible film.*

*Valéron is a registered trademark of Valéron Strength Films, an ITW Co.*