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## **INTELICOAT TECHNOLOGIES UNVEILS MAGIC® DIGITAL FINE ART FOLIO**

*New Arches® by Magic® Digital Fine Art Paper Adds to Existing Line of Ink Jet Canvas Media to Create Full Portfolio of Substrates for Art and Photographic Reproductions*

**SOUTH HADLEY, Mass., October 15, 2003** - InteliCoat Technologies announced today “Arches® by Magic® ” Digital Fine Art Paper FAP-225T, a new, premier-quality fine art paper for digital printmaking. Arches by Magic is the latest addition to the newly formed Magic Digital Fine Art Folio, a line of specialty coated substrates designed specifically for fine art applications. Other Magic Digital Fine Art products include DMCVM20UV 100 percent cotton, matte-texture ink jet stretch canvas; DMCVM17UV cotton/poly blend matte ink jet stretch canvas; and DMCVH20, a 100 percent cotton, glossy ink jet stretch canvas.

“Digital fine art reproduction is a rapidly growing segment of the digital ink jet printing market,” said Dan Halkyard, director of marketing for display products at InteliCoat Technologies. “We are committed to continuing to extend our line of fine art products to meet the needs of this emerging market. With the Arches by Magic product, we’ve been able to combine the world-renowned Arches watercolor paper with our innovative ink jet digital art coating capabilities to deliver a world-class digital media to the fine arts and photographic communities.”

Based upon Arches mould-made, textured, 225-gram watercolor paper made of 100 percent cotton with a traditional matte finish, Arches by Magic Digital Fine Art Paper FAP-225T delivers the image permanence and true color fidelity that artists, photographers, digital printmakers and collectors demand. Its acid- and lignin-free composition ensures a high archival quality, while its water-resistant digital coating is free of optical brighteners, which can alter color fidelity and cause yellowing over time. The coating is specially formulated to accept heavy ink loads of up to 400 percent without paper cockling or ink mottling, producing some of the best color reproductions ever found in a digital art paper. Arches by Magic FAP-225T can be printed with both dye and pigmented inks (pigmented inks offer improved lightfastness).

“Arches by Magic paper provides the most brilliant colors I’ve ever seen on art paper using my wide format printer,” said Karin Schminke, a Washington-based artist. “The paper combines the desired flat surface for fine art printing along with the Arches texture that is well known and attractive to artists. In addition, the Magic digital fine art paper works perfectly across a variety of images with different color ranges,” continued Schminke.

Complementing the folio is the Magic Digital Fine Art DMCVM20UV ink jet stretch canvas, an acid-free, matte finish, highly textured media designed for pigmented printer systems. Offering superior color gamut and resolution, it delivers long-term fade and water resistance when printed with pigmented UV inks. Its 20-mil thick, 100-percent cotton canvas base offers a natural artifacts effect produced in the weaving process, an effect desired by many artists.

Magic Digital Fine Art DMCVM17UV artist stretch canvas offers a long-life matte finish with a smoother surface than the 20-mil version and excellent lay flat characteristics. The

coating on this 17-mil thick, polyester/cotton blend canvas is specifically designed to deliver superior color gamut, resolution, and uniform solid fill areas, and to eliminate glare when viewed under direct lighting. It is recommended for use with pigmented ink for best print longevity.

The Magic Digital Fine Art DMCVH20 is a 20-mil glossy ink jet artist stretch canvas compatible with dye-based inks. The DMCVH20 canvas is designed with a base and coating formulation that optimizes performance for photographic reproduction, fine art, and commercial art applications where glossy highlights in the image are desired. Its natural-colored 100 percent cotton canvas base is ideal for authentic limited edition reproductions.

To optimize the output on its Magic Digital Fine Art media, IntelliCoat offers ICC color profiles for selected RIP, ink and printer combinations at [www.magicinkjet.com](http://www.magicinkjet.com).

The Magic Digital Fine Art Folio line is available in the following sizes and trade prices:

Arches by Magic Digital Fine Art Paper FAP-225T	
Size	Part Number
8 ½" x 11" – 50 sheets	49043
11" x 17" – 50 sheets	49044
13" x 19" – 50 sheets	49045
17" x 22" – 50 sheets	49046
24" x 35'	49047
36" x 10'	49052
36" x 35'	49048
42" x 35'	49049
44" x 35'	49050
50" x 35'	49051

Magic DMCVM20UV High-Texture Ink Jet Stretch Canvas	
Size	Part Number
36" x 10'	47146
36" x 35'	47147
42" x 35'	47148
50" x 35'	47149
54" x 35'	47150

Magic DMCVM17UV Ink Jet Archival Stretch Canvas	
Size	Part Number
24" x 40'	46908
36" x 10'	45786
36" x 40'	45787
42" x 40'	46042
44" x 40'	46909
50" x 40'	46043
60" x 40'	46910

Magic DMCVH20 Glossy Ink Jet Stretch Canvas	
Size	Part Number
24" x 35'	62920
36" x 10'	62564
36" x 35'	62922
42" x 35'	44851
50" x 35' (2-inch core)	16086
50" x 35' (3-inch core)	44850
54" x 35'	17290

For the most current information about Arches by Magic Digital fine art paper, the expanding Magic Digital Fine Art Folio, or 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.*

*Arches® is a registered trademark of ArjoWiggins.*