



## **FOR IMMEDIATE RELEASE**

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## **INTELICOAT TECHNOLOGIES INTRODUCES NEW MAGIC® CLEAR-TAK MOUNTING FILM**

*Magic® CLEAR-TAK Provides Superior Optical Clarity and Dual Adhesive Surfaces*

**SOUTH HADLEY, Mass, September 24, 2003** – InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced the availability of new Magic® CLEAR-TAK mounting film. A breakthrough adhesive-only product in the Magic line, this optically clear film provides image protection and can be used with most wide format water-based ink jet printers, using either dye or pigment ink, and with solvent ink jet printers.

Coated matte paper and a variety of films (clear display, backlit, backprint and polypropylene) can be combined with CLEAR-TAK to mount images to surfaces such as coolers, windows and Plexiglas®. The product features a high-tack and low-tack adhesive on opposing sides of a thin polyester separator. The high-tack side is applied to the image side of the media, and the low-tack side is applied to the mounting surface with a squeegee or a roller. The adhesive, combined with a very low 7.5% haze rating, results in a unique product that is the first of its kind.

“CLEAR-TAK is extremely versatile, and can be used with just about any other type of product, giving printers a lot of creative freedom,” said InteliCoat product manager Ed McCarron. “Virtually any media product can become adhesive-backed on an on-demand

basis, reducing both inventory and costs for print sites. That versatility, combined with its exceptional level of optical clarity, makes CLEAR TAK a very valuable product to have.”

Magic CLEAR TAK exhibits excellent water resistance when printed with pigmented inks and offers superior durability when used with the right combination of inks and media.

Magic CLEAR TAK is available in the following sizes and trade prices:

Magic CLEAR TAK		
Size	Part Number	Trade Price*
8.5” x 11”	64398	\$2.12
15” x 30’	64397	\$4.58
38” x 150’	64126	\$522.50
51” x 150’	64127	\$701.25

\* For actual prices, call an authorized Magic reseller

For more information about Magic CLEAR TAK, 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.*