



**FOR IMMEDIATE RELEASE**

**Contact** *Jill Colna*  
*SVM Public Relations*  
*401-490-9700*  
[jill.colna@svmpr.com](mailto:jill.colna@svmpr.com)

**INTELICOAT TECHNOLOGIES® INTRODUCES NEW ADDITION MAGIC® FAB-12 TO ITS WIDE ARRAY OF FABRIC OFFERINGS**

**SOUTH HADLEY, August 31, 2009** – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced the introduction of Magic® FAB-12 heavy polyester woven fabric for eco-solvent and solvent ink jet printing systems. This new selection combined with InteliCoat’s existing line of fabric products successfully rounds out the company’s offerings to meet the increasing demand for fabrics in the ink jet imaging market.

“With the announcement of FAB-12, we are continuing to build a solid foundation for our growing fabric line,” said Ed McCarron, director of marketing at InteliCoat Technologies. “The creation of innovative products like FAB-12 enables our customers to grow their business and increase profitability through the use of wide format media for the profitable tradeshow and signage display market.”

A 12 mil heavy woven 100% polyester fabric, Magic FAB-12 is an ideal solution for banners, roll-up banner stands, trade show displays and durable flags. Among its unique attributes, the heavy weight draping signage features quick dry time and excellent image resolution and quality, resulting in a soft appearance.

**Magic FAB-12 is now available in the following sizes:**

<b>Magic FAB-12</b>		
<b>12 MIL HEAVY POLYESTER WOVEN FABRIC FOR SOLVENT AND ECO-SOLVENT PRINTERS</b>		
<b>Size</b>	<b>Part Number</b>	<b>Trade Price</b>

36"X10'	70714	\$31.88
36"X150'	70715	\$478.13
50"X150'	70716	\$663.00

Contact your Magic supplier to learn more about Magic brand products or view IntelliCoat's ink jet web site, [www.magicinkjet.com](http://www.magicinkjet.com).

###

*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.*