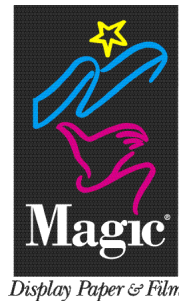


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**INTELICOAT LAUNCHES FINE ART MEDIA**

InteliCoat Technologies, a world leader in the manufacture of coated paper, film and speciality substrates for imaging and electronic technologies, has announced a new range of substrates for fine art reproduction, marketed under InteliCoat's new Magiclée brand.

According to Frans Craandijk, sales and marketing director at Intelicoat, "Ink jet printers with very high output quality have become increasingly more affordable and this is encouraging more and more people within the fine art industry to incorporate the technology into their work. InteliCoat's Magiclée solutions are helping to extend the reach of the technology even further by providing a comprehensive range of artist-quality coated media that enhance the images and bring them even closer to the very high standards of the fine art industry."

The new range of fine art papers, marketed under InteliCoat's new Magiclée brand, comprises: **Magiclée Torino** inkjet stretch cotton/polyester blend canvas for dye and pigment printers. Torino has a subtle texture and is pliable enough to be stretched and framed. The product is ideal for portraits, fine art reproduction, museum art and heavy-duty indoor signage, photography and displays.

**Magiclée Verona** digital fine art paper is a textured paper with a traditional matte finish designed for long term fade resistant reproductions. This natural white fine art paper is acid-free, which results in a high archival quality. Verona is a mould-made, cold-press, fine art paper specifically designed with a water resistant coating that is free of optical brighteners, which delivers digital giclée with superior colour fidelity.

These products are available in 210g, 250g and 310g versions of both fine art paper and canvas. Developed in conjunction with leading exponents of fine art reproduction applications, the Magiclée Fine Art range is ideally suited to the specific requirements of the fine art reproduction industry.

The Magiclée Fine Art range also includes **Firenze** matt presentation paper, **Sienna** instant dry photobase paper and **MuralPro** wall covering substrate for fine art applications.

Frans Craandijk adds, “Canvases and art papers have their own unique feel, thickness and texture that the artist uses as part of the finished product. It is crucial that when reprinting fine art we replicate these textures – therefore the material on which the image is printed is key.”

InteliCoat’s fine art products recently won first place in the fine art category at the 2003 André Schellenberg Awards Competition, sponsored by the Digital Printing and Imaging Association (DPI). InteliCoat’s winning entry was a reproduction of a Panorama, based at Altöttingen in Germany, depicting the Crucifixion.

The Magiclée Fine Art range is available immediately and includes 210g, 250g and 310g versions of both fine art paper and canvas. Developed in conjunction with leading exponents of fine art reproduction applications, the Magiclée Fine Art range is ideally suited to the specific requirements of this industry.

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#### **About InteliCoat**

InteliCoat is 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. Headquartered in South Hadley, Massachusetts, USA, InteliCoat operates six manufacturing facilities in the United States and Europe with sales and marketing operations in Australia, the Netherlands, the United Kingdom, North and South America. For more information, please visit [www.intelicoat.com](http://www.intelicoat.com)