



FOR IMMEDIATE RELEASE

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

**INTELICOAT TECHNOLOGIES® EXPANDS ITS MAGIC® PRODUCT LINE WITH THE
ADDITION OF TWO FILM PRODUCTS**

SOUTH HADLEY, Mass., January 19, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced the addition of two new film products for high performance digital printing to its Magic® brand product line – Novara CF and Palermo SPF.

“InteliCoat is constantly striving to meet the needs of our customers by providing innovative and high quality products for digital printing,” said Ed McCarron, director of marketing at InteliCoat Technologies. “We are pleased to expand our portfolio of products with the addition of Magic Novara CF and Magic Palermo SPF. By continuing to deliver innovative media products, InteliCoat is able to offer our customers a wide variety of products to choose from to select the one that is best suited for their particular application.”

Magic Novara CF, a quick-drying 5.4 mil polyester clear film designed for pigmented inks, has a gloss surface and the highest transmission black density in its class, making it a perfect solution for film positives in silkscreen applications, or for proofing overlay and graphic applications. Its slight level of opacity eliminates the need for edge stripes with optical sensing printers. Novara CF is designed to offer exceptional print performance on HP DesignJet® series printers, Epson 7800, 9800 with K3 inks and Cannon IPF 8000 printers.

Novara CF is available in the following sizes:

Magic Novara CF Clear Film		
Size	Part Number	List Price
24"x 10'	70562	\$ 10.91
24"x 100'	70563	\$109.09
36"x 100'	70564	\$163.64
50"x 100'	70565	\$227.27
60"x 100'	70566	\$272.73

Magic Palermo SPF, a satin, tear-resistant photo realistic film designed for pigmented inks, features optimum image quality and quick drying for easy handling and finishing. Compatible with the latest aqueous pigmented printers from Hewlett-Packard, Epson and Canon, Palermo SPF offers a universal solution for many of today's most popular graphics and display applications, such as high quality advertisement posters and displays, as well as indoor banner graphics and backlit displays.

Palermo SPF is available in the following sizes:

Magic Palermo SPF Photo-Film		
Size	Part Number	List Price
24"x10'	70567	\$ 10.00
24"x 100'	70568	\$100.00
36"x 100'	70569	\$151.52
50"x 100'	70570	\$208.32
60"x 100'	70571	\$250.00

For more information about Magic brand media, call 800-628-8604 or visit the web site at www.magicinkjet.com, where free sample rolls may be requested.

###

As a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, InteliCoat 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. InteliCoat 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. InteliCoat 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. InteliCoat is a Sun Capital Partners company.