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INTELICOAT TECHNOLOGIES® INTRODUCES MAGIC® POS PRO+ SATIN™ BLOCKOUT FILM FOR AQUEOUS PRINTING

SOUTH HADLEY, September 15, 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 Magic® POS PRO+ Satin™, a satin 10 mil, printable, anti-curl, blockout film specifically designed for aqueous printing, to its POS PRO+ product family. POS PRO+ Satin features high image quality and durability, making it a cost-effective solution for indoor applications such as promotional roll-up signage and point-of-sale displays.

“We’re proud to welcome Magic POS PRO+ Satin as the latest addition to our well known, high-performing POS PRO+ product family,” said Jennifer Chagnon, product manager at InteliCoat Technologies. “Its high image quality and durability complement the remainder of products in the POS PRO+ line to provide yet another avenue for our customers looking to expand and maximize their business through the use of aqueous printing.”

Designed for aqueous pigment printing systems such as Epson, Canon and Hewlett-Packard, POS PRO+ Satin offers a satin alternative for banner stand applications. It is fast drying, scratch resistant and has a high level of rigidity, allowing the product to remain flat for an extended period of time.

Magic POS PRO+ Satin is now available in the following sizes:

Magic POS PRO+ Satin		
10 MIL BLOCK-OUT SATIN PHOTO FILM FOR AQUEOUS PRINTING SYSTEMS		
Size	Part Number	Trade Price

36"X10'	70732	\$34.14
36"X100'	70580	\$341.30

Contact your Magic supplier to learn more about Magic brand products or view IntelliCoat's ink jet web site, www.magicinkjet.com.

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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.