



For Immediate Release

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

INTELICOAT TECHNOLOGIES® EXPANDS MAGIC® SOLVENT, ECO-SOLVENT AND UV CURE-COMPATIBLE INK JET MEDIA LINES

SOUTH HADLEY, Mass., October 15, 2008 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced the expansion of the Magic® media line for solvent, eco-solvent and UV-cure ink jet printing systems with the introduction of three new Magic brand products:

- **POSPRO UV™** - an 8.5 mil, matte, anti-curl, block-out film for UV printers;
- **POSTERMAX™** - an 8.5 mil luster finish paper; and
- **SCF-7™** - a 6.5 mil, clear film for solvent and eco-solvent printers.

The addition of these new products to InteliCoat's Magic brand ink jet media portfolio further broadens the applications that can utilize these increasingly popular printing technologies.

“InteliCoat is meeting the growing demand for high-performance media compatible with true solvent, eco-solvent, and UV-cure printing systems,” said Ed McCarron, director of marketing at InteliCoat Technologies. “The benefit of expanding our portfolio of products for these printing systems opens doors to new applications. By continuing to deliver innovative media products for new printing technologies, InteliCoat is giving its customers the opportunity to pursue more profitable jobs and to grow their businesses.”

Magic POS PRO+ UV provides a cost-effective solution for indoor applications such as promotional roll-up signage and point-of-sale applications. POS PRO+ UV is specifically designed for UV cure printing systems and offers high image quality and durability. It is fast drying, scratch-resistant and has a high

level of rigidity, which enables the product to remain flat for an extended period of time, allowing for multiple uses of the same graphic and providing an attractive alternative for banner stand applications

POSPRO+ UV will be available in the following sizes:

Magic POS PRO+ UV BLOCK-OUT FILM FOR UV CURE PRINTING		
Size	Part Number	Trade Price*
36" x 30'	70423	\$66.09
36" x 200'	70424	\$440.63

Magic POSTER MAX is specifically designed for optimal imaging on eco-solvent printers. This latex-saturated, wet strength paper features a smooth, brighter whiter surface which offers exceptional print fidelity with a distinctive luster finish. It is an ideal solution for poster work, wall murals and outdoor backlit applications.

POSTER MAX will be available in the following sizes:

Magic POSTERMAX 8.5 MIL DURABLE LATEX PAPER		
Size	Part Number	Trade Price*
54" x 20'	70368	\$ 27.00
54" x 200'	70374	\$ 270.00
60" x 200'	70375	\$ 300.00

Magic SCF-7 clear film has excellent image quality and can be used for overlays, clear signage, and presentations, and features outstanding high black density for making accurate film positives for screen printing.

SCF-7 will be available in the following sizes:

Magic SCF-7 6.5 MIL CLEAR FILM FOR SOLVENT PRINTERS		
Size	Part Number	Trade Price*
36" x 10'	70453	\$ 24.00
36" x 200'	70452	\$ 480.00
54" x 200'	70377	\$ 720.00
60" x 100'	70289	\$ 400.00

** For actual prices, call an authorized Magic reseller*

For more information about Magic brand media, call 800-628-8604 or visit our web site at www.magicinkjet.com, where free sample rolls of new products 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 ink jet 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.