



**FOR IMMEDIATE RELEASE**

**Contact** *Jill Colna*  
*SVM Public Relations*  
*401-490-9700*  
*Jill.Colna@svmpr.com*

**INTELICOAT TECHNOLOGIES INTRODUCES  
MAGICLÉE® BRAND TORINO DÉCOR™ UNIVERSAL DIGITAL FINE ART AND PHOTO CANVAS**

**SOUTH HADLEY, Mass., January 25, 2007** – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today announced the introduction of Magiclée® brand Torino Décor™, a universal, matte finish canvas designed to produce long-term, fade-resistant fine art or photo reproductions when imaged with pigmented inks.

An economy-grade, poly/cotton, 19 mil canvas, Torino Décor features a universal matte ink jet coating, making it ideal for production art and photo printing with both solvent and aqueous pigment and piezo printers.

“We are delighted to introduce Torino Décor to the Magiclée brand family. As with all Magiclée products, Torino Décor is manufactured under strict quality standards that ensure the consistency and performance required by the art and photo markets,” said Ed McCarron, director of marketing, digital imaging for InteliCoat. “The added value of this product is our ability to offer a competitively priced canvas for décor grade reproduction that carries across both solvent and water-based platforms.”

Torino Décor offers a specifically designed coating which delivers superior color gamut and resolution and has the added bonus of water resistance when printed with UV inks. Torino Décor is also compatible with most dye-based inks for short-term indoor reproductions.

**MAGICLÉE® BRAND TORINO DÉCOR™** canvas is immediately available in the following sizes:

<b>TORINO DÉCOR™ 19 MIL, MATTE UNIVERSAL POLY/COTTON CANVAS</b>		
<b>Size</b>	<b>List Price</b>	<b>Part</b>
36" X 10 FT	\$58.20	68724
36" X 40 FT	\$211.20	68725
42" X 40 FT	\$246.40	68726
50" X 40 FT	\$292.86	68727

17" and 24" widths will be available soon.

*\* For actual prices, call an authorized Magiclée® reseller*

For more information about Magiclée brand Digital Fine Art and Photo media, call 800-628-8604 or visit the web site at **www.magicleeinkjet.com**, where free sample rolls may be requested.

###

*The Magiclée® brand consists of an array of digital imaging media products for use in digital fine art and photographic applications manufactured and marketed globally by InteliCoat Technologies, 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; optical films for displays; high temperature, conductive and shielding tapes; conductive films; and microfilm. InteliCoat operates four manufacturing facilities in the United States and Europe, with sales and marketing operations in Australia, the Netherlands, the United Kingdom, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. InteliCoat is a Sun Capital Partner company.*