



FOR IMMEDIATE RELEASE

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

**INTELICOAT TECHNOLOGIES® MAGICLÉE® VERONA 250 HD FINE ART
RECEIVES DIGITAL IMAGING MARKETING ASSOCIATION (DIMA) DIGITAL
PRINTER SHOOT-OUT AWARD AT PMA 2009**

SOUTH HADLEY, Mass., March 3, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that its Magiclée® brand Verona 250 HD received the “Media, Matte Only” category award in the 14th Annual DIMA Digital Printer Shoot-Out Awards. Judged in a controlled lighting environment by a panel of expert judges, the DIMA Digital Printer Shoot-Out Award winners were announced at this week’s PMA 2009 International Convention and Tradeshow.

“We’re thrilled that the Digital Imaging Marketing Association has recognized Magiclée Verona 250 HD with this prestigious award,” said Jennifer Chagnon, product manager at InteliCoat Technologies. “As a pioneer of ink jet coatings, InteliCoat has the experience, manufacturing capabilities, technical expertise, and product knowledge to deliver consistent, reliable, high quality products to meet the needs of the most discriminating digital fine artists and photographers worldwide.”

A high definition fine art paper, Magiclée Verona 250 HD offers clean, sharp images and an exceptional color gamut. Designed for use with dye, pigment, thermal and piezo printers, this 250-gram smooth paper with a traditional matte finish is ideal for producing digital fine art applications such as art reproductions and photographic printing. A natural white, 100% cotton, fine art paper, Verona 250 HD features a water-resistant coating that is free of optical brighteners.

In a related announcement, InteliCoat Technologies Museo® Fine Art brand Silver Rag™ received the “Media, 8.5-by-11 inches” category award in the DIMA Digital Printer Shoot-Out Awards

For more information on Magiclée from InteliCoat Technologies, visit www.magicleeinkjet.com.

###

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.