



FOR IMMEDIATE RELEASE

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

**INTELICOAT TECHNOLOGIES® MAGIC® INKJET MEDIA QUALIFIED FOR THE HP
DESIGNJET L65500**

***Industry-Leading Products Undergo Extensive Set of Criteria to Verify Optimal Printing
Performance***

SOUTH HADLEY, Mass., March 30, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today announced that several of its industry-leading Magic® brand media products have been qualified using HP Latex Inks with the HP Designjet L65500 printer, including its GFPHOTO, GFPHOTO-PSA, GFPOLY, GFOP140, GFOP140-PSA, GFOP212, GFOP212-EMB, GFTRP, GFCVM and GFCVG. To achieve this mark, the InteliCoat Magic products underwent tests by InteliCoat to ensure that they met the necessary performance requirements to provide optimal printing performance.

“InteliCoat is dedicated to delivering the utmost in innovation and quality to the digital imaging community, so it was only natural that we worked with HP and their new HP Latex ink technologies,” said Ed McCarron, Director of Marketing at InteliCoat Technologies. “By qualifying a variety of products from our award-winning line of Magic media with the HP Designjet L65500 printer, InteliCoat is upholding our commitment of providing optimal performance to customers worldwide.”

A pioneer in the digital imaging arena, InteliCoat’s Magic brand portfolio of digital imaging media is an industry favorite, known for its quality and breadth. The Magic portfolio consists of an array of products, offering a variety of substrates for wide and grand format printing and

includes banner media, photorealistic papers, display films, pressure-sensitive media, textiles and coated matte papers.

For more information on IntelliCoat's participation in the Registered Latex Developer Program and/or the approved products, please visit http://magicinkjet.com/pages_partners_hp_latex.html where ICC profiles may also be obtained.

###

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.