



**FOR IMMEDIATE RELEASE**

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

**MUSEO® FINE ART LAUNCHES A NEW RETAIL SAMPLE PACK**

**SOUTH HADLEY, Mass., September 15, 2009** – Museo® Fine Art, the preeminent brand of digital fine art media from InteliCoat Technologies®, a world leader in the manufacture of coated paper, film and specialty substrates for digital imaging applications, today announced the availability of the Museo Fine Art Sample Pack. Featuring Museo Silver Rag™, Portfolio Rag™, Museo MAX™ and Textured Rag™, the sample pack will enable photographers and fine artists to sample and test Museo’s four most popular media options prior to purchasing larger quantities.

Among the included sample papers, Museo Silver Rag features a first-of-its-kind coating and 100% cotton furnish to bring out the best in black & white and color images with a traditional air dried photo paper look and feel; Portfolio Rag combines an extra smooth cotton base with advanced coating for museum exhibition and portfolio prints that require exceptional tonal range; Museo MAX’s luxurious finish is optimized for pigmented inks and is ideal for art reproductions, color and black & white printing, portraits, graphics, and sepia prints; and Museo Textured Rag has its cold press watercolor surface enhanced with an ink receptive layer that allows for the most vivid images possible, making it ideal for art reproductions, fine art photo printing, digital art, exhibition prints, and portraits.

“With so many digital fine art media options available from Museo and our competitors, we’ve experienced an increasing demand from both our dealers and our end users for the availability of

a sample pack,” said David Williams, sales and marketing manager for Museo Fine Art. “By offering our four most popular papers in one package, photographers and fine artists will gain the ability to touch, feel and work with Museo papers in order to find the right paper to fit their needs.”

Available immediately for \$18.95 per box, each sample pack (item number 09802) will include three sheets each of Museo Silver Rag, Portfolio Rag, Museo MAX and Textured Rag digital fine art papers. Like all Museo Fine Art papers, each sample paper contains no optical brighteners to ensure outstanding long-term base color stability, and is crafted in the U.S.A. to meet the demanding Library of Congress and ISO standards for permanence.

For more information on Museo brand papers, visit <http://www.MuseoFineArt.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.*