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InteliCoat Technologies® Initiates Pre-Registration Process for EU REACH Regulation

SOUTH HADLEY, Mass., July 29, 2008 - InteliCoat Technologies, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging technologies, is proud to announce that it is initiating the process of pre-registration for REACH (**R**egistration, **E**valuation, **A**uthorization and **R**estriction of **C**hemicals), a new European Community regulation on chemicals and their safe use. InteliCoat is a solid partner with the global business community and is dedicated to conducting business with maximum sensitivity to environmental compliance. InteliCoat recognizes its responsibility to provide the safety information required for the products they manufacture to their business partners, their customers, and to the entire digital community.

REACH was designed to improve the protection of human health and to avoid the risks that can be posed by chemicals being released into the environment. InteliCoat understands the environmental risks involved and is prepared to meet the requirements to identify and register with the ECHA (The European Chemicals Agency in Helsinki), which will act as the central point in the REACH system. InteliCoat is currently compiling all of the information for the substances in base materials and packaging from our suppliers as well as for the substances used in the preparation of the “articles” or materials we manufacture for the digital market. (An “article” is the legal term under REACH for any object that has been given a specific shape, surface or design so that it can be used for a specific purpose, e.g. manufactured goods such as cars, textiles, electronic chips).

INTELICOAT TECHNOLOGIES

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“InteliCoat is investing in the REACH pre-qualification process to ensure that our products remain compliant and that our customers will not have a disruption in the supply of material into the EU,” said Nancy Plante, Marketing Product Specialist, InteliCoat Technologies. “We are pro-actively working to meet regulations in the rapidly changing international market. InteliCoat is already ISO 14001:2004 certified. This internationally recognized environmental management system standard verifies that InteliCoat’s practices and policies are effective in reducing harmful effects to the environment. We remain committed to continual improvement of customer satisfaction by meeting the requirements set forth by our international partners. InteliCoat’s commitment to the environment allows us to produce digital imaging media that has been made responsibly and meets environmental regulations.”

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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, Magiclée® brand of digital fine art and photo paper, Museo® digital fine art media and 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.