



FOR IMMEDIATE RELEASE

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**INTELICOAT TECHNOLOGIES® INTRODUCES MAGIC® STICK 2™ REPOSITIONABLE
POLYPROPYLENE BANNER**

SOUTH HADLEY, October 7, 2009 – InteliCoat Technologies®, a world leader in the manufacture of coated paper, film, and specialty substrates for digital imaging applications, today introduced Magic® STICK 2™ 7 mil polypropylene banner with a low tack, pressure sensitive adhesive at the 2009 SGIA Expo. A low cost adhesive-backed media, the versatile STICK 2 can be used indoors or outdoors for both short and long-term signage applications.

“We are pleased to welcome STICK 2 to our wide variety of solutions for pressure sensitive applications,” said Jennifer Chagnon, product manager at InteliCoat Technologies. “By utilizing STICK 2, print providers can achieve significant time and cost savings by gaining the ability to just print, peel and stick. Since STICK 2 is repositionable, removable, and may be reapplied to some surfaces, it is the perfect solution for everything from window displays to tradeshow media to kiosk displays.”

STICK 2 features a universal coating that is compatible with most water-based thermal and piezo, as well as solvent and eco-solvent wide format printers. A matte finish, polypropylene with a low-tack, pressure sensitive adhesive, STICK 2 is ideal for creating one of a kind personalized posters, retail displays, window displays and residential graphics.

Magic STICK 2 is now available in the following sizes:

Magic STICK 2 7 MIL REPOSITIONABLE POLYPROPYLENE		
Size	Part Number	Trade Price
36" X 10'	70812	\$21.09

36" X 100'	70813	\$210.94
42" X 100'	70814	\$246.09
50" X 100'	70815	\$292.97

Contact your Magic supplier to learn more about Magic brand products or view InteliCoat's ink jet web site, www.magicinkjet.com.

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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, 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.