



FOR IMMEDIATE RELEASE

Contacts *Laura Nelson / Jill Ryan*
Stauch Vetromile & Mitchell
401-438-0614
lnelson@svmpr.com
jillr@svmpr.com

**INTELICOAT EXPANDS MAGIC® LINE WITH LOTAK-7 UNIVERSALLY
COMPATIBLE, REPOSITIONABLE POLYPROPYLENE MEDIA**

*Low-Tack PSA Polypropylene is Ideal for Easy-to-Install- and-Remove Posters,
P.O.P Displays, and Short-Term Vehicle Decals*

SOUTH HADLEY, Mass., January 21, 2003 - InteliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies, today expanded its Magic® line of wide-format ink jet media with LOTAK-7, a new 9 mil (7 mil base, 9 mil total) repositionable polypropylene poster product. Magic LOTAK-7 features a low-tack adhesive for easy removal and re-application. Repositionable LOTAK-7 is the media solution for PSA applications where the permanent adhesive of Magic DMPPM7PSA polypropylene media goes beyond adhesion requirements.

LOTAK-7's repositionable PSA backing is easily mounted on and removed from a wide variety of smooth, flat surfaces, making it ideal for posters, point-of-purchase displays, and even short-term vehicle decals such as bumper stickers or advertisements. With its universal printer compatibility, LOTAK-7 delivers high color gamut and superior image durability when printed with UV or pigmented inks. If desired, LOTAK-7 can be over-laminated for additional durability and to extend life for outdoor applications.

"This new repositionable, universal polypropylene from Magic delivers the versatility and functionality that today's imaging professionals require as they continue to meet their customers' needs for easily removable PSA signage options," said Lowell Strom, InteliCoat product manager. "LOTAK-7

represents yet another step in the continual enrichment of the Magic line of media products designed for today's digital imaging market."

To optimize the output on LOTAK-7 media, IntelliCoat offers ICC color profiles for selected RIP, ink and printer combinations at www.magicinkjet.com.

LOTAK-7 is available in the following sizes and trade prices:

Magic LOTAK-7		
Size	Part Number	Trade Price*
36"x10ft	46708	\$27.50
36"x60ft	46709	\$165.00
50"x60ft	47176	\$229.15

* For actual prices, call an authorized Magic reseller

For more information about LOTAK-7 or Magic brand media, call 800-628-8604 or visit the Web site at www.magicinkjet.com, where free sample rolls may be requested.

###

The Magic brand consists of an array of digital imaging media products manufactured and marketed globally by IntelliCoat Technologies, a world leader in the manufacture of coated paper, film and specialty substrates for imaging and electronic technologies. The company's products include: imaging substrates for graphics, desktop, proofing, design engineering applications and information storage; electronic films for applications in printed wiring boards, flexible circuits, ceramic passive components; high temperature, conductive and shielding tapes; conductive films; and microfilm. IntelliCoat operates six manufacturing facilities in the United States and Europe with sales and marketing operations in Australia, the Netherlands, the United Kingdom, North and South America. Worldwide headquarters is in South Hadley, Massachusetts, USA. IntelliCoat is a Sun Capital Partner company.