



FOR IMMEDIATE RELEASE

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

**INTELICOAT TECHNOLOGIES ANNOUNCES ENHANCEMENTS
TO MAGIC® PRINTLAM**

*Time-, Material- and Money-Saving Printable Laminate Media Now Adheres
to Sintra and Delivers Improved Image Performance*

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 announced enhancements to its Magic® PRINTLAM product, a printable polyester laminate with a dual-purpose adhesive/image-receptive coating. PRINTLAM offers a single-step finishing solution for indoor/outdoor promotional and display graphics. The enhancements include PRINTLAM's ability to adhere to common mounting substrates such as Fome-Cor® and Sintra®, and an improved image quality performance.

Magic PRINTLAM is a 4-mil thermal-activated polyester laminate with both adhesive and image-receptive properties. Designed for applications such as point-of-purchase posters and signs, promotional displays, trade show, PRINTLAM's distinct advantage is that it requires only a single mounting-finishing step - simply print on the image-receptive side and then mount on a rigid substrate. There is no need for the additional steps of applying adhesives and laminating- PRINTLAM delivers all the image quality and durability of laminated photobase with half the materials and production time.

"PRINTLAM allows producers of laminated photobase graphics to enhance profits and productivity by simplifying the process to only one step, while reducing conventional printing, laminating and mounting material consumption by two-thirds," said Ed McCarron, product manager at InteliCoat Technologies.

"The enhancement of the PRINTLAM product with superior imaging quality coupled with the ability to

adhere to Sintra and Fome-Cor opens up new opportunities for imaging professionals for both print-for-pay and in-plant sites. "

Magic PRINTLAM is currently available in the following sizes and trade prices, with additional sizes coming soon:

Magic PRINTLAM		
Size	Part Number	Trade Price*
36"x10ft	46786	\$24.00
36"x100ft	46828	\$240.00
42"x100ft	46829	\$280.00
50"x100ft	46830	\$333.33
54"x100ft	46831	\$360.00

* For actual prices, call an authorized Magic reseller

For more information about PRINTLAM 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.