

A WHOLE NEW WORLD: INTERTAPE'S COLORED DUCTAPE™ USED FOR CRAFTS, SAFETY, SCHOOL WORK AND TEAM SPIRIT CREATIONS

Retailers Increase Sales Opportunities As Hobbyists, Hunters, DIYers, Students Use Tape For Easy Fixes While Expressing Their Personality

BRADENTON, FL – March 2, 2005 – While DUCTape™ is all-purpose product for many in-home repairs and patching jobs, its traditional silver color lacks a certain degree of creativity. Not any more. With the colored DUCTape marketed by Intertape™, anyone can add a new dimension and personality to an easy fix, school project or color-coding job.

"Colored DUCTape opens a new world of creativity for everyone," said Brian E. Miller, vice president of Intertape's consumer products business team. "For retailers, there are new opportunities to increase sales by selling our extensive color line to hobbyists, hunters, do-it-yourselfers and students. For consumers, they now have a variety of colorful tapes to use on a broad array of home projects."

In addition to traditional silver, Intertape offers DUCTape in black, olive, red, blue, green, orange, brown, tan, yellow, fluorescent orange and camouflage, making a multi-purpose tool in the home, at the office and even in the great outdoors:

- **Decorating:** Students of all ages have discovered that they can sport their school colors, from book covers and wallets to spelling out spirit messages.
- **Safety:** Hunters use the fluorescent "Crush" colors as reflectors in the field.
- **Identification:** Business professionals use the tape on everything from marking their suitcases to color-coding equipment and supplies.
- **Crafts:** Artists use the tape's colorful palette on everything from duct "flowers" to art work and even whimsical clothing.

Of course, Intertape's DUCTape also does what it does best – repair everyday items easily and quickly. However, with the new colors, the added advantage is that the repairs can now blend with their backgrounds to make them less conspicuous.

"We've publicly stated that our commitment to retailers is to become their partner in the tape category," Miller said. "Through the addition of colored DUCTape, we're not only expanding our partners' product selection, but we're giving them an opportunity to profit from a unique product that has endless uses and applications."

Miller adds that Intertape is currently beefing up its merchandising programs to support retailers, keeping them ahead of the curve in this competitive marketplace.

The largest tape manufacturer in North America, Intertape Polymer Group Inc., headquartered in Bradenton, Florida, develops, manufactures and sells polyolefin plastic, paper packaging products and complementary packaging systems. Products include masking tape, acrylic and natural rubber pressure-sensitive carton sealing tapes, paper and reinforced tapes, HVAC tape and a number of automotive and aerospace high-performance products.

The company also manufactures and markets Exlfilm® shrink film, StretchFlex® stretch film, case erectors, shrink packaging machinery, ink jet printers and labeling systems, engineered coated fabrics products and flexible intermediate bulk containers.

