

WHAT WORKS! INTERTAPE'S NEW DESIGN OFFERS THE COMPLETE PACKAGE FOR WINNING AT STORE LEVEL

NATIONAL HARDWARE SHOW – May 19, 2005 – The philosophy of “Dressing for success” is often perceived as a clothing issue. Intertape Polymer Group, the largest tape manufacturer in North America, has uniquely applied it towards a product packaging initiative to help its offerings in tape, mailing, and moving products win at the store level.

Based on the findings of an extensive research effort, Intertape has redesigned its entire product line to provide a more attractive, informative and quality-oriented package to satisfy the consumer's need of gaining information about how to complete a home project successfully. Intertape, as part of its leadership approach in the category, is the first tape manufacturer to offer this innovative packaging approach to the retail market.

“The research revealed that what consumers were looking for in tape packaging was color differentiation and usage information,” states Brian Miller, vice president of Intertape's Consumer Products Business Team. “In the store, they want to be able to distinguish as quickly as possible where one product begins and ends, and how to match a product to a project.”

The research showed, not surprisingly, that tape is not a primary reason to visit a store. Rather, tape is typically purchased as part of a larger project. Additionally, consumers do not “shop” tape; in 96% of cases, they visit a single store for their supplies. The study also revealed the single greatest unmet need of buyers was to easily match up tape to their specific project. Without this information, consumers went to the lower priced product since their assumption, in most cases, was that there was no discernable difference between tapes. As such, packaging plays an even larger role in telling its own story to provide customers with the information they need to make the right purchase the first time while giving retailers added upselling opportunities.

Using the insight from the research, Intertape redesigned its packaging with brighter colors and better information to clearly show each tape's uses and benefits right on the label. The first two products rolled out with the new packaging were Intertape's Pro-Mask® Blue and Pro-Mask® Green. Both are formulated for use on windows, trim and walls, which the packaging clearly shows. However, while the Pro-Mask Blue packaging prominently notes its 14-day clean removal and UV resistant features, the Pro-Mask Green packaging notes its 8-day clean removal and UV resistant features. Clear, concise and easy to understand benefits and differences.

The new packaging also helps retailers by offering a well-merchandised display that helps customers easily locate tape products in the store, thus creating greater customer satisfaction levels and better sales opportunities in a low-involvement purchase category.

According to Jack Gordon, president of AccuPOLL Research, this approach is working at the store level. Intertape's new packaging “... outperformed the competition as something that's going to stand out on the shelf...” Additionally, as a result of Intertape's repackaging efforts with its masking and duct tape lines, sales have increased.

“It's been phenomenally successful,” says Miller. “We've seen huge market share gains and sales increases at double-digit rates in a category that has grown at roughly a few percentage points annually. As a result of this initiative, we're helping independent retailers sell the category much more effectively than ever before. It's ‘What Works’ for our partners!”

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 sells under a portfolio of brands including Intertape, Anchor, American, and MailAway products.

The company also manufactures and markets Exlfilm® shrink film, StretchFlex® stretch film, case erectors, shrink packaging machinery, ink jet printers and labeling systems, woven coated fabrics products and flexible intermediate bulk containers. For more information, visit the company's website at www.intertapepolymer.com.

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