

INTERTAPE DUCT TAPES: THE RIGHT PRODUCT FOR THE RIGHT JOB

BRADENTON, Fla. – July 26, 2005 – Nearly every home owner has a product in their garage they use to fix practically anything – duct tape. While the tape was originally created for HVAC applications, it has grown into one of the most widely used general repair products in the world. However, many consumers may be using the wrong duct tape for their repairs. To make purchasing less confusing, Intertape® introduces three new tapes specifically formulated and identified for household, jobsite, and heavy duty applications.

Branded with the charismatic Duct “Ape” mascot, Intertape’s new line was created to provide professionals and DIYers with a full-proof solution to selecting the right tape for the right job. The tape also provides retailers with new opportunities to win at the store level by increasing profits in a low-involvement category. .

“Everyone considers duct tape the ultimate fix-it product because of its versatility,” states Wendy Sender, marketing manager at Intertape. “Our color-coded line clearly identifies the application that our three new tapes were formulated to repair. This allows the consumer to pick the right tape each time.” .

The new Intertape DUCTape™ line consists of:

- **XHD™ DUCTape** – For heavy-duty, permanent and critical repairs, this all-weather tape features poly-coated cloth backing with an aggressive adhesive that conforms and bonds to almost any surface. Made with DuPont Dacron Polyester for added strength and durability, the tape is virtually weatherproof and meets UL723, HUD and BOCA codes.
- **Jobsite™ DUCTape** – Ideal for permanent and semi-permanent repairs, this all-weather tape features a heavy-duty adhesive and backing to make it a toolbox essential.
- **Fix-It™ DUCTape** – Great for temporary repairs in the home or office, this general purpose tape features an aggressive adhesive with a lightweight poly-coated cloth backing.

For each new product, the tape’s packaging has been designed with bright colors and better information to clearly show each tape’s key benefits. The packaging not only helps the consumer purchase the appropriate product but provides retailers with greater customer satisfaction levels and better sales opportunities. .

To help create an identity for the new tape, Intertape has introduced a new mascot – the Duct Ape – to provide a personality to the brand. .

"Creating mascots for products can help people immediately remember the strengths of the products," said Brian E. Miller, Intertape’s vice president of marketing. "The product takes on the characteristics of the mascot and helps consumers identify with the product. Our Duct Ape will be seen in advertising, POP, T-shirts, hats, and even as a plush that will be available at several trade shows this year." .

The largest tape manufacturer in North America, Intertape Polymer Group Inc., www.intertapepolymer.com, 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 automotive, marine and aerospace high-performance products. The company sells under a portfolio of brands including Intertape, Anchor, American, and MailAway products.