

INTERTAPE GOES COMMERCIAL

CONSTRUCTION AND HVAC UNITS MERGED INTO CONSUMER BUSINESS UNIT

BRADENTON, Fla. – September 22, 2005 – What happens when North America's largest tape manufacturer – Intertape – combines three successful units into one new commercial business segment? Customers in the wholesale construction and HVAC industries get even larger product portfolios and fresh marketing and merchandising strategies to successfully compete with the national big boxes.

"In the commercial arena, our customers are competing against bigger, marketing-savvy retailers for market share," states Jim Derrick, channel manager, Intertape Commercial Business Channels. "Through Intertape's marketing and merchandising know-how, methodologies and expertise, our new team can help make our customers more competitive by giving them the same marketing tools and programs used successfully in traditional retail. By leveling the playing field through fresh thinking, we can help make them more successful."

Intertape, which created a Consumer Business Unit consisting of retail, hardware, paint, mass merchant, automotive and stencil product businesses in April 2005, reorganized the construction and HVAC units into the new "Commercial" segment for three primary reasons:

- The combination of the construction and HVAC businesses into one entity provides a larger product portfolio to distributors with a single point of contact.
- Intertape has learned that there are many techniques in merchandising and retailing used in traditional consumer business that help to drive sales for our customers in the commercial wholesale trade.
- The combined business has more resources devoted to it in new product development and marketing.

"As a company, Intertape strives to develop new products, programs and, in this case, business units that make our customers more successful," states Derrick. "Combining the resources of three successful units into one provides our customers with an impressive portfolio of products that can be merchandised for better sell through and profitability. We look forward to partnering with our customers on this mission." :

Derrick adds that each customer will be reviewed to determine current marketing strategies and provide insight on ways to compete at the next level. Some examples of this are the use of displays, pallet programs, cut cases, innovative packaging and promotions. :

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.

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