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INTERTAPE POLYMER GROUP® CELEBRATES CENTENNIAL MILESTONE FOR TWO MAJOR BRANDS

MONTREAL, QUEBEC, and SARASOTA, FLORIDA (January 18, 2017) — Intertape Polymer Group® Inc. ("IPG®" or the "Company"), a leading supplier of packaging tapes and packaging machinery to the fulfillment market, announces the centennial celebration of two major brands: Better Packages® tape dispensers and Central® water-activated tape.

"These two brands have demonstrated a hundred years of sealing boxes securely and efficiently. Together, they unite in the twenty-first century with the ability to print and market an untold number of brands," explains James Apap Bologna, VP of Corporate Marketing for IPG. "This is a celebration of a promising future for both the Central and Better Packages brands in the electronic fulfillment industry."

The yearlong tribute will be marked by a number of events intended to showcase the legacy of these two IPG cornerstone brands. After a century of offering security and tamper resistance to the packaging world, these two brands have become an ideal carton closure solution for the rapidly growing electronic fulfillment industry.

According to Vertical Web Media, a leading source of information on electronic fulfillment industry, this important sector has shown compounded annual growth for the past several years in the United States.

Both Better Packages brand tape dispensers and Central brand water-activated tape have provided security and process efficiency since the evolution of the electronic fulfillment industry. "There is no coincidence here. These two iconic brands have enjoyed a symbiotic existence for a century and, with enthusiastic investment and vision from IPG, are poised to take on the next century," said Shawn Nelson, SVP of Sales and Marketing for IPG.

Consumer buying habits are changing. With the convenience of direct delivery, to the delight of customers worldwide, the electronic fulfillment market will continue to enjoy global growth. As the electronic fulfillment market expands, IPG will continue to support this growth with Better Packages brand Tape Dispensers and IPG's Central branded Water Activated Tape.

For more information regarding these IPG milestones, please visit www.itape.com or www.betterpackages.com and click on the circular centennial logo.

About Intertape Polymer Group® Inc.

Intertape Polymer Group Inc. is a recognized leader in the development, manufacture and sale of a variety of paper and film based pressure-sensitive and water-activated tapes, polyethylene and specialized polyolefin films, woven coated fabrics and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Sarasota, Florida, the Company employs approximately 2,200 employees with operations in 18 locations, including 12 manufacturing facilities in North America, one in Europe and one in India.

Safe Harbor Statement

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation and "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (collectively, "forward-looking statements"), which are made in reliance upon the protections provided by





such legislation for forward-looking statements. All statements other than statements of historical facts included in this press release may constitute forward-looking statements, including statements regarding the ability to market and print an untold number of brands, the promising future and growth in the electronic fulfillment industry and the change in customer buying habits, may constitute forward-looking statements. These forward-looking statements are based on current beliefs, assumptions, expectations, estimates, forecasts and projections made by the Company's management. Words such as "may," "will," "should," "expect," "continue," "intend," "estimate," "anticipate," "plan," "foresee," "believe," or "seek" or the negatives of these terms or variations of them or similar terminology are intended to identify such forward-looking statements. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, these statements, by their nature, involve risks and uncertainties and are not guarantees of future performance. Such statements are also subject to assumptions concerning, among other things: business conditions and growth or declines in the Company's industry, the Company's customers' industries and the general economy; the anticipated benefits from the Company's capital expenditure initiatives and acquisitions; the quality, and market reception, of the Company's products; the Company's anticipated business strategies; risks and costs inherent in litigation; the Company's ability to maintain and improve quality and customer service; anticipated trends in the Company's business; anticipated cash flows from the Company's operations; availability of funds under the Company's Credit Facility; and the Company's ability to continue to control costs. The Company can give no assurance that these statements and expectations will prove to have been correct. Actual outcomes and results may, and often do, differ from what is expressed, implied or projected in such forward-looking statements, and such differences may be material. You are cautioned not to place undue reliance on any forward-looking statement.

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