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INTERTAPE POLYMER GROUP® ENTERS EXCLUSIVE AGREEMENT WITH HEXCELPACK LLC TO LAUNCH NEW RECYCLABLE CURBY™ MAILER

MONTREAL, QUEBEC and SARASOTA, FLORIDA (November 11, 2019) — Intertape Polymer Group® Inc. ("IPG®" or the "Company"), a global leader of packaging and protective solutions, has entered into an exclusive agreement with HexcelPack LLC to produce and sell a new recyclable curbside-friendly protective mailer made from paper, called the Curby Mailer, powered by HexcelPack™.

"We believe the Curby Mailer is the most innovative protective mailer on the market," states Ryan Mach, Director of Product Management. "It is lined with hexagonally shaped paper which offers substantial benefits over traditional polymer-based wrapping materials like polybubble and kraft bubble mailers that are challenging to recycle."

The Curby Mailer, powered by HexcelPack, has multiple patents pending and utilizes the proprietary HexcelPack paper technology for its inner-layer of padded protection. It is lightweight and strong, made exclusively from FSC (Forest Stewardship Council) and PEFC (Program for the Endorsement of Forest Certification) certified paper, and manufactured in the USA. The paper that makes up the Curby Mailer has been qualified by the Sustainable Packaging Coalition's (SPC) How2Recycle Program as "Widely Recyclable".

"As part of IPG's overall stewardship and sustainability initiatives, the Curby Mailer represents a cornerstone product in a new line of sustainable packaging products," said Greg Yull, President and CEO. "Products that carry the Curby trademark are designed to provide true curbside recycling functionality to the e-commerce market. Simplifying the packaging material used in ecommerce while still ensuring packages arrive intact, reduces waste and delights the consumer while supporting brand integrity and overall customer experience."

The Curby family of products is being launched in the fourth quarter of this year. Other Curby products include water-activated paper tape, paper void fill and machines, cold chain solutions and fragile wrap.

"As E-commerce shipping volumes rapidly increase and consumers become ever more aware of their environmental impact, IPG's curbside-friendly products are the logical next step in packaging," explains James Apap Bologna, VP of Corporate Marketing. "Curby products offer peace of mind that your package is sustainably sourced, securely shipped, and curbside recyclable."

For more information regarding the HexcelPack agreement, the Curby Mailer powered by HexcelPack, and other curbside-friendly products within the Curby line, please contact Ryan Mach at rmach@itape.com.

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, protective packaging, engineered coated products and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Sarasota, Florida, IPG employs approximately 3,600 employees with operations in 30 locations, including 21 manufacturing facilities in North America, four in Asia and one in Europe. For information about the Company, visit www.itape.com.





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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, including statements regarding the Company's launch of the Curby family of products in the fourth quarter of this year, 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 impact of changes to tariffs and other international trade developments; the anticipated benefits from the Company's greenfield projects and manufacturing facility expansions; the impact of selling price increases; the impact of fluctuations in raw material prices and freight costs; the anticipated benefits from the Company's acquisitions and partnerships; the anticipated benefits from the Company's capital expenditures; 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 2018 Credit Facility; and the Company's ability to continue to control costs. The Company can give no assurance that these estimates 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. Readers are cautioned not to place undue reliance on any forward-looking statement. For additional information regarding important factors that could cause actual results to differ materially from those expressed in these forward-looking statements and other risks and uncertainties, and the assumptions underlying the forward-looking statements, you are encouraged to read "Item 3 Key Information - Risk Factors", "Item 5 Operating and Financial Review and Prospects (Management's Discussion & Analysis)" and statements located elsewhere in the Company's annual report on Form 20-F for the year ended December 31, 2018 and the other statements and factors contained in the Company's filings with the Canadian securities regulators and the US Securities and Exchange Commission. Each of these forward-looking statements speaks only as of the date of this press release. The Company will not update these statements unless applicable securities laws require it to do so.

