



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® EXPANDS ITS LINE OF CARTON SEALING TAPE FOR HIGHLY RECYCLED CORRUGATED CARTONS

MONTREAL, QUEBEC and BRADENTON, FLORIDA (March 22, 2013) — Intertape Polymer Group® Inc. ("Intertape™", "IPG®" or the "Company"), a leading North American manufacturer of tapes and films, has announced the expansion of its Corru-Grip™ carton sealing tape line designed specifically for optimal closure of highly recycled corrugate, including 100% recycled box. This Corru-Grip™ adhesive formulation can successfully seal boxes in wider ranges of temperature and humidity than traditional hot melt carton sealing tape products.

"Our 2012 launch of the 1100 Corru-Grip™ adhesive technology in our premium hot melt carton sealing tape showed a measurable improvement in both performance and sales," stated James Apap Bologna, VP Corporate Marketing & Communications.

According to Cathy Foley of the American Forest & Paper Association, "More than 90% of all corrugated boxes are now recovered for recycling and the average percent of recycled content in a corrugated box is now greater than 40%." The higher the percent of recycled content, the more challenging it is to seal the box. Recycled cartons have shorter, flatter fibers, and a much different chemical composition of its surface structure.

"We are very excited to launch the expanded Corru-Grip™ product family, which rounds out the line, and makes it approachable for most any box closure application," stated Mary Jo Burgess, Director of Product Management – PSCST Systems. "It addresses a broader application base, and the on-going need for a reliable closure solution for corrugated boxes containing a high percentage of post-consumer fiber."

For more information about Corru-Grip™ or IPG®'s full offering of pressure-sensitive carton sealing tapes, please contact Mary Jo Burgess at mburgess@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, specialized polyolefin films, woven fabrics and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Bradenton, Florida, the Company employs approximately 1,800 employees with operations in 16 locations, including 10 manufacturing facilities in North America and one in Europe.

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