



TSX SYMBOL: ITP

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INTERTAPE POLYMER GROUP FEATURES BLOC-IT[®] PAINTER'S TAPE AT NATIONAL HARDWARE SHOW

The ultra premium tape providing crisp, clean paint lines every time will be in the spotlight at [IPG's](#) Booth 3734 at the National Hardware Show. Bloc-it prevents "bleed through," a common problem with competitive painter's tapes.



BRADENTON, FL (March 24, 2011) — Intertape Polymer Group[®] Inc. (IPG), a leading supplier of specialized polyolefin, plastic, and paper-based packaging products, will feature [Bloc-it[®]](#), a high performance, professional grade painter's tape at Booth 3734 at the National Hardware Show, May 10-12 in Las Vegas.

Designed to prevent paint "bleeding," one of the most common problems with painter's tape, Bloc-it is specially treated to repel paint and prevent bleed through, resulting in a clean, smooth paint line when the tape is removed. The tape has UV resistance for performance up to 14 days of direct sunlight and much longer when used indoors. It also features specialty fine crepe paper backing that conforms easily around difficult areas such as light switches, moldings, window sashes, and door frames.

"Before the development of Bloc-it, painters often experienced paint seepage under tape edges, causing messy lines and uneven workmanship, and forcing them to go back and touch up rough spots with a brush," said James Apap Bologna, IPG Vice President of Corporate Marketing and Communications. "Bloc-it is treated with IPG's proprietary PST 16 formula, which eliminates bleed through, and delivers performance results never before seen in a masking tape product."

Bloc-it is available in 24 mm, 36mm and 48mm x 54.8m widths.

Bloc-it joins IPG's extensive line of [ProMask[®] masking tapes](#), including ProMask[®] Blue 14-Day, ProMask[®] Green 8-Day, ProMask[®] Painter's Grade, and ProMask[®] GP.

ProMask Blue is a dark blue fine crepe paper backing tape. Its smooth backing is designed to reduce fingertip abrasion and deliver superior paint lines, tear strength, and conformability. Coated for excellent resistance to UV rays up to 14 days, it can be used on lacquered or polyurethane coated surfaces.

ProMask Green is a paper-backed tape with a specially formulated adhesive, designed for direct exposure to sunlight up to eight days. It is engineered to provide clean removal from windows, trim and walls, even when exposed to sunlight for up to eight days. It also can be used on lacquered or polyurethane-coated surfaces.

ProMask Painters Grade is a conformable, flexible, high quality crepe paper painter's masking tape, with provides excellent adhesion and cornering and clean removal from walls, trim and windows.

ProMask Professional GP is a general purpose masking tape suitable for use in offices, schools, or hobbies.

In addition to painter's tape, IPG's booth will display a wide range of packaging, duct, and specialty tapes, as well as selected building products, at the booth.

For more information about IPG products, contact Customer Service at 800-IPG-8273 or info@itape.com.

About Intertape Polymer Group® Inc.

Intertape Polymer Group® Inc. (IPG) is a recognized leader in the development and manufacture of specialized polyolefin plastic and paper based packaging products and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Sarasota/Bradenton, Florida, the Company employs approximately 2,000 employees with operations in 16 locations, including 12 manufacturing facilities in North America and one in Europe.

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CAPTION:

Bloc-it®, a high performance premium painter's tape, is manufactured by IPG with a propriety technology which creates a smooth, clean line during painting. It will be featured at Booth 3734 at the National Hardware Show.

Contact elva@alvare.com for high-res image