



TSX SYMBOL: ITP



**INTERTAPE POLYMER GROUP® INTRODUCES IRON GRIP™ 17 MIL PREMIUM DUCT TAPE**

MONTREAL, QUEBEC and SARASOTA, FLORIDA (October 1, 2013) — Intertape Polymer Group® Inc. ("IPG®" or the "Company"), a leading North American tape manufacturer, has introduced Iron Grip™ 17 mil premium duct tape.

"Iron Grip truly lives up to its name. When seeking an aggressive hold, IPG's Iron Grip duct tape gets the job done," said Brandon Paas, Consumer Marketing Manager. "Iron Grip duct tape meets or exceeds our customer's performance needs with the increasing demand for stronger, all-weather duct tapes."

Iron Grip™ features a black polyethylene coated cloth with an aggressive pressure-sensitive natural rubber adhesive suitable for adhering to a wide variety of surfaces under a wide range of temperature conditions. It is designed with an easy unwind for temporary patching of utility access holes, ductwork, and a variety of heavy-duty demanding applications.

"We are excited to offer our retail partners a performance duct tape available through their distribution centers and retail stores. Our merchandising is designed to offer flexibility both on and off the shelf and we also have the ability to promote our Iron Grip product at price point that allows our partners to be competitive, while delivering performance and value to their end users," said Tim Brown, VP of Consumer Sales.

For more information regarding IPG®'s Iron Grip™ duct tape, contact Brandon Paas at [bpaas@itape.com](mailto:bpaas@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 Sarasota, 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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