



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® LAUNCHES NEW CARTON SEALING CLOSURE SOLUTION FOR HIGHLY RECYCLED CORRUGATED CARTONS

MONTREAL, QUEBEC and BRADENTON, FLORIDA (July 30, 2012) — Intertape Polymer Group Inc. ("Intertape", "IPG" or the "Company"), a leading North American manufacturer of carton sealing tapes, is proud to introduce a new 1100 premium hot melt carton sealing tape designed specifically for optimal closure of highly recycled corrugate, including 100% recycled box. It is manufactured with proprietary Corru-Grip™ adhesive technology.

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.

This Corru-Grip™ adhesive formulation can successfully seal boxes in wider ranges of temperature and humidity than traditional hot melt carton sealing tape products.

"We are very excited to launch the Corru-Grip™ adhesive technology upgrade to our 1100 premium hot melt carton sealing tape," stated Mary Jo Burgess, Director of Product Management - PSCST Systems. "It addresses the growing need for a reliable closure solution for corrugated boxes containing a high percentage of post-consumer fiber. Over time, we plan to expand the application of this technology to additional products within the IPG® carton sealing tape product category."

For more information about IPG®'s 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 19 locations, including 12 manufacturing facilities in North America and one in Europe.

Safe Harbor Statement

Certain statements and information included in this press release constitute forward-looking information within the meaning of applicable Canadian securities legislation and the United States Federal Private Securities Litigation Reform Act of 1995. Forward-looking statements may relate to the Company's future outlook and anticipated events, the Company's business, its operations, financial condition or results. Particularly, statements about the Company's objectives and strategies to achieve those objectives are forward looking statements. While these statements are based on certain factors and assumptions which Management considers to be reasonable based on information currently available to it, they may prove to be incorrect. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance, or achievements expressed or implied in such forward-looking statements. The risks include, but are not limited to, the factors contained in the Company's filings with the Canadian securities regulators and the US Securities and Exchange Commission. While the Company may elect to, it is under no obligation (and expressly disclaims any such obligation) and does not undertake to update or alter this information at any particular time.

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