



TSX SYMBOL: ITP

INTERTAPE POLYMER GROUP® LAUNCHES NEW CARTON SEALING TAPE LINE FOR THE CONSUMER MARKET

MONTREAL, QUEBEC and BRADENTON, FLORIDA (December 10, 2012) — Intertape Polymer Group® Inc. ("IPG®" or the "Company"), a leading manufacturer of industrial and packaging products, is launching 17 new carton sealing tape product solutions for the Consumer market.



"We are excited to introduce this new line as we have expanded the offering, providing more opportunity for our valued retail partners to drive incremental sales in the largest retail tape category in North America," said Tim Brown, VP of Consumer Sales.

IPG's Consumer Division designed these product mixes for specific carton sealing applications: Premium Packaging, Shipping, Storage and Moving. They come packaged in individual rolls, rolls with dispensers, or six-packs.

The Premium Packaging mix features a 3 mil 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 premium offering 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," stated Mary Jo Burgess, Director of Product Management - PSCST Systems.

For more information regarding IPG's new Consumer line of carton sealing tape solutions, contact Cherri Kasmirski, IPG Consumer Products Manager at ckasmirs@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.

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