



TSX SYMBOL: ITP

## **INTERTAPE POLYMER GROUP<sup>®</sup> LAUNCHES TWO NEW DOUBLE-COATED TAPE PRODUCTS FOR PERMANENT BONDING**

MONTREAL, QUEBEC and BRADENTON, FLORIDA (March 5, 2012) — As part of the ongoing development of its double-coated product line, Intertape Polymer Group<sup>®</sup> ("IPG<sup>®</sup>", "Intertape<sup>®</sup>" or the "Company"), is pleased to announce the availability of two new permanent bonding double-coated tapes.

IPG<sup>®</sup> has launched a new 8 mil double-coated polyester tape with a high bond acrylic adhesive and a 2 mil white polyester liner that promotes excellent processing and die cutting characteristics. A new 9 mil double-coated UPVC tape has also been introduced that offers excellent adhesion values with its acrylic adhesive and functionality for applications needing flexibility, strength and easy hand tearing. They are both available in spool wound configurations, as well as industry slit good standard sizes.

These products have a broad range of applications including extrusions, signage, trophy and plaque assembly. They can be also applied onto a variety of substrates including EPDM (ethylene propylene diene monomer) and various gasket materials due to their plasticizer and chemical resistance.

"We are very excited at IPG<sup>®</sup> to continue our expansion of double-coated products with the introduction of the permanent bonding product family. The demanding application solutions these products provide are vast and allow IPG<sup>®</sup> to enter new markets previously not approached. Additionally, we continue to promote our Made in America theme with these products," said Gary Watkins, VP of Specialty Markets.

For more information regarding Intertape<sup>®</sup> brand double-coated tape products from IPG<sup>®</sup>, contact Lisa Nalette at [lnalette@itape.com](mailto:lnalette@itape.com).

### **About Intertape Polymer Group Inc.**

Intertape Polymer Group Inc. 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 11 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 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, its financial condition or its 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 U.S. 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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