

## **INTERTAPE RENAMES AUTOMOTIVE BODY SHOP LINE TO CLEARLY DEFINE PRODUCT GRADE AND PURPOSE**

**BRADENTON, Fla.** – April 6, 2005 – When it comes to using automotive tape products, body shop technicians don't want to "accidentally" select the wrong grade for the job. That's why Intertape has renamed its American Tape product line to identities that clearly define grade and purpose.

"Customers who can't figure out what your product is certainly won't buy it," states Brian Miller, vice president of Intertape's Consumer Products Business Team. "After our research showed that our packaging may be confusing to our customers, we created new names to clearly showcase what was in the box and to clearly distinguish the good, better, best positioning within the automotive line."

The new automotive body shop product line consists of:

<b>Old Name</b>	<b>New Name</b>
Production Shop	Standard Grade
PG 6	Medium Grade
PG 27	Professional Grade

A fourth product, Extreme Grade, is also being introduced as part of the program.

In addition to renaming the products in conjunction with its grade, Intertape also redesigned the American Tape "look" as part of a larger packaging and branding redesign effort for all of its product lines.

"The products are the same great tapes our customers have trusted and valued for years," states Miller. "Through names that make better sense, and a clean new look, we now have better merchandising opportunities with our distribution partners, who in turn can provide end users with a product line with a clear and understandable purpose."

The largest tape manufacturer in North America, Intertape Polymer Group Inc., headquartered in Bradenton, Florida, develops, manufactures and sells polyolefin plastic, paper packaging products and complementary packaging systems. Products include masking tape, acrylic and natural rubber pressure-sensitive carton sealing tapes, paper and reinforced tapes, HVAC tape and a number of automotive and aerospace high-performance products.

The company also manufactures and markets Exlfilm® shrink film, StretchFlex® stretch film, case erectors, shrink packaging machinery, ink jet printers and labeling systems, woven coated fabrics products and flexible intermediate bulk containers.

For more information, visit the company's website at [www.intertapepolymer.com](http://www.intertapepolymer.com).

*Editor's Note: An electronic image of Intertape's Automotive products is available upon request. Please contact Scott Carpenter at [scarpenter@clarkeadvertising.com](mailto:scarpenter@clarkeadvertising.com) or 941-365-2710.*