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NEW REVOLUTIONARY BLOC-IT® PAINTERS TAPE REVEALED

CHICAGO, IL. August 13, 2009 – Mask it! Paint it! Enjoy it! A professional looking paint job made easy is now possible with the help of Bloc-it®, painter's tape with a PST16 technology advantage.



Launched in 2009, Bloc-it® advanced painter's tape, manufactured by IPG, headquartered in Bradenton, FL, out shines the competition when it comes to paint bleed. Bloc-it® delivers sharp paint lines with little paint bleed allowing the consumer to get the job done right the first time. The package design, as well as the brand

positioning, naming, merchandising and sales materials were created by HBN Brand Design; a full service brand design firm based in Chicago, IL.

The HBN Brand Design team created packaging graphics that used strong traditional marketing strategies to communicate the product's unique point of difference, benefits and superior results. Bloc-it® is merchandised upright, highlighting the products technological advantage, giving the product stopping power on shelf and introducing a new look to an otherwise standardized tape aisle.

"Bloc-it® will save consumers time and money, because of all the new added benefits", says James Apap Bologna of Intertape Polymer Group. "We have created a painter's tape which produces sharper paint lines to assist consumers in achieving a professional looking paint job on their own."

"There hasn't been innovation in the painter's tape aisle in over 30 years", says Dwight Nelson of HBN Brand Design. "We wanted to create a design with bold graphics that strongly communicates Bloc-it's technological advantage. In addition, the teal tape color and upright package orientation are new to the tape aisle, and will attract more consumer attention".

Bloc-it® is available in select stores nationwide.

About HBN Brand Design

HBN Brand Design is a package design and branding firm offering a full range of strategic marketing support and design services to help build and accelerate CPG

brands. For more information of HBN Brand Design's services, please visit www.hbnbranddesign.com or call 312.787.6771.

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About Intertape Polymer Group

Established in 1981 with headquarters in Montral, Quebec and Bradenton, Florida, Intertape is a leader in the engineered coated products and flexible intermediate bulk container (FIBC) industries. For more information, please visit www.bloc-it.com or www.intertapepolymer.com.

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