

October 16, 2009



RE: Intertape Polymer Group Cut Case Program Introduction – Phase III

Dear Valued Customers,

In March and June 2009, we introduced Intertape Polymer Group's Phase I & II Cut Case Program for duct, masking and carton sealing tapes. During November, Intertape Polymer Group will transition into Phase III Cut Case Program for Foil Tapes, along with introduction of our new 20-yard roll color Duct Tapes. This Cut Case Program will continue to improve and enhance your customer's product offering!

Phase III of Intertape's Cut Case Program completes your category management while increasing your inventory turns. We have reduced the roll count per case and developed small case formats for counter displays. The cut case designs are uniform for each product category so they will present themselves in a consistent manner on your customer's retail shelf and will be easily identified with product information. No more fallen over rolls or messy set-ups. The best part of Intertape's cut case program is there are no additional costs for displaying these products in a self-contained shelf friendly case or counter display.

Our new short roll color duct tapes will be packaged in a 6 roll per carton counter display that will allow your customers' to easily promote the products at the cash register or anywhere within their stores. The duct tapes will be readily recognized with color-coordinated labels and packaged with shrink-wrap and a top label.

We have attached a sales sheet highlighting the new product properties, for your reference. You will find the items listed that will be included in our Phase III transition. Please note, we have maintained the same item numbers, UPC values and product designation for the current foil tapes, added new Cold/All Weather foils and new product numbers for the 20 yd color duct tapes .

Please contact your sales or customer service representative for more information and other new products that are available, such as:

- Bloc-It™ Premium Grade Painters Tape - Edge Treated with PST16 for the **BEST PAINT LINES PERIOD**
- Engineered Coated Products
 - Flexguard® & Flexguard® Aspire Housewrap
 - Nova-Seal® Roof Underlayment
- Construction Building Protective Paper



We continue to value your business and support, and look forward to meeting your future needs.



James Apap Bologna
VP Consumer Goods
Intertape Polymer Group



Dean Blockowitz
VP Industrial Tape Sales
Intertape Polymer Group



Cut Case Program - Phase 3

2009

Intertape Polymer Group Introduces New Cut Case Program!

Features & Benefits

- Cartons with easy-tear perforation
- Neat, tidy, compact self-contained tape sets
- Can display products off-shelf
- Quick set up time
- Easy refill
- Increase inventory turns with fewer rolls-per-case count
- Improved category management footprint

For more information please contact your sales representative or IPG Customer Service.



Cut Case Program - Phase 3 Product Transition

| Item # | Current Resource Number | New Cut Case Resource Number | Description | Size Imperial | Size Metric | UPC | Old Resource Rolls/Case | NEW Resource Rolls/Case |
|------------------|-------------------------|------------------------------|--|---------------|----------------|--------------|-------------------------|-------------------------|
| Foil Tape | | | | | | | | |
| 9200 | 77111 | 91385 | 9200 ALU 2in x 10yds - Aluminum | 2in x 10yds | 50.8mm x 9.1m | 077922771110 | 24 | 24 |
| 9202 | 76193 | 91386 | 9202 ALU 2in x 50yds - Aluminum | 2in x 50yds | 50.8mm x 45.7m | 077922761937 | 24 | 16 |
| 9502 | ALF200L0250R | ALF200L0250R | 2in x 50yds Cold/All Weather Foil - Aluminum | 2in x 50yds | 50.8mm x 45.7m | 087143001545 | N/A | 24 |
| 9503 | ALF200L0350R | ALF200L0350R | 3in x 50yds Cold/All Weather Foil - Aluminum | 3in x 50yds | 76.2mm x 45.7m | 08714301552 | N/A | 16 |
| N/A | ALF200L0250 | ALF200L0250 | 2in x 50yds 2 mil Foil - Aluminum | 2in x 50yds | 50.8mm x 45.7m | n/a | N/A | 24 |
| N/A | ALF200L0350 | ALF200L0350 | 3in x 50yds 2 mil Foil - Aluminum | 3in x 50yds | 76.2mm x 45.7m | n/a | N/A | 16 |



| Item # | Current Resource Number | New Cut Case Resource Number | Description | Size Imperial | Size Metric | UPC | Old Resource Rolls/Case | NEW Resource Rolls/Case |
|------------------------------|-------------------------|------------------------------|---------------------------------|----------------|--------------|---------------|-------------------------|--|
| 20 Yd Color Duct Tape | | | | | | | | |
| 6720WHT | 85768 | 85768 | AC20 48mm x 18.2m DUCT - White | 1.88in x 20yds | 48mm x 18.2m | 0077922857685 | N/A | 6 rolls/ inner pack 6 packs/case |
| 6720BLK | 85763 | 85763 | AC20 48mm x 18.2m DUCT - Black | 1.88in x 20yds | 48mm x 18.2m | 0077922857630 | N/A | |
| 6720BLU | 85764 | 85764 | AC20 48mm x 18.2m DUCT - Blue | 1.88in x 20yds | 48mm x 18.2m | 0077922857647 | N/A | |
| 6720RED | 85767 | 85767 | AC20 48mm x 18.2m DUCT - Red | 1.88in x 20yds | 48mm x 18.2m | 0077922857678 | N/A | |
| 6720GRN | 85766 | 85766 | AC20 48mm x 18.2m DUCT - Green | 1.88in x 20yds | 48mm x 18.2m | 0077922857661 | N/A | |
| 6720YEL | 85762 | 85762 | AC20 48mm x 18.2m DUCT - Yellow | 1.88in x 20yds | 48mm x 18.2m | 0077922857623 | N/A | |
| 6720BRN | 85765 | 85765 | AC20 48mm x 18.2m DUCT - Brown | 1.88in x 20yds | 48mm x 18.2m | 0077922857654 | N/A | |



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