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INTERTAPE POLYMER GROUP® RECEIVES SILVER AWARD FOR IRON GRIP™ DUCT TAPE FLOOR DISPLAY DESIGN

MONTREAL, QUEBEC and SARASOTA, FLORIDA (July 16, 2014) — Intertape Polymer Group® Inc. ("IPG®" or the "Company"), a leading North American packaging manufacturer, received a Silver Award distinction for its 36 roll IRON GRIP™ floor display and Honorable Mention for its 12 roll Bundle Wrap Counter Display from the North American Retail Hardware Association (NRHA).

Judging criteria for the NRHA Packaging and Merchandising Awards was based on Attention-Capturing Ability, Graphic Design, Innovation, Material Usage and Selection, and Informational Value.

IPG's Iron Grip™ duct tape product is a black polyethylene coated cloth with an aggressive pressure-sensitive natural rubber adhesive suitable for adhering to a wide variety of surfaces under a wide range of temperature conditions. The neon green and black display features 36 rolls, 12 per tray, stacked three trays high on a large base shaped to look like an iron. There is a header that fits into the top tray.

"Our Iron Grip display is a result of our entire marketing team's efforts and really exemplifies attention grabbing aesthetics as a result of its unique innovation and graphic design. In today's retail world, a product has only a split second to capture a consumer's attention and we believe IPG's Iron Grip display sets itself apart from the competition," said Brandon Paas, Consumer Marketing Manager.

IPG's 2"x178' bundle wrap stretch film been designed as a convenient solution for many home, office, workshop, yard and school applications. The counter top tray holds 12 rolls and contains many in use images on a large header to show a few of the product's applications. The bright orange and blue colors set Bundle Wrap apart from its competition.

"IPG's Bundle Wrap is a unique new product for us that has hundreds of uses," stated Tim Brown, VP Consumer Sales. "We wanted to show these uses in action by using photos to tell the story rather than verbiage. The hope is that when the consumer sees the application photos, they will spark other ideas as to how IPG's Bundle Wrap can be used around the home or office."

For more information regarding IPG's Consumer products, contact Brandon Paas at bpaas@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, polyethylene and specialized polyolefin films, woven coated fabrics and complementary packaging systems for industrial and retail use. Headquartered in Montreal, Quebec and Sarasota, Florida, the Company employs approximately 1,850 employees with operations in 16 locations, including 10 manufacturing facilities in North America and one in Europe.

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