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FOR IMMEDIATE RELEASE:

Contact:

Tom Liberator – Division Manager

InterWrap Inc.

Tel: 503-254-5753

Email: tliberator@interwrap.com

www.interwrap.com



InterWrap® launches new brand identity WeatherPro™ for its industry leading line of protective packaging for the wood products industry. This new brand name replaces Protex.

Vancouver, BC January 15, 2012 – InterWrap's new protective packaging brand **WeatherPro** underscores the company's commitment to offer outstanding protective packaging for its customers. WeatherPro products are designed specifically to protect clients high value products from abrasion, weather, handling and transit damage. To further this goal InterWrap announces all future protective packaging materials will offer enhanced weather protection properties including new industry leading UV enhanced scrim along with its proven proprietary blend of polyolefin coatings. WeatherPro is the culmination of 20 plus years of innovation and product evolution. InterWrap's R&D department points out that UV rays penetrate deeper than just the top coating of a weather barrier and therefore in contrast to its competitors InterWrap enhances all 3 layers of its protective packaging which include the surface coat, the high strength inner fabric, and the underside coating.

In North America InterWrap continues to offer three proven grades of protective packaging; WeatherPro - Select, Premium and Ultra – Please consult your sales representative to discuss what option best meets your specific packaging requirements.

For more information contact the writer at above or see our website at www.interwrap.com/

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InterWrap (IW) is the global leader in the manufacturing and distribution of extrusion coated woven solutions and diverse multi-layer laminated reinforced plastic substrates. International manufacturing and distribution facilities located in North America, Europe, Asia and the South Pacific, allow IW the competitive advantage to deliver a disruption free coated woven solution better and faster anywhere in the world. Domestic warehousing and large local inventories allow IW the flexibility and responsiveness to meet its customers demands in changing market conditions. All IW manufacturing facilities are ISO certified and use industry leading graphics control via photospectrometer color matching to ensure quality and consistency between customer orders.

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