



NEWS RELEASE

ZINSSER Co., Inc. 173 Belmont Drive • Somerset, NJ 08875-1285

Phone: 732-469-8100 Fax: 732-652-2491 www.zinsser.com

An **RPM** Company

For Immediate Release

Contact: Susan White @ 732-652-2229

Or susan.white@zinsser.com

ZINSSER Introduces Bulls Eye® French Polish

Somerset, NJ- During the 19th century, master craftsmen used a technique known as French polishing to create a lustrous, mirror-like finish for fine wood furniture and cabinetry. While few finishes compare with the hand-rubbed glow of traditional French polishing, the process is so tedious and time-consuming that it has been impractical for most modern woodworkers – until now!

ZINSSER is proud to introduce Bulls Eye French Polish, a revolutionary wiping finish that makes it easy for anyone to achieve a beautiful museum-quality French polish finish in hours – not weeks.

Formulated from a select blend of dewaxed flake shellac combined with a unique lubricating solvent, Bulls Eye French Polish eliminates the need for messy and time-consuming applications of mineral or linseed oil used in traditional French polishing. The fast film building formula dries hard in minutes, so projects can be completed in a fraction of the time.

Bulls Eye French Polish is recommended for use on all types of wood -- domestic and exotic. It dries to a delicate, golden tone that brings out the wood's natural beauty and will not discolor or darken with age. And, like all ZINSSER shellac-base finishes and sealers, Bulls Eye French Polish has a guaranteed minimum shelf life of three years.

Bulls Eye French Polish can be used in two ways: as an elegant French polish finish or as an easy wiping finish. Ideal for restoring antiques or finishing fine furniture, cabinetry and other woodworking creations, Bulls Eye French Polish can be burnished in multiple coats for a deep, mirror-like museum quality finish. The fast drying formula can also be applied in one or two coats as a quick, hand-rubbed protective finish for bare or previously sealed wood such as wainscoting, paneling, wood toys, craft items and more.

ZINSSER Co., Inc. has been manufacturing shellac products since 1849. The company's line of shellac-base products includes Bulls Eye® Shellac – America's oldest and finest shellac – Bulls Eye® SealCoat Universal Sanding Sealer and B-I-N® Shellac-base Primer-Sealer. For more information on Bulls Eye® French Polish, contact ZINSSER at (732) 469-8100 or visit www.zinsser.com.

###