



# NEWS RELEASE

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

Phone: 732-469-8100 Fax: 732-652-2491 [www.zinsser.com](http://www.zinsser.com)

An **RPM** Company

**For Immediate Release**

**Contact: Susan White @ 732-652-2229**

Or [susan.white@zinsser.com](mailto:susan.white@zinsser.com)

## **ZINSSER Introduces the First Sprayable 350 VOC Odorless Primer— Bulls Eye® High Hide Odorless Primer-Sealer**

**Somerset, NJ** –ZINSSER Co., Inc is proud to introduce a truly sprayable 350 VOC solvent-base odorless primer -- Bulls Eye® High Hide Odorless Primer-Sealer and Stain Killer.

Bulls Eye High Hide Odorless is a high-solids primer developed specifically for “people-sensitive” areas where oil-base performance is required, but odor is a concern. This state-of-the-art, sprayable formula has even less odor than most water-base primers and features ZINSSER’s unique stain-blocking technology to block the toughest stains – stains from water, smoke, nicotine, graffiti, tannin and more.

Like all ZINSSER primers, Bulls Eye High Hide Odorless offers great adhesion to all surfaces -- even glossy surfaces -- without sanding, making it a great primer for use over old alkyd paints and varnishes. It seals porous surfaces like builder’s flat paint, new drywall and unfinished wood for better topcoat coverage and has high pH resistance, making it great for masonry, plaster and fast-set joint compounds.

Bulls Eye High Hide Odorless is an ideal all-purpose interior primer for residential remodeling, commercial maintenance or repainting projects in schools, restaurants, hotels, office buildings, hospitals and other public buildings. Its brilliant white, non-yellowing formula dries in just 30 minutes and can be recoated in two hours. It can be applied under or over any conventional oil or latex topcoat—or can be left uncoated for a bright white, dead-flat finish.

Bulls Eye High Hide Odorless Primer-Sealer and Stain Killer is compliant with VOC regulations in all states. For more information about Bulls Eye High Hide Odorless or ZINSSER’s complete line of high performance primer-sealers, contact ZINSSER at 732-469-8100 or visit [www.zinsser.com](http://www.zinsser.com).

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