



NEWS RELEASE

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An **RPM** Company

For Immediate Release
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Zinsser Introduces Bulls Eye® Oil-Base Interior Primer-Sealer & Stain Killer

Somerset, NJ – Zinsser is proud to introduce Bulls Eye® Oil-Base Interior Primer-Sealer & Stain Killer, an all-purpose oil-base primer for interior surfaces.

Developed for professional painters who needed a high-hiding all-purpose interior oil-base ‘workhorse’ primer, Bulls Eye Oil-Base seals the surface and blocks tough stains from water, nicotine and graffiti. Ideal for use on walls, ceilings, doors, trim, windows, cabinetry and other interior surfaces, it is ready to recoat in just two hours, and dries to a flat finish that sands easily.

Like all Zinsser primers, Bulls Eye Oil-Base offers superior adhesion. It sticks to all surfaces without sanding – even glossy, hard to paint ones like enameled doors or trim – and can be used under any oil or latex topcoat. It seals porous surfaces like builder’s flat paint, drywall, unfinished wood, concrete and other unpainted surfaces providing a smooth, even finish with better topcoat coverage.

Bulls Eye Oil-Base is great for priming metal doors, windows, cabinetry, trim, aluminum, galvanized metal, wrought iron and more. Plus it effectively blocks common interior stains – including water, smoke, nicotine, crayon, marker, ink – and prevents them from bleeding through the topcoat and ruining the paint job. It can also be tinted, eliminating the need for a second coat of paint.

Bulls Eye Oil-Base is available in gallons and 3- and 5-gallon pails. For more information about Bulls Eye® Oil-Base Primer-Sealer & Stain Killer, or Zinsser’s complete line of high performance primer-sealers, visit www.zinsser.com.

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