



NEWS RELEASE

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An **RPM** Company

For: Immediate Release
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ZINSSER INTRODUCES BULLS EYE[®] WATER-BASE INTERIOR PRIMER-SEALER & STAIN KILLER

Somerset, NJ - ZINSSER introduces Bulls Eye[®] WATER-BASE Interior Primer-Sealer & Stain Killer, a new "interior only" primer-sealer specifically formulated to offer the production painter a quick drying, quick sanding, high-hide, superior adhesion, stain blocking primer compatible with all topcoats.

Bulls Eye WATER-BASE Interior Primer-Sealer & Stain Killer dries super fast and has virtually no odor making it ideal for occupied environments. Its smooth, easy flow properties offer great leveling, drying to a smooth, dead flat finish for easy sanding and excellent enamel holdout.

An all-surface interior primer-sealer, Bulls Eye WATER-BASE is recommended for both new and remodeled areas and is great for interior walls, ceilings, doors, trim, paneling - any surface where a fast-drying, low odor, high-adhesion primer-sealer is required.

As a sealer, Bulls Eye WATER-BASE is excellent for use over painted and unpainted porous surfaces to extend the coverage of topcoats. It is ideal for new wood, drywall, freshly cured plaster, concrete and concrete block, brick and other porous surfaces. Formulated to resist grain raise, it sands quickly and easily to a fine powder, leaving a smooth surface with great enamel holdout for a uniform finish without flashing.

Bulls Eye WATER-BASE contains proprietary polymers that adhere to glossy paint, clear finishes, Formica, Masonite, PVC, ceramic tile and other hard-to-stick surfaces. Its tenacious adhesion eliminates the need for pre-sanding or deglossing and reduces material usage and dust on the jobsite.

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Bulls Eye WATER-BASE Primer-Sealer/2

An excellent general-purpose stain killer, Bulls Eye WATER-BASE effectively blocks solvent-base stains like crayon, ink, graffiti, grease and asphalt to prevent them from bleeding through the topcoat. It can also be tinted, eliminating the need for a second coat of finish paint.

Bulls Eye WATER-BASE dries to touch in just 30 minutes and can be sanded or topcoated in just one hour. Formulated as a spray product with great sag resistance, the easy flow and smooth leveling properties of Bulls Eye WATER-BASE allow it to be brushed and rolled with beautiful results. It is available in quart cans, gallon cans and 5-gallon pails.

For more information about Bulls Eye WATER-BASE Primer-Sealer & Stain Killer or other water-base, oil-base or shellac-base primer-sealers, contact ZINSSER at 732-469-8100. Or, visit our web site at www.zinsser.com.

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