



# NEWS RELEASE

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An **RPM** Company

**For: Immediate Release**  
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## **ZINSSER'S NEW WATERTITE® KEEPS WATER OUT! KEEPS MOLD & MILDEW AWAY!**

**Somerset, NJ** - ZINSSER's WATERTITE® Mold & Mildew-Proof\* Water-Proofing Paint is a revolutionary advance in sealing basements and masonry – a sealer guaranteed to keep water out and keep mold and mildew away for a minimum of five years.

WATERTITE has a unique oil-base formula that combines a state-of-the-art waterproofing resin with Portland cement to create a powerful coating that stops up to 34 pounds of water pressure. WATERTITE also contains a mildewcide to prevent the growth of mold and mildew on the paint film for a minimum of five years after application, making it great for basements and other masonry surfaces where mold and mildew can be problematic.

Unlike other water-proofers, which cannot be applied until surfaces are dry, WATERTITE can be applied easily to dry, damp or wet surfaces, so water problems can be cured immediately. It can be recoated in just 4 hours and dries to a smooth, bright white, non-yellowing finish that resists dirt and dust pick-up, unlike other water-proofers, which contain sand that can attract surface dust and dirt and promote mildew growth. WATERTITE can be tinted to most off-white or pastel colors.

WATERTITE features an ultra low odor formula that has even less odor than latex paint. It adheres to any masonry surface and is formulated to prevent efflorescence on concrete and cinder block, making it ideal for basements, foundations, retaining walls and other interior and exterior masonry surfaces.

WATERTITE is available in gallons, 3-gallon pails and 5-gallon pails. Contact ZINSSER at (732) 469-8100 or visit our website at [www.zinsser.com](http://www.zinsser.com) for more information on WATERTITE and other innovative coatings developed for the long-term prevention of mold and mildew.

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*\*WATERTITE contains a mildewcide that prevents the growth of mold and mildew on the paint film only.*