



NEWS RELEASE

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An **RPM** Company

For Immediate Release

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ZINSSER INTRODUCES COVERS UP™ STAIN SEALING CEILING PAINT

Somerset, NJ – ZINSSER’s proven stain-blocking technology is now available in a vertical aerosol spray. ZINSSER is proud to introduce COVERS UP™ Stain Sealing Ceiling Paint, a new stain blocker and ceiling touch-up paint all in one.

COVERS UP is a great stain blocking primer for any ceiling surface. One coat of COVERS UP permanently blocks most common ceiling stains – stains from water, nicotine, smoke, graffiti – and more. It has a flat white finish that matches acoustic ceiling tiles and many white ceiling paints, so it’s also a perfect “touch up” paint when you want to cover a spot or two – not paint the entire ceiling.

Its convenient vertical spray tip and low odor, high-hide formula also make COVERS UP ideal for priming or touching up other overhead surfaces, including crown moldings, light fixtures, valances and overhead pipes.

COVERS UP features a non-yellowing formula that dries in just 30 minutes and can be top coated in just two hours. It can be applied under or over any oil-base or water-base topcoat.

COVERS UP comes in a full 13-ounce aerosol, so it’s a great primer to keep around the house for quick overhead fix-ups or larger home improvement projects.

For more information on COVERS UP Stain Sealing Ceiling Paint and ZINSSER’s complete line of high performance primer-sealers, contact ZINSSER at 732-469-8100 or visit www.zinsser.com for product information and helpful home improvement “tips”.

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