



NEWS RELEASE

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An **RPM** Company

For Immediate Release

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Zinsser Introduces OKON® PAINTBOOSTER® Paint Conditioner and Water Repellent Additive

Somerset, NJ – Zinsser is proud to announce the expansion of OKON® PAINTBOOSTER® Paint Conditioner and Water Repellent Additive for Latex Paint to nationwide distribution.

Formulated to “boost” the performance of any latex paint or stain, OKON PAINTBOOSTER creates a water repellent barrier that reduces premature paint failure, wood rot and mold growth by reducing water absorption. Ideal for exterior surfaces subject to moisture condensation—like window sills, outdoor furniture, garage doors, siding, fences and more— OKON PAINTBOOSTER contains a proprietary “water beading agent” that protects against water absorption and makes water bead like on a newly waxed car!

When added to any latex paint or stain, the water-base paint conditioner and water repellent additive improves flow and leveling and reduces brush, roller and lap marks—making paint easier to apply! It increases open time when painting in direct sunlight, making it great for jobs in hot temperatures. And, because of its high acrylic content, OKON PAINTBOOSTER does not affect the color, reduce the coverage or increase the cost of the job because it makes paint or stain go farther.

Great for application on porous materials like stucco, concrete block, cement, wood and adobe, the low odor, low VOC formula cleans up easily with soap and water and is available in convenient quart and gallon containers.

For more information on OKON® PAINTBOOSTER® Paint Conditioner and Water Repellent Additive for Latex Paint — or Zinsser’s complete line of high performance primer-sealers, wallcovering products, concrete and masonry products and products for the long-term prevention of mold & mildew — contact Zinsser at 732-469-8100, or visit www.zinsser.com.

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