



NEWS RELEASE

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For Immediate Release

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Zinsser Introduces OKON® Water-Repellent Sealers

Somerset, NJ - In 2005, Zinsser acquired Denver-based OKON, Inc., a pioneer in the development of water-base sealer technology. Now, Zinsser is proud to introduce a full line of water-repellent sealers for concrete and masonry under the OKON brand.

OKON® Water-Repellent Sealers are formulated to protect concrete and masonry from the damaging effects of water absorption without changing the texture or hiding the underlying substrate. They penetrate the surface to prevent deterioration caused by freeze-thaw and efflorescence and the loss of structural strength caused by rusting of rebar, nails and fasteners. They form a water repelling barrier that prevents exterior moisture from penetrating and causing damage to interior drywall, carpeting and flooring and protects against dusting and staining.

Zinsser's new line includes OKON Water-Repellent Sealers to protect most interior or exterior, vertical or horizontal concrete and masonry surfaces—like decorative concrete block, cast concrete, stucco, bricks, natural stone and more. The product line includes four water-base micro-emulsion sealers: OKON® W-1 Water-Repellent Sealer, OKON® Multi-Surface Water-Repellent Sealer, OKON® W-2 Water-Repellent Sealer, and OKON® Plugger Water-Repellent Sealer; and two water-base silane/siloxane penetrating sealers: OKON® S-20 Water-Repellent Sealer and OKON® S-40 Heavy Duty Water-Repellent Sealer. The new line also features OKON® Plus Color, a water based stain base for vertical concrete and masonry that, when mixed with latex paint, produces a decorative semi-solid, water-repellent stain.

All OKON Water-Repellent Sealers are low VOC, very low odor and offer easy soap and water clean-up. They are recoatable and resist high alkalinity, chloride salts and blushing. And, they're backed by a 5 year warranty for qualifying projects.

For more information about Zinsser's new line of OKON® Water-Repellent Sealers, visit www.okoninc.com or call 1-800-237-0565 for additional information.

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