



# NEWS RELEASE

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An **RPM** Company

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## ZINSSER INTRODUCES PERMA-WHITE<sup>®</sup> MOLD & MILDEW-PROOF\* INTERIOR PAINT IN NEW EGGSHELL SHEEN

**Somerset, NJ** – For more than a decade, PERMA-WHITE<sup>®</sup> Mold & Mildew-Proof\* Interior Paint has proven effective in preventing mold and mildew in bathrooms, laundry rooms, basements, and other high humidity areas of the home. Traditionally, PERMA-WHITE came in satin and semi-gloss finishes with a 5-Year Guarantee. Now, ZINSSER is pleased to introduce PERMA-WHITE Mold & Mildew-Proof\* Interior Paint in a new eggshell sheen.

Ideal for high humidity areas of the home – like closets, bedrooms and kitchens – where a lower sheen is desired, PERMA-WHITE offers the beauty of an eggshell sheen latex paint while protecting itself against the growth of mold and mildew. The acrylic formula produces a washable, blister-proof, and stain-resistant surface that makes it easy to clean everyday stains like fingerprints or food spills. It is self-priming, fast drying and can be recoated in two hours, saving valuable time and money on any home improvement project.

PERMA-WHITE sticks to all surfaces—even glossy surfaces like oil-base paint without tedious sanding. Its bright white formula is tintable to off-white and decorator colors to enhance any décor.

For more information on PERMA-WHITE<sup>®</sup> Mold & Mildew-Proof\* Interior Paint and other products for the long-term prevention of mold and mildew contact ZINSSER at 732-469-8100. Or, visit [www.zinsser.com](http://www.zinsser.com) for more helpful home improvement tips.

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\* *PERMA-WHITE contains a mildewcide to prevent the growth of mold and mildew on the paint film only.*