



# NEWS RELEASE

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**For Immediate Release**

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## **SHIELDZ® UNIVERSAL – A Great Wallcovering Primer... Now Even Better!**

**Somerset, NJ** – Since 1984, SHIELDZ® Universal Wallcovering Primer has helped make hanging wallpaper easier – and removing it easier too! Now SHIELDZ has an exciting new look and some great new features that give professionals and do-it-yourselfers even more reasons to prime with SHIELDZ.

SHIELDZ Universal now features ZINSSER’s exclusive “Mold and Mildew Shield™” to protect wallcovering investments against the growth of mold & mildew under the wallpaper—making it ideal for high-humidity areas like bathrooms, laundry rooms and kitchens.

The new enhanced SHIELDZ Universal formula is also great for use with any of the new paste-the-wall non-woven dry-strippable wallcoverings and adhesives – eliminating the need for a specialty primer. SHIELDZ creates the perfect surface for wallpapering ANY surface, with ANY adhesive under or over ANY wallcovering.

It primes and seals in just one coat. The low-odor, water-base formula assures adhesion, reduces seam separation and provides extra “slip” to make positioning and adjusting wallpaper easier. It hides dark colors and patterns and prevents them from showing through the wallpaper. SHIELDZ Universal helps make wallpaper removal easier too. It prevents drywall tearing during wallpaper stripping by creating a boundary between facing paper and wallpaper– and reduces time and effort at redecorating time.

The new user-friendly SHIELDZ Universal label features bold new graphics, easy-to-read instructions and highlights the wallcovering primer’s many features and benefits.

SHIELDZ Universal is available in quarts, gallons and 5-gallon containers. For more information about SHIELDZ Universal and ZINSSER’s complete line of products for wallcovering removal and installation, contact us at 732-469-8100 or visit our web site at [www.zinsser.com](http://www.zinsser.com).

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