



NEWS RELEASE

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An **RPM** Company

For Immediate Release

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Zinsser Introduces SureGrip® Wallcovering Adhesives for Professionals

Somerset, NJ – For more than 20 years, professionals have relied on Zinsser wallcovering products to tackle the most demanding installation and removal projects. Now, we are proud to introduce SureGrip® Wallcovering Adhesives, a complete line of professional quality, problem solving adhesives for every type of wallcovering application.

The new SureGrip line includes premium and heavy-duty strippable clears; strippable and heavy-duty clays; a pre-pasted and a vinyl over vinyl adhesive – all formulated to give installers professional results. No matter the type of wallcovering—vinyl, vinyl-coated, pre-pasted, permeable, non-woven, commercial, fabric, foil or other hard-to-stick materials—there is a SureGrip Wallcovering Adhesive that will make installation easier. All SureGrip products offer superior wet tack and slip for easy positioning and the quality that has become synonymous with ZINSSER.

The new line also features the Zinsser V.P. (Vapor Permeable™) Commercial Wallcovering System. Specifically developed for use with non-woven, permeable and micro-vented wallcoverings, Zinsser V.P. is a revolutionary breathable, one-coat primer-adhesive system that allows vapor to pass through the primer film and adhesive to reduce the buildup of condensation and the potential for mold growth under new permeable wallcoverings.

For more information about SureGrip® Wallcovering Adhesives and Zinsser's complete line of products for wallcovering installation and removal—including The Zinsser Plus Mold & Mildew-Proof™* Commercial Wallcovering System, SHIELDZ® Universal Wallcovering Primer and DIF® Wallcovering Removers — contact Zinsser at 732-469-8100, or visit www.zinsser.com.

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** This product contains a mildewcide to prevent the growth of mold & mildew on the primer film and adhesive only.*