



NEWS RELEASE

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An **RPM** Company

For Immediate Release

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Zinsser Introduces SureGrip® Wallcovering Adhesives for Do-It-Yourselfers

Somerset, NJ – Zinsser is proud to introduce SureGrip Wallcovering Adhesives, a complete line of professional quality, problem solving adhesives for every type of wallcovering application. Designed to make wallpaper and border hanging quick and easy for do-it-yourselfers, the new line features SureGrip® Universal Wallcovering Adhesive and SureGrip® Seam and Repair Adhesive.

The first wallcovering adhesive formulated for use with ANY type of wallpaper or border—pre-pasted, non-pasted, non-woven or lightweight vinyl – new SureGrip Universal Wallcovering Adhesive is ideal for both paste-the-wall and paste-the-paper installations, taking the confusion out of wallpaper adhesive selection. It stays moist for easy seam alignment and pattern matching and can be used to hang borders over paint or wallpaper, eliminating the need for VOV and border adhesives. And its handy Dip & Roll™ pail is designed for no-hassle application.

Formulated with Zinsser's exclusive Mold & Mildew Shield™, SureGrip Universal protects against mold & mildew damage, so it's great for installing wallcovering in steamy bathrooms, damp laundry rooms, humid kitchens or other high humidity areas. Its non-staining formula goes on pink but dries clear, cleans up easily with water to prevent damage to surrounding areas and makes any wallpaper easier to remove at redecorating time. With SureGrip Universal ANY wallcovering or border strips easily and it allows non-woven and fabric-backed wallcovering to dry-strip without damaging the wall surface.

Professional strength SureGrip Seam and Repair Adhesive is formulated to set faster and bond stronger than traditional wallcovering seam adhesives. It seals down stubborn curling seams, loose edges, tears and overlaps in just 10 seconds and features a non-drip formula that makes application neat and easy. It dries clear, so it won't stain wallpaper or paint and cleans up easily with water – even after it's dried.

(more)

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The SureGrip Wallcovering Adhesive line also includes a heavy-duty strippable clear adhesive, a pre-pasted adhesive for pre-pasted wallpaper and borders, a mildew resistant kitchen & bath wallcovering adhesive, an all-purpose powder adhesive for delicate materials, and border adhesives for hanging over painted or wallpapered surfaces. All SureGrip products offer superior wet tack and slip for easy positioning and the quality that has become synonymous with Zinsser.

For more information about Zinsser's complete line of products for wallcovering installation and removal—including SHIELDZ® Universal Wallcovering Primer, DIF® Wallcovering Removers, and WALWorks® Wallcovering Tools — contact ZINSSER at 732-469-8100, or visit www.zinsser.com for product information and helpful how-to "tips".

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