



NEWS RELEASE

ZINSSER Co., Inc. 173 Belmont Drive • Somerset, NJ 08875-1285

Phone: 732-469-8100 Fax: 732-652-2491 www.zinsser.com

An **RPM** Company

For Immediate Release

Contact: Katie Sikorski @ 732-652-2298

Or katie.sikorski@zinsser.com

Zinsser Introduces New Additions to the WATERTITE™ Family

Somerset, NJ—Zinsser is proud to introduce new additions to the WATERTITE™ family: latex WATERTITE™-LX Mold & Mildew-Proof™* Waterproofing Paint and a line of WATERTITE sundries for concrete and masonry.

WATERTITE-LX is a multi-purpose, latex waterproofing paint for concrete and masonry that stops 10 lbs. of water pressure and is guaranteed to keep water out and mold & mildew away! Backed by a 5-year mold & mildew-proof™* paint film and a 10-year waterproof guarantee, the ultra low odor formula produces a very smooth, bright white finish that resists dirt pickup. The two-coat system is easy to apply, ready to recoat in only two hours and offers easy soap and water clean-up. An ideal basement waterproofer, it can be tinted to off-white, deep or earth tone colors to match any décor.

Great for both do-it-yourselfers and professionals, WATERTITE-LX forms an impermeable barrier to water on interior or exterior, vertical or horizontal concrete, stucco, brick, cement, cinder block and other masonry surfaces. When applied to basement walls it stops moisture from entering, and when applied to canals or holding basins, it stops water from exiting into the substrate. It is also an excellent block-filler for use in car washes, garages and exterior walls.

The new line of WATERTITE sundries includes everything needed for a successful waterproofing project. WATERTITE™ Etch and Cleaner is a sulfamic acid-based etching and cleaning solution that prepares concrete for painting. Ideal for removing tough, caked-on efflorescence and excess mortar build-up on concrete, stone, brick, tile and galvanized metal, it provides a light surface etch to promote coating penetration and adhesion.

Ideal for patching or anchoring, WATERTITE™ Hydraulic Cement is a quick-setting cement that expands as it dries to permanently seal deep cracks and holes in all grades of concrete. It adheres to wet and dry surfaces and creates a “watertight” seal in 5 minutes, even when water is present.

(more)

WATERTITE Line / 2

WATERTITE™ Polyurethane Sealant is a high performance, moisture curing joint sealant that seals and waterproofs. Suitable for bonding and sealing in expansion joints, this permanently flexible joint filler will not break or chip.

For more information on the complete line of WATERTITE waterproofing products, visit www.zinsser.com or call 732-469-8100.

###

** These products contain a mildewcide to prevent the growth of mold & mildew on the paint film only.*