



NEWS RELEASE

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An **RPM** Company

For Immediate Release

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Zinsser Introduces WaterTite™ – LV Waterproofing/Concrete Masonry Paint

Somerset, NJ – Zinsser is proud to introduce WaterTite™-LV Waterproofing/Concrete Masonry Paint, a low VOC latex-base waterproofing paint for interior and exterior concrete block, cast concrete, stucco and other masonry.

VOC compliant everywhere (<100g/L), WaterTite-LV combines a state-of-the-art waterproofing resin with micro-spheres to form an impermeable barrier that stops 12 pounds of hydrostatic pressure, making it great for basement walls and other interior concrete and masonry surfaces. It is equally effective at weather-proofing retaining walls and other exterior concrete and masonry structures to protect against wind driven rain and preventing the exit of water from fountains, reflecting pools and canals.

WaterTite-LV has a slightly textured white finish that fills the micro-cracks and voids common to stucco, cast-concrete and concrete block in a single coat. It can be used as a one-coat primer or paint or as a waterproofer or weather-proofer when applied in two coats. WaterTite-LV can be tinted to most off-white and or pastel colors, making it a versatile coating for any vertical or horizontal concrete or masonry surface.

Low-odor and easy to apply by brush or roller, WaterTite-LV offers outstanding adhesion to any concrete or masonry surface and is ready to recoat in just two hours. Unlike some latex-base waterproofer, it can be applied to new concrete or stucco after just 14 days and is formulated to resist efflorescence, making it ideal for basements, foundations, retaining walls and other interior and exterior masonry surfaces.

WaterTite-LV is available in gallons and 3-gallon pails. For more information about WaterTite™-LV Waterproofing/Concrete Masonry Paint and other Zinsser waterproofer and water repellent coatings, visit www.zinsser.com or call 732-469-8100.

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