

For Immediate Release

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Introducing Bulls Eye Zero™ Primer

Zero VOCs – Zero Compromise

Somerset, NJ – A new interior/exterior primer that delivers premium performance without the volatile organic compounds (VOCs) has just been introduced under the Zinsser brand – Bulls Eye Zero™.

Bulls Eye Zero delivers “best in class” performance in an eco-friendly, LEED compliant formula that’s great for all interior and exterior surfaces. It offers superior hide, blocks common stains, seals porous surfaces and offers legendary Zinsser adhesion.

“Rust-Oleum has focused research and development on delivering performance characteristics in low VOC primers which are equivalent to more traditional formulas with higher VOCs,” said Angela Cunningham, category manager for Zinsser brand primers. “Bulls Eye Zero is the product of years of extensive research and testing. Zinsser labs have developed Bulls Eye Zero, an advanced formula that’s gentle on the environment, without compromising the performance that’s expected from a Zinsser primer.”

Bulls Eye Zero is ideal for use on all interior and exterior, new and previously painted surfaces such as wood, drywall, cured plaster, vinyl, aluminum, fiberglass or clean galvanized metal. Formulated with high-performance polymers, the durable, fast-drying, low-odor formula blocks common interior and exterior stains such as residual nail head rust, asphalt, creosote, cedar or redwood tannin bleed, lipstick, crayon, oil and grease and offers superior hide, even over dark colors.

It flows and levels beautifully to produce a smooth, flat finish. An ideal undercoater for oil or latex enamel, Bulls Eye Zero has great enamel holdout and easily sands to a smooth uniform finish to prevent variation in topcoat gloss. It offers great adhesion, and sticks to tough

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surfaces including chalky exterior siding and trim, high-gloss enamels, old varnish, clean galvanized metal or hardboard. It seals porous surfaces like new drywall, new wood, concrete and “builders flat” in just one coat to extend topcoat coverage. Clean up is soap and water easy.

Bulls Eye Zero is packaged in a container made from 100% recycled plastic. Both the container and label are 100% recyclable.

For more information about Bulls Eye Zero™ or the complete line of Zinsser high-performance primer-sealers, visit www.zinsser.com.

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About Rust-Oleum:

One of America’s most recognized and trusted names, Rust-Oleum is the number one brand of small project paints. Its brands and products span the consumer and industrial small project paints, primers, specialty coatings and wood care categories and include such trusted names as Rust-Oleum®, Stops Rust®, Painter’s Touch®, American Accents®, EPOXYShield®, Varathane®, Zinsser®, Wolman™ Wood Care Products and Watco®.