



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 Zinsser Paint & Finish Remover with Soyzol®

A Powerful Green Alternative for Removing Paint & Finishes

Somerset, NJ – An increasing number of do-it-yourselfers are looking for environmentally friendly products for their home improvement projects. That's why Zinsser is proud to introduce a powerful "green" alternative to traditional paint and finish removers -- Zinsser Paint & Finish Remover with Soyzol®.

Formulated with an environmentally-friendly, soy derivative, Zinsser Paint & Finish Remover with Soyzol® is safe, fast and effective. A qualified product for the U.S. Environmental Protection Agency's "Design for the Environment" program, it is manufactured using only the safest ingredients, and is safe for families and for the environment.

"While do-it-yourselfers are interested in green solutions for removing paint and finishes, they're not willing to sacrifice product performance," said Christina Ganzer, brand manager for Zinsser paint and finish removers. "Our new soy-based remover gives them the best of both worlds: a product that's aggressive enough for the toughest paint and finish removing projects and safe enough to earn the 'Design for the Environment' designation."

Unlike many paint and finish removers, very low odor Zinsser Paint & Finish Remover with Soyzol® can be used indoors. The powerful, biodegradable formula completely removes more than 5 layers of latex and oil paint and most finishes from wood, metal, masonry, vinyl and marine surfaces in just 1 hour without damaging the surface.

Ideal for use on dressers, book cases, tables, chairs, woodwork, trim, paneling, doors—any previously painted or finished surface – it works hard so you don't have to. It stays wet for up to 24 hours and offers excellent vertical cling – so it's great for vertical surfaces like doors or

(more)

Zinsser Paint & Finish Remover with Soyzol® / 2

the sides of furniture. It leaves fewer impurities – old paint or finish – on the stripped surface to make recoating easier. Low VOC and non-flammable, it is an environmentally sound alternative to flammable solvents, caustics or methylene chloride strippers.

Zinsser Paint & Finish Remover with Soyzol® is available in a 16 oz. spray and a 64 oz. bottle with trigger sprayer attachment to meet all your project needs. For more information on Zinsser's complete line of paint strippers and removers, and other problem-solving home improvement products, visit www.zinsser.com.

###