



NEWS RELEASE

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An **RPM** Company

For Immediate Release

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Zinsser Introduces the Zinsser V.P. (Vapor Permeable™) Commercial Wallcovering Installation System

Somerset, NJ – Zinsser is proud to introduce the first wallcovering installation system developed specifically for permeable, micro-vented and non-woven wallcoverings – the Zinsser V.P. (Vapor Permeable™) Commercial Wallcovering Installation System.

Comprised of two products – SHIELDZ® V.P. Primer and SureGrip® V.P. Adhesive – Zinsser's exclusive Vapor Permeable™ technology allows vapor to pass easily through the primer film and adhesive to reduce the buildup of condensation and the potential for mold & mildew growth under wallcovering. The revolutionary primer/adhesive system also inhibits the musty odors associated with mold and mildew growth.

High-build SHIELDZ V.P. Primer is formulated with Zinsser's exclusive Mold & Mildew Shield™ to offer maximum protection against the growth of mold & mildew on the primer film in just one coat, saving labor and material costs associated with a two-coat system. Unlike standard heavy duty clear adhesives, SureGrip V.P. Adhesive is specifically formulated to meet manufacturers' specifications for permeability and strippability, to allow permeable, micro-vented and non-woven wallcoverings to "breathe" and to prevent drywall damage at redecorating time. The Zinsser V.P. System is recommended for new construction or renovation whenever permeable drywall and wallcovering is specified.

For more information about the Zinsser V.P. Commercial Wallcovering Installation System or other Zinsser products for wallpaper installation or removal, visit www.zinsser.com or call 732-469-8100.

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