

BULLS EYE BRIEFS

PRODUCT AND COMPANY NEWS FROM WM. ZINSSER & CO., INC.

FALL-WINTER 1996

Shellac "Rediscovered" as Environment- and User-Friendly



Shellac is back! As lacquers and petroleum solvent-containing polyurethanes are being outlawed because of VOC limits, painters, floor finishers, and furniture makers and restorers are switching to VOC-compliant, all-natural shellac. Where shellac is not used as the complete finish, it is a vital part of the finishing system.

Of course, many professionals and knowledgeable DIYers have been using shellac for years as a finish for furniture, interior wood floors, paneling, cabinets, doors, molding, and other woodwork. They prize shellac for its fast drying time

and the durable beauty it imparts to wood.

Unlike synthetic resins, shellac is a natural resin that a tiny insect (*Laccifer Lacca*) secretes as a protective shell for its larvae as it feeds on certain trees in India and Thailand. After this resin is gathered and partially refined, it is further processed into bleached powder or amber flakes. Then these "shellacs" are dissolved in alcohol to make the familiar clear or amber shellac of commerce.

The alcohol solution, which meets all VOC standards, dries in 45 minutes, leaving a hard, protective film. There's no "paint smell" lingering from petroleum solvents, only the fleeting scent of alcohol that dissipates rapidly and completely with adequate ventilation.

Alternate to Polyurethanes

In floor finishing, where polyurethanes have been dominant, shellac is an attractive alternative. It provides a beautiful long-wearing finish that is easy to maintain. It can be recoated in two hours; the second coat dries hard enough to walk on in four hours.

Maintenance staffs of apartments find shellac ideal for refinishing or touching up old wax-free floors. Shellac bonds well to old shellac, oil-based varnishes (gym finishes), and lacquers. Its fast dry time and low odor cause minimum inconvenience to occupants and speed new rental redecorating.

Water-based polyurethanes, which don't have VOC problems of solvent types, have other drawbacks. On new floors, they leech out water-soluble stains and cause excessive grain-raising. Alcohol-based shellac does not extract stains to spoil the finish, and it penetrates, binds, and seals wood fibers with little or no grain-raising.

This has led many floor finishers



Windsor Chairmakers in Lincoln, ME uses Zinsser's Shellac as part of the process in finishing furniture such as this Queen Anne style highboy.

to apply a first coat of shellac and top coat it with a water-based urethane.

Those who don't like water-based urethanes generally use a sealer coat of shellac and an alkyd topcoat (gym finish) with an acceptable VOC rating. Here too shellac's fast dry lets them finish the job in one day instead of waiting overnight to apply the final coat.

Favorite with Furniture Finishers

Leland L. Lightcap, who has a furniture refinishing business in Hydro, OK says what he likes most about shellac "is not having to breathe lacquer thinner any more." He switched to shellac about two years ago and reports that shellac "provides better light-fastness than any other finish" over the aniline dyes he uses for staining. Best of all, he says, "With shellac you get a really smooth finish on restoration projects."

(Continued on page 2)

Testing for Adhesion

In a previous issue of Bulls Eye Briefs, we discussed the chemical aspects of primer technology in formulating primers and paints with superior adhesion to surfaces.

When it comes to actual practice, whether in the lab or at the job site, methods to determine adhesion are critical. In the lab, a coating is tested to ensure it will stick firmly to various surfaces. In the field, the painter should test a previously painted surface to make sure it is sound enough to support a new coating.

Crosshatch Test

A simple test that is very meaningful to the chemist is the crosshatch test. In this, he uses a special tool that scores evenly-separated slits to form a grid in the paint film down to the surface (see photo). Then Scotch® brand or other very sticky clear tape is applied over the scored area. A moment later, the tape is yanked off — not

gently pulled off. Ratings vary from “failure” for complete removal of the grid paint to “total adhesion” for no removal, with intermediate values for partial removal of paint in the grid area.

This test is run on almost every surface, including metal, glass, wood, ceramic tile, Formica® and old paint. The test is repeated over several days on the same paint to determine how long it takes for a particular coating to develop full adhesion. Normally this takes from several days to two weeks.

In the field, this test is easily run with a razor knife and tape. Simply make an “X” or tic-tac-toe-type grid in the paint film, tape over it with masking or clear tape (the stickier the better), and yank it off as described above. Test several areas in a room or on a house exterior. Paint that fails this test should be removed.

Wet Adhesion

Another lab test involves adhesion under wet conditions. Passing this test is absolutely

critical for coatings designed for building exteriors or damp interiors.

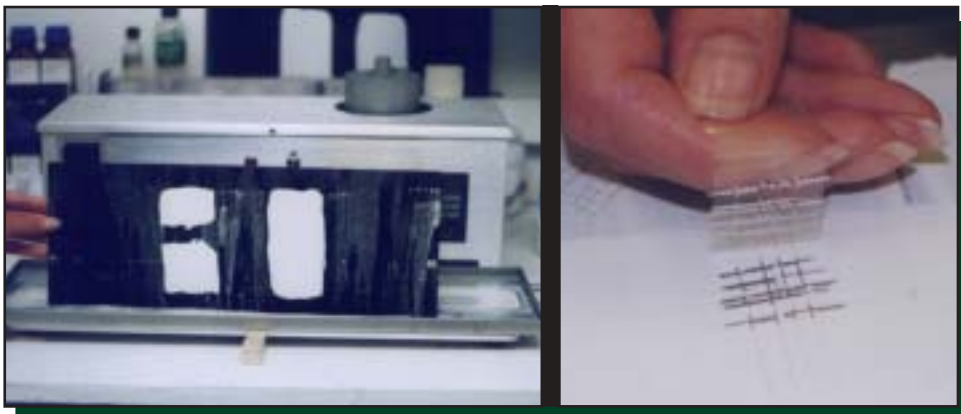
As shown in the accompanying photo, an experimental paint or primer is applied to polypropylene panels coated with cured black alkyd paint. After the experimental coating is allowed to cure for several days, the test panel is submerged in water for an hour. Then after a 15-minute recovery time, it is placed in the tray of a scrub tester. An abrasive detergent is added along with water to the tray. A brush is then mechanically dragged over the paint film for several hours until 2,000 cycles are completed. Coatings that pass this test will not blister, bubble or lift when subjected to prolonged moisture conditions.

There is no field test for wet adhesion, but every Zinsser coating has excellent wet adhesion as proven by this test.

Field Chalk Test

Another practical test for a painter to determine the suitability of a surface to be painted is the chalk test. Here one simply runs a finger over the surface. If dust on the finger obscures the fingerprint, heavy chalk is evident. Since no primer or paint can bind this much chalk to the substrate, the surface must be washed to remove the chalk.

If the fingerprint is visible, light to moderate chalk is indicated and the surface can be painted. It is important to prime the surface with a primer that binds the chalk to the substrate to ensure good topcoat adhesion. Zinsser primers meet this requirement. ©



(Left) When subjected to prolonged moisture conditions, a competitive primer (left side of panel) failed the wet adhesion test whereas Bulls Eye 1-2-3 (right side of panel) clearly passed the test. (Right) Scotch® brand tape is yanked off scored paint film to determine adhesion.



Shellac “Rediscovered” as Environment- and User-Friendly *(continued from page 1)*

Windsor Chairmakers, Lincoln, ME also stains the chairs and other furniture they make with clear water-based aniline dyes. After staining, they spray on three coats of shellac, about an hour apart, to “penetrate the wood deeply and give great depth to the finish.” Next they apply a color glaze that is thinned with a large amount of mineral spirits.

Prior to switching to Bulls Eye Shellac several years ago, they had used an oil-based varnish for the initial coats. But the large quantity of solvent used to thin the glaze for spraying tended to soften the varnish base and muddy the glaze. With shellac, this does not happen since it is unaffected by the

petroleum solvent-rich glaze.

The final step in the system is sealing the glaze with two coats of an oil-based varnish. The solvent content of the varnish is not great enough to solubilize the glaze.

Natural Materials Preferred

Despite “wonder” fibers like GoreTex®, Lycra®, and nylon, natural fibers like cotton, wool, and silk remain favorites with many consumers. And so it is with shellac. A product of nature, it has been used throughout time for everything from bowling balls to cosmetics. And we’re confident that various industries will “rediscover” shellac well into the 21st century. ©

“To-Do Piles” Weighing You Down?

Expand your world beyond the “to-do piles” on your desk and place your business in the big picture. Stay informed about the newest products; refresh and update your business skills; find solutions to your challenges at the PDCA Annual Convention March 19-22, 1997 in Palm Springs, CA.

The PDCA Annual Convention will feature educational seminars and demonstrations at the Palm Springs Convention Center. The Paint & Paper Pro Show will run Friday and Saturday offering professional contractors a chance to see the latest products and get technical advice.

Contact Jennifer at 800-332-7322 for registration and details. ©

ZINSSER PRODUCTS HIT THE BULLS EYE!

Just a note to say this paint is great! I used it in my 22 ft. sailboat everywhere...lockers, ceiling, walls & floor. It is so easy to use. It covers great on the fiberglass and cleans up fast. I'm looking forward to less mold & mildew down there!

Dennis Ginn
Houston, TX

Dear William Zinsser & Company,
Recently my husband and I helped his parents renovate their home. One of their primary concerns was painting over a wall-sized tribute to a rock band that my husband had painted on the wall during his teenage years. Of course, it was painted in the brightest red and black imaginable, and we never thought we would be able to paint over it without it bleeding through the white paint. That's when we decided to try B-I-N Primer Sealer. Not only did it completely cover the wall-sized "VH" on the wall, but it only took one coat of interior paint to make the wall look better than new! We were amazed at the results, and have recommended this products to several of our friends.

Sincerely,
Kristi Cornish
Springfield, OH

Dear Sirs:

I want to tell you how pleased I am with your product, DIF Wallpaper Stripper. I was going to strip the paper from my daughter's room and had been dreading it for months. A friend told me to try your product. I was skeptical but I tried it and was amazed. For the job I thought would take 2-3 days, it took 2 1/2 hours....I was so excited when it also stripped right off the wall...I had to write and tell you what a wonderful product you have. Thank you so much.

Jeanine Burton
Clinton, MO

Wm. Zinsser & Co., Inc.:

I just wanted to tell you, I love your Perma-White Bathroom Paint! Its been one year since I used the paint and not one spot of mold or mildew. Everyone comments on how nice the bathroom looks....this is a really great paint!

Thanks again!

Mrs. Yvonne Husocki
Columbiaville, MI

Dear Sirs:

My husband and I are in the painting and wallpapering business. We are faithful to the Zinsser products. I spoke with a Zinsser representative at the NDPA show in Chicago and became familiar with your product, Shieldz. I don't know how we lived without it! I have been in the business for about 10 years. I religiously use BIN, Bulls Eye 1-2-3, Perma-White, DIF and Shieldz.

Sincerely,

Leroy & Kathy Rindy
Paint & Paper Pro's
Monticello, WI

Sirs:

This an unsolicited BIG "Thank You" letter. I am a grandmother, who is 74...I live with my daughter and her husband and two daughters....After nine years, I wanted a change...my (wallpapered) bathroom looked quite dingy, so I tried painting over the wallpaper but it didn't work — the paper curled up under the paint...I bought a bottle of your DIF Wallpaper Stripper...I followed all directions exactly. When my final 30 minutes of waiting were up, and I had to start scraping, I prayed to God it would work as promised on the label. I didn't even need a scraper — I slipped my fingernail under a loose corner and pulled. To my surprise, and relief, a whole section came off the wall. I can't thank you enough for DIF. As your label states: "It's the only one that really works". Many thanks for making such a messy job so very easy.

Pauline C. Fleming
Olney, MD



Zinsser Wallcovering Products Speed Work on Studio Sets

“Time is money” is a cliché often heard in the world of business. For Decorage, a South Plainfield, NJ commercial photography studio, Zinsser’s wallcovering-related products help save both time and money.

Decorage photographs products related to home furnishing and decorating such as window treatments, plumbing fixtures, floor covering, paint, furniture, and especially wallcoverings. In business for the past 18 years, the company has been using Zinsser’s Shieldz, PaperTiger®, and DIF®, on all its studio sets.

Because many sets are designed and photographed specifically for wallcovering manufacturers, paperhanging crews are constantly hanging and stripping wallcoverings — often as many as eight times a day. This means that the wallcoverings must be hung perfectly and strip cleanly, easily, and fast every time. Zinsser products make this possible.

Best Primer for the Job

Frank Geffre, production manager, explains that his crew uses Oil-Base Shieldz, the universal pre-wallcovering primer, to

prime the walls of the sets because it allows them to strip the walls easily for re-use. He says that despite the abuse the set walls take from constant pasting, papering, and stripping, they are papered and stripped more than a dozen times before needing additional priming.

After each photo shoot, the paperhanger crews use PaperTiger® Wallcovering Scoring Tool and DIF Liquid Wallpaper Stripper to remove the wallcovering. PaperTiger perforates the wallcovering to a controlled depth so there’s no damage to the wall. Then DIF solution’s unique enzyme formula quickly penetrates the paper to resolubilize and destroy the paste’s adhesion. This cuts removal time in half.

With such easy wallcovering removal, Decorage can photograph more sets in a day. And maintaining this greater productivity with our products translates into a healthy bottom line for the company. ©

After scoring the wallcovering with the © PaperTiger® Scoring Tool, Walter Olszewski of Decorage, Sprays on DIF (top right) which loosens the paper allowing for easy removal (bottom right).



A Family Affair



In 1959, Wayne Blodgett, an avid user of Zinsser products, was featured in the April/October issue of *American Painter & Decorator* (shown left and below). Mr. Blodgett, now semi-retired, still uses Zinsser products on all of his jobs. His son, Alan Blodgett of Bloomsbury, NJ, carries on the family tradition and the Zinsser tradition with his own painting and wallpapering business.



Alan Blodgett has used just about every Zinsser product in one way or another on a variety of jobs. These include B-I-N for water stains and custom cabinets, Cover-Stain on house exteriors, 1-2-3 on various exterior surfaces and Shieldz under wallpaper. One job he recently completed was a two-story stairwell where he had to remove wallpaper. Using the PaperTiger® and DIF®, Blodgett said the wallpa-

per came off so easily (in whole sheets) that it could almost have been saved and used again. Our hats off to another generation of happy Zinsser customers. ©

"B-I-N is a real time and money saver in redecorating old houses"

Walter Blodgett, Flemington, N. J.



"I do a lot of renovating and decorating work on old houses," says Mr. Blodgett. "Some of these present special problems. The plaster walls and woodwork are often dried out and so thirsty that they drink up paint. Here B-I-N is a real time and work saver. It soaks off these old dry surfaces completely and provides a smooth base for one coat of finish paint. It speeds up the work—dries so fast that two men can complete a room as they go, with furniture back in place the same day. I use B-I-N whenever possible because it enables me to do high-quality work faster. It often makes the difference between a good profit and a slim one on a 'contract'."

Mr. Blodgett is just one of many painting contractors who are finding that 5-Purpose B-I-N Primer-Sealer solves difficult problems on many jobs. One coat primes, seals and kills stains on any surface — and dries in 45 minutes. It sets up so quickly that your finish coat can't sink in, leaving dull or uneven streaks. B-I-N can be tinted with most universal colors. Save your time and money by using B-I-N Primer-Sealer. Write for the name of your nearest dealer.

ZINSSER

WM. ZINSSER & CO.
114 West 39th St., New York 18, N. Y.
217 N. Western Ave., Chicago 12, Illinois.

Also makers of Bulls Eye® Shellac • Spray Shellac • Primer® • Bulls Eye® Black Glass®

#6037 — American Painter & Decorator, April & October 1959

Down Memory Lane

1974

Zinsser, which had been producing shellac in New York City since 1849, moved its factory, lab and office to a new location in Somerset, NJ. The new plant took advantage of greater space for manufacturing and warehouse operations to meet the continually growing demands of Zinsser's customers.

Also that year....

- Yitzhak Rabin was named to head the Israeli cabinet after Golda Meir stepped down as prime minister.
- The Watergate cover-up dominated U.S. politics. Under the threat of impeachment, President Nixon resigned on August 9th. Vice President Gerald R. Ford, the successor to Spiro T. Agnew, became the 39th U.S. President. Nelson Rockefeller was appointed Vice President.
- President Ford granted former President Nixon a pardon for any criminal acts committed while in office. The pardon brought protests and accusations of a "deal."
- Thousands bared their buttocks in the year's streaking fad, with the University of Georgia boasting the largest number: 1,543.
- U.S. Mariner 10 satellite transmitted detailed pictures of Venus and Mercury showing Venus to be surrounded by a shell of haze and Mercury to have an atmosphere.
- "All in the Family," "M.A.S.H.," "The Waltons," and "Hawaii Five-0" were among

Zinsser Breaks Ground at Belmont Facility



Zinsser and RPM executives and Franklin Township officials at the July 12 Ground-Breaking Ceremony for the expansion that will double the Belmont Drive facility.

In 1849 William Zinsser established his first U.S. shellac manufacturing plant in New York City. In 1974, after 125 years, Wm. Zinsser & Co. moved from New York to a newly built factory in Somerset, NJ. Since then, Zinsser has outgrown the 52,000-sq. ft. building that comprises its two-story office and laboratory section and one-story plant and raw material warehouse. To accommodate its growing operations, Zinsser is expanding its office, lab and warehouse space at the Belmont Drive, Somerset site. An additional 72,000-sq. ft. location on Campus Drive in Somerset houses the marketing, sales, lab and finished goods distribution center for Zinsser's consumer products.

On July 12 of this year, Zinsser officially celebrated this expansion with a ground-breaking ceremony. Construction is underway for a three-story office area and a two-story warehouse, totaling another 52,000-sq. ft. of floor space. This expansion will literally double the size of Zinsser's Belmont Drive facility. The additions will provide much needed room for office personnel and raw material storage. Construction is scheduled to be completed by the end of 1996.

Taking part in the July 12 ground-breaking ceremony for Zinsser's Belmont Drive expansion were Bob Senior, President of Wm. Zinsser & Co., Inc. (with pick); Jim Karman, President of RPM, Zinsser's parent company (with shovel); Manny Yulo, Zinsser's Purchasing and Facilities Manager; Mark Tkach, Vice President of Manufacturing; representatives of architects Robert G. Richold Co. and Emerson Builders; and Franklin Township (Somerset) officials. ©



Who's Who at Zinsser

The Zinsser salesforce is a hard-working group of people. Every day they are on the road bringing in new business and satisfying existing customers. The sales administration department, led by Rebecca Spencer, works diligently behind the scenes

to provide support to the salesforce, while keeping them up-to-date.

Rebecca, manager of the sales administration department for the past three and a half years, has exceptional organizational abilities and despite the constant pressure of deadlines, always keeps the department running smoothly and efficiently.

Some of Rebecca and her six-person staff's daily duties include; processing co-op advertising claims, implementing direct mail programs, answering where-to-buy product calls, planning and setting up trade shows, and creating computerized planograms. In addition, they update the Bulls Eye Briefs mailing list daily. The department also publishes a newsletter for the salesforce every six weeks, which keeps them updated on events in

their territory, at headquarters, and in our industry.

We can thank Rebecca's sales administration department for bringing Zinsser into the 21st century by developing the Zinsser Home Page on the World Wide Web. It includes the history of Zinsser, information on our products, answers to frequently asked product questions and access to Material Safety Data Sheets. The web site is expected to be ready in the very near future.

Rebecca resides in Stanton, NJ with her husband Jim and her two children, Katy and Jessie. When she's not in the office (a rarity, considering she's often the last one to leave at night) she enjoys spending time with her family skiing, fishing and being outdoors. ©

RPM REPORT

RPM is the holding company that owns Wm. Zinsser & Co. and some 30 other independent corporations. Its stock, which is listed on the NASDAQ Exchange under the symbol RPOW, can be purchased through any stock broker.

RPM, Inc. recently announced that it achieved record sales, earnings and earnings per share for the first quarter of its 1997 fiscal year, which ended August 31, 1996.

Record sales of \$392.2 million represents a 16 percent increase over the prior year's record first quarter sales

of \$283.0 million. Record earnings increased 20 percent to \$24.0 million over \$20.0 million for the same period last year. Record earnings per share totaled \$.31, a 15 percent increase over the record \$.27 earned in the first quarter last year.

The prior year's results have been restated for the acquisition of TCI, Inc., completed on January 12, 1996 on a pooling-of-interests basis. The prior year's earnings per share have been further restated for the 25 percent stock dividend paid in December 1995.

RPM's Board of Directors declared on October 18, 1996, an 8 percent increase

in its quarterly cash dividend to \$.13 per share. The increased cash dividend action was taken in recognition of RPM's record first quarter and strong growth anticipated for its 1997 fiscal year ending May 31, 1997, which will likely be RPM's 50th consecutive record year in sales and earnings. The increased cash dividend was payable on October 31, 1996 to shareholders of record October 28, 1996.

The fiscal year ended May 31, 1996 was RPM's 49th consecutive record year of sales, earnings, and earnings per share, with sales of \$1.1 billion, net earnings of \$68.9 million and earnings per share of

Questions & Answers on Bulls Eye Products

Below are questions of broad interest to both professional contractors using our products and sales personnel recommending them.

Perma White for Interiors Only

I have a problem with mildew on the exterior of my house and I wonder whether I can paint it with your mildew-proof Perma White?

No. Exterior paints are specially formulated to withstand the rigors of exposure to rain, sunlight, and extremes of temperature and humidity. While Perma-White is guaranteed to stay mildew-proof for five years under conditions conducive to mildew growth, it is formulated for interior applications only.

Mixing Blend & Glaze with Paint

Can I mix Blend & Glaze with ordinary paint?

Absolutely. Blend & Glaze is formulated for use with various tinting media and for mixing with architectural paints. The proportions are normally determined by the particular decorative finish you want. As a rule, the general proportions are 1/3 Blend & Glaze, 1/3 paint, and 1/3 solvent or water. Always remember to use water-based paints and tints with latex Blend & Glaze and oil-based paints and tints with alkyd Blend & Glaze.

Best H₂Oil-Base Cleanup

The H₂Oil-Base label says "soap and water" cleanup. Can I use hand soap, and if so, how?

H₂Oil-Base Primer does not clean up effectively in hand soap or other bar soap. The best procedure is to squeeze an ounce or two of liquid dishwashing detergent (such as Palmolive, Dawn, or Ivory) onto the brush and work it into the bristles; then hold it under warm, running water. Continue working the bristles until all suds are gone and the brush rinses clear. Other soaps may work, but probably not as well. If a haze remains on the brush after rinsing, dip it in clean mineral spirits and wipe dry. The brush will come out like new.

Don't Add Mildewcides

Can I add a mildewcide to Cover-Stain before priming the outside of my house? Will it give me added protection against mildew?

We do not recommend adding mildewcides or

any other chemical additive to any of our primers. Cover-Stain, Bulls Eye 1-2-3, and H₂Oil-Base already contain appropriate mildewcides. If anything, mildewcide should be added to the topcoat, providing the label or the manufacturer's data sheet indicates that such additives are O.K.

B-I-N Spots on Linoleum

I got some B-I-N spatters on my kitchen linoleum that I did not notice until some days later. How can I remove them?

B-I-N adheres so well to just about any surface that the dried film is hard to remove. Using rubber gloves, try washing it with a piece of toweling wet with a 1:1 solution of ammonia and warm water. If vigorous rubbing does not remove it, leave the rag on the spots for a period of time to soften the film, or try straight household ammonia. That should work or you could rub the splatter with a rag soaked in alcohol. Make sure to have adequate ventilation and no open flames. ©

- Zinsser Breaks Ground on Belmont Expansion
- Testing for Adhesion
- Shieldz Takes Fear Out of Paperhanging

Issue Highlights:

ADDRESS CORRECTION REQUESTED

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