

BULLS EYE BRIEFS

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

F/W '97

“Zinsser First” Television Commercial Campaign

Our first ever, national TV advertising campaign premiered during the August Hardware Show in Chicago, and this fall will be splashed all over top cable home improvement programs – “Bob Vila’s Home Again,” “Martha Stewart Living,” “House and Family,” “Home Matters,” and more. The goal of the commercial is to increase the brand name recognition of Zinsser. It weaves key benefits of our flagship products: Bulls Eye 1-2-3, Shieldz, B-I-N and Perma-White, into one all-encompassing “Big Idea” – **To Prevent Trouble Before It Has a Chance to Start, Use Zinsser First.**

The TV viewer will literally experience this message. Using state-of-the-art computer video animation and audio techniques, the audience will experience a litany of homeowner nightmares: paint cracking, wallpaper peeling, painted wood staining, and paint mildewing – all because they didn’t use Zinsser first! It is our hope that the commercial gets and holds the viewers’ attention so they better understand the purpose and existence of Zinsser and several of our greatest products.

Between August 18th and October 20th, 1997, this message will have been experienced over 30,000,000 times. A similarly aggressive schedule for the spring promises to bring an equally large number of impressions.

The new “Zinsser First” logo dramatically closes our television spot, tying the TV advertising to the overall broad-based “Zinsser First” identity. We are hopeful that this “Zinsser First” logo will come to be recognized and understood by customers worldwide. We are certain that our television advertising campaign will result in significantly greater recognition of Zinsser in the marketplace, resulting in increased turns, sales, and consumer awareness. ©

ZINSSER FIRST

years. And, it identifies our promise to provide the necessary first step to getting the job done right.

After lengthy research, planning, creating, talking to customers, contractors, consumers and sales representatives, Zinsser is ready to implement a simple but powerful campaign based on the all-encompassing idea – **To Prevent Trouble Before It Has a Chance to Start, Use Zinsser First.** This theme is more than a mere catchy phrase or advertising slogan, but one that we will weave into our business throughout the next few years.

“Zinsser First” is a message with many meanings. It reflects our work as pioneers in a number of different product categories – shellacs, paint primers, wallpaper primers and removers, and mildew-proof paint. It stands for “first-quality” products supplied for 150

The process of arriving at this seemingly simple theme was actually rather complex. We needed not only to find a concept that addressed our core business, but also to develop an image that represented the commitment Zinsser has to uniquely provide what customers want and need.

We conducted market research, ran consumer surveys, and became acutely aware of the changing marketplace. We discovered that while people were very familiar with many of our products, such as B-I-N, Perma-White, Bulls Eye 1-2-3, and Shieldz, many did not realize that one company, Zinsser, was responsible for the production of

those and other “first-quality” products. Zinsser President Bob Senior decided that, “Building awareness of our company brand (Zinsser) is an achievable and necessary goal. We want DIY users and our loyal base of professional users to understand the quality and value that is received by using Zinsser products on their jobs.”

With this in mind, and with the knowledge that Zinsser must communicate our position as the industry’s quality leader by projecting to consumers and the trade the attitude that says, “We’re here to help,” “Zinsser First” was born. ©



Our home



Pat Niehaus, NGPP member, on the set with “Handmade by Design” host, Lauren-Marie Taylor.

Millions See Zinsser Products on Home Improvement TV

If you have a television, you’re probably among some 16 million viewers who have seen home improvement shows featuring Zinsser products and our paint, wallcovering, and decorating experts.

On several episodes of the Lifetime Network’s “Our Home” show, Zinsser demonstrated wallcovering removal techniques highlighting the ease of DIF® GEL, our ready-mixed, no-mess gel-formula wallpaper stripper.

NGPP member Pat Niehaus demonstrated faux finishing techniques with Blend & Glaze® Decorative Painting Liquid on Lifetime’s “Our Home” and “Handmade by Design” shows, and the Discovery Channel’s “Interior Motives”.

On HGTV’s “The Hardware Store,” Bob Lyons, Zinsser’s director of marketing and business development, demonstrated problem-solving B-I-N Primer-Sealer, Perma-White Mildew-Proof Paint, DIF®

Wallpaper Stripper and the PaperTiger® Wallcovering Scoring Tool. “People are always looking for better ways to solve and prevent problems, but many are unaware of just how easily it can be done by using Zinsser products first,” said Lyons. Another episode of “The Hardware Store” featured Bulls Eye 1-2-3 and Cover-Stain on aluminum and vinyl siding, cedar clapboard and cedar shakes – common exteriors on the homes of many DIYers.

A special episode on HGTV and an episode of the “Home and Family Show” on The Family Channel featured Zinsser and the Zinsser products on display at the January Builder’s Show in Houston, Texas.

Response to such TV exposure has been overwhelmingly positive, and more TV opportunities are in the works. As some loyal customers tell us, “It seems more and more like home improvement programming is becoming Z-TV.” ©

PAPERHANGERS SAY DIF GEL BEST FOR REMOVING CLAY-BASED ADHESIVES

DIF® GEL Wallpaper Stripper is quickly becoming a favorite among contractors. They tell us they are amazed at how extremely effective ready-to-use DIF GEL is for removing dried, heavy-duty clay-based adhesives — even from unprimed drywall. DIF GEL liquifies the old clay-based adhesive without oversaturating the facing paper of the drywall, so it can be easily removed with Zinsser’s Paper Scraper – without damaging the facing paper. So when you’re going head-to-head against dried heavy-duty, clay-based adhesives, get new DIF Wallpaper Stripper GEL, “the only one that really works.” ©



Joe Donaway of Joe Donaway Wall-covering Installation, using DIF GEL to remove clay adhesive.

Zinsser Products Showcased as Old Meat Market is Renovated into Paint & Wallpaper Store

Though Mark Anthony picked a rehab challenge in selecting “an 80 x 65 foot metal shed,” to be his second store in Appleton, Wis., he knew he could turn to top-quality Zinsser products to solve his problems and prevent new ones before they started.

The building, vacant for four years, had been a butcher shop. Apart from its unattractive appearance, it reeked with the stench of a long-closed area saturated with rancid meat odors.

Because he has the utmost confidence in the Zinsser products he recommends to his customers, he knew that his problems, as overwhelming as they seemed, could be solved easily and effectively by B-I-N Primer-Sealer, Bulls Eye 1-2-3, and Perma-White Mildew-Proof Paint.

The first step for Anthony, owner of Anthony’s Paint and Wallpaper, was to rip

out the wallboard and 2x4 framing that formed an inner shell. Remaining were the walls of damaged foil-faced insulation installed between the metal siding and steel-pole framing to which it was fastened, and a similarly insulated ceiling beneath the steel girders supporting the roof.

Anthony then had painters spray two coats of shellac-based B-I-N over the poles and insulation to seal off the odors. That was followed by a new inner shell of wallboard and a dropped ceiling. All surfaces were then primed with Bulls Eye 1-2-3 before a latex topcoat was applied.

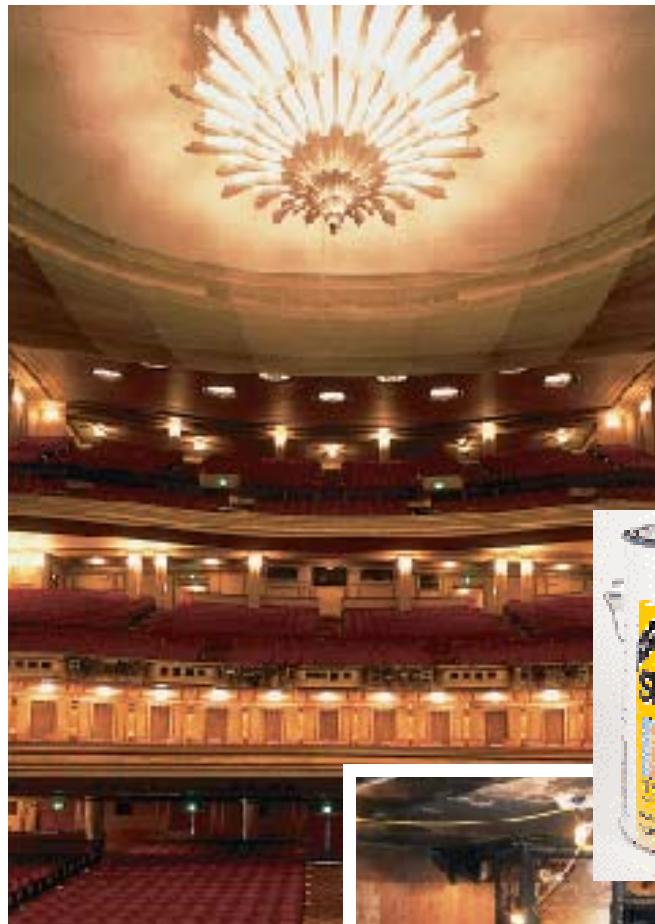
Though the two lavatories weren’t rebuilt, they were redecorated with Perma-White Mildew-Proof Paint – one with semi-gloss finish, the other with satin finish.

Anthony, who celebrated his grand opening this past May, says that when

customers ask him what to use for sealing off odors, priming wallboard, or preventing mildew growth, they’re in for an enthusiastic show-and-tell about the remarkable results they can achieve using Zinsser products. ©



Workers spray on one of many Zinsser products.



Above:
The San Francisco Opera House in all its splendor.

Right:
Damaged box level section after the fire.



Zinsser Odor-Sealers Take Lead Role in Opera House Renovation

The ability of shellac and shellac-based products to seal off offensive odors played a notable role in the \$84.5 million restoration of the San Francisco War Memorial Opera House.

During work on the 65-year-old Beaux Arts-style landmark building, sparks from a welding torch caused a fire in the box section.

Damaged areas were gutted and rebuilt, but



the restorers were concerned about smoke odor absorbed by unfinished wood surfaces in the attic space. They feared the acrid fire smell might enter the ventilation system.

To eliminate any such possibility, J. Thompson & Sons, of Rafael, Calif., followed our recommendation to apply B-I-N or Bulls Eye Shellac, as each has a proven odor-sealing record in fire damage jobs. Painters sprayed about 2,000 gallons of B-I-N on all attic surfaces except a 200-foot catwalk railing. Wishing to give the catwalk a natural look, they applied a mixture of Clear and Amber Bulls Eye Shellac.

When the building re-opens this fall for the 1997 opera season, first-nighters will find the building dazzling and the air inside as fresh as a springtime breeze, thanks to the odor-sealing qualities of B-I-N Primer-Sealer and Bulls Eye Shellac. ©



How Aerosols Work

In most of our daily activities, we use aerosols. Whether it's whipped cream for desserts, spray starch for ironing, insect repellent or paint, the convenience of aerosols has made them a part of everyday life.

Aerosols were developed during World War II as an insect spray for GI's who called them "bug bombs." After the war, all kinds of consumer products, including coatings, became available in aerosol form as spray container technology kept advancing.



Simple Principle

Most aerosols work on the simple principle of using a compressed gas to force a product through a small opening in a container designed to form a spray or foam. In practice, the product is added to the container first. The valve assembly, which

has a "dip tube" reaching almost to the bottom of the can, is placed on top and fastened to make a tight seal. An actuator button over the valve completes the mechanical assembly. The last ingredient in the formula, a liquefied gas that exerts high pressure, is added through the valve assembly and mixed with the product.

When you press the actuator button, the high pressure inside the container forces the material up the tube and into the actuator. There it is broken up into fine droplets that expand rapidly as they leave the button.

Shellac Aerosol Technology

Zinsser has a long history of marketing aerosol coatings. We produced the first shellac aerosol (Bulls Eye Clear Shellac Spray) thirty-five years ago. This was followed a few years later by B-I-N Primer-Sealer Spray, the first and still the only 100% white-pigmented shellac aerosol primer-sealer on the market. Much later, when we introduced Cover-Stain oil-based primer-sealer, it was packaged as an aerosol as well as a liquid in regular paint cans.

Developing shellac-based aerosols required years of research and hundreds of experiments because shellac resin has a unique and complex chemical structure. It requires special technology to package shellac, especially pigmented shellac, so the spray can will perform properly after shelf storage as long as that of aerosol paints based on synthetic and less complex resins. It's a tribute to Zinsser's technical staff from over a quarter of a century ago that we still manufacture Spray Shellac and Spray B-I-N according to their original formulas. ©

Down Memory Lane



As Wm. Zinsser & Co., Inc., celebrated its 91st year making top-quality shellac products, these events took place:

- Germany, with its "blitzkrieg" of tanks and warplanes, conquered most of Western Europe and established Nazi rule under puppet governments.
- Winston Churchill replaced Neville Chamberlain as British Prime Minister, offering his countrymen "nothing but blood, toil, tears and sweat" in his famous speech.
- America, not in the war yet, allocated \$3.3 billion for military and naval production and gave Britain 50 destroyers under a Lend-Lease bill enacted by Congress.
- President Roosevelt won an unprecedented third term, defeating Republican Wendell Willkie.
- The U.S. established the first peacetime military service draft.
- Popular songs included "The Last Time I Saw Paris," "All or Nothing at All," "Pennsylvania 6-5000," and "Taking a Chance on Love."
- Karl Pabst designed the jeep, soon to be the legendary GI vehicle.
- Blood plasma was discovered to be a substitute for whole blood in transfusions.
- In withdrawing from the Big Ten, the University of Chicago stated, "Students derive no special benefit from football." ©

Zinsser Sponsors National "Top Job" Contest

Zinsser is sponsoring a special and first annual "Top Job" Contest with *American Painting Contractor* magazine, in which professional painting and wallcovering contractors can win \$2,500 in cash and \$2,500 worth of free paint and wallcovering primers, mildew-proof paint and other decorating products from Zinsser. The winning project will be publicized in numerous trade publications and featured in the February 1998 issue of *American Painting Contractor* magazine.

In addition to promoting good surface

preparation, the aim of the contest is to showcase the outstanding work being done by the trades. "Because our company makes only top-quality products, we felt that we were well-suited to sponsor this "top job" contest," said Bob Senior, president of Zinsser.

Professionals entering the contest are encouraged to detail obstacles and special or intricate surface preparation that was required for the job, the solution of any prior project failures, how employee safety was ensured, if the scheduling was difficult, how

the job turned a profit and provided outstanding results, and if the job marked a new direction for the company. Entries are limited to work performed in 1997 and must be submitted by the contractor whose company performed the work (work that was sub-contracted is not eligible). Eligible jobs may be residential, commercial, institutional, or industrial. All entries, job descriptions and photos must be received by November 15, 1997. For an official entry form, call (314) 863-8979 or write to "Top Job" Contest, 7249 Dorset Ave., St. Louis, Mo, 63130. ©



Who's Who at Zinsser

Quality assurance has been key to Zinsser's 150-year history of producing first-quality products. Mike Semanchik, Zinsser's director of quality assurance, manages the team responsible for the quality of incoming goods, finished goods, and for maintaining manufacturing instructions for Zinsser's manufacturing locations in Somerset, N.J., Newark, N.J., and Chicago, Ill.

It takes a very knowledgeable and dedicated person to handle the demands of this job. According to Dorothy Schilling, one of his staff members, "He is very committed to his job and quality." Mike typically works a 12-hour day, and coming into the office on weekends is not uncommon. "He is the best boss to work for," says Schilling, "he is fair and truly a gentleman."

Mike is also leading the Zinsser program to implement a quality system known as ISO 9000. Written by the International Organization for Standardization, the series of documented standards has been adopted

by 80 countries, including the United States, Canada, the European Union, and Japan. ISO 9001, Zinsser's certification goal, has the broadest scope of these standards.

There are 20 clauses within the ISO guidelines, each addressing the rules that must be followed for a particular aspect of Zinsser's business practices. ISO 9001 is intended to be used: as guidance for quality management; in contractual situations, between first and second parties; as part of a second-party approval or registration system; and in a third-party certification or registration situation.

This Zinsser quality system will clearly define the organizational structure, responsibilities, procedures, processes and resources for implementing quality management throughout Zinsser. Our target date for obtaining official ISO 9001 certification is the first quarter of 1998.

Mike lives in Lebanon, N.J., with his wife and two children and is very committed to his family. His son, a lawyer, and his daughter, a classical violinist, share their father's quality work ethic. Before joining Zinsser four years ago, Mike worked for a large pharmaceutical supplier as their quality assurance director. He has a bachelor's degree in chemical engineering from Newark College of Engineering and a master's degree in business from Seton Hall University. During his leisure time he enjoys traveling, playing tennis, hiking, and photography. ☺

Perma-White Solves Dilemma for NGPP Chapter President

In the fall of 1995, I had a customer in Winter Park, Fla., with a reoccurring mildew problem due to a plumbing leak several years earlier. Though the leak was repaired, trees above the residence trimmed, the exterior sealed and primed, and dehumidifiers used extensively, there was still a mildew problem. Florida is normally a breeding ground for mildew, but these customers' problems were so bad that they were bleaching the walls of their two bedrooms, bathroom, living room, dining room and closets on a monthly basis. This particular customer had a monumental



problem, which we determined was based on mildew spores contained within the plaster walls throughout the duplex.

After investigating many options, I decided to try Zinsser's Perma-White Mildew-Proof Paint. I had 100% success with Perma-White on previous jobs in small bathrooms with poor ventilation and mildew on the ceilings, which made the wallpaper job look bad. I called past customers and they all said that the ceilings still looked great after several years.

This job still shows no sign of mildew and the residents are thrilled. Perma-White has a five-year mildew-proof guarantee, and I believe that it is going to hold up to that guarantee.

I recently read that Perma-White had earned the Good Housekeeping Seal of Approval and I feel it is well deserved.

Congratulations Zinsser! You've made it easier for the contractors to guarantee their work again. Job Well Done! ☺

Sincerely,
Kathy Black
NGPP Chapter President
Central Florida



WATCH THE ZINSSER RACE CAR SPEED TO VICTORY

As Automobile Racing Club of America, Inc. (ARCA) fans know, Zinsser is a corporate sponsor in the 1997 Bondo/Mar-Hyde 1997 Supercar Race Series. The Zinsser logo appears exclusively on the hood of the #21 Jack Bowsher Ford racing car for each race in the series. Bowsher, a three-time ARCA driving champion in the 1960's, won numerous race championships in the 1990's, making his team the winningest ARCA team of this decade. In the 1997 series, the car is driven by superstar driver Bobby Strait who has placed consistently in the top 10 positions throughout the spring and summer months.

The races, which take place in numerous Southeastern, Midwestern and Mid-Atlantic states, are televised live on ESPN, TNN, and WTBS as well as other local affiliate stations, reaching hundreds of millions of viewers in addition to fans at the track. ☺

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, can be purchased through any stockbroker.

RPM, Inc. recently announced that it achieved its 50th consecutive record year of sales and earnings for the fiscal year ended May 31, 1997.

Sales for the 1997 fiscal year totaled a record \$1.35 billion, a 19 percent increase over the prior year's record sales of \$1.14 billion. Earnings totaled a record \$78.3 million, a 14 percent increase over the prior year's record earnings of \$68.9 million. Earnings per share increased 11 percent to a record \$1.00 over the

prior year's record earnings per share of \$.90.

Substantially all RPM operating units performed at record levels, with the internal growth rate continuing to strengthen.

A number of other accomplishments during this past year include several acquisitions, including Tremco, RPM's largest acquisition to date; the divestiture of several non-core product lines; and continuing international expansion.

The Tremco acquisition added approximately \$70 million to sales, but did not contribute to the May 31, 1997 fiscal year earnings due to the seasonality of the Tremco product lines.

On May 19, 1997, RPM announced the sale of the Hagerstown, Maryland resin facility of its Rust-Oleum Corporation subsidiary, and on June 13, 1997, announced the sale of Craft House Corporation.

The decision to divest the resin facility and Craft House, a leading producer of craft and hobby activities, was driven by RPM's commitment to its core markets.

On May 2, 1997, RPM announced the purchase of Multicor S.A. Argentina l. y C. of Buenos Aires, Argentina, through its wholly owned subsidiary, Rust-Oleum Corporation; and, separately, through its wholly owned subsidiary, Stonhard, Inc., the establishment of Stonhard South America Ltda., based in Sao Paulo, Brazil.

The RPM Board of Directors, on July 7, 1997, declared a regular quarterly cash dividend of \$.13 per share to be paid July 31, 1997, to shareholders of record July 18, 1997. This quarterly cash dividend represents an 8 percent increase over the quarterly dividend paid at the same time last year. ©

Questions & Answers on Bulls Eye Products

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

Oil-Based Interior/Exterior Primer

I've been using a quick-dry oil-base primer for interior work, but I can only use it for spot priming exteriors. For general exterior priming, I use a regular oil-base primer, but it takes too long to dry. Any suggestions?

Forget about carrying around two different primers and switch to Cover-Stain. It's the ideal contractor quick-dry oil-base primer for all interior and exterior work. Cover-Stain is a stain-killing primer-sealer and bond coat that can be topcoated in one hour. Its film has great adhesion and flexibility to enhance the performance of any topcoat under wide variations in weather conditions.

SURE-GRIP® Requires no Special Hanging Technique

Do I need to hang my wallpaper in any

special way when I use SURE-GRIP?

No, you hang your wallpaper the same way you normally would. You will find that SURE-GRIP makes it easier to position the wallpaper on the wall when you're finding your match. Hanging tip: Don't use excessive pressure when smoothing out your wallpaper, especially at the edges. You need to keep the SURE-GRIP solution behind the wallpaper to do the work.

DIF GEL for Sustained Soaking of Wallpaper

It was a red letter day when I discovered DIF Liquid Concentrate Wallpaper Stripper. I've had great success applying it with a garden sprayer. Why should I shift to DIF GEL?

You obviously have learned to spray DIF with a minimum of run-off and overspray. But for

wallcoverings held on by tough adhesives, you likely have to spray more than once. With DIF GEL, you just roll or brush on the stripper once and it stays there. Because the GEL clings to the surface of the wallcovering, it penetrates the paper to soften and resolubilize the paste more quickly. And you'll be amazed at how much mess you have avoided.

Cover-Stain for Acoustic Finishes

What do you recommend as an undercoat for acoustic finishes over stained ceilings?

Cover-Stain. It will block out all common stains – including nicotine and water stains, and it dries fast to form a film that is resistant to the high water content of most acoustic finishes. Where possible, allow the film to dry overnight for maximum cure and moisture resistance. ©

- Clay-Based Adhesives
- DIF GEL – The Solution for Removing Damage Odors
- BIN Conquers Meat Market and Fire
- Zinsser Launches TV Advertising Campaign

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ADDRESS CORRECTION REQUESTED

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