

BULLS EYE BRIEFS

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

SPRING - SUMMER 1997

DIF® GEL: Great New Form for a Great Wallpaper Stripper

Ever since DIF® Wallpaper Stripper was introduced in 1975, we've received nothing but praise for its great performance removing wallpaper. Early on, we borrowed the phrase we kept hearing from satisfied users, and made it our slogan: "The only one that really works."

Now we're happy to announce a ready-to-use, no-mess GEL formulation with the same great DIF Stripping effectiveness plus other advantages.

New DIF GEL is a non-drip gel which is easily applied with a paint brush or paint roller and without the mess associated with spray-on solutions. Once applied, DIF GEL stays in place, remaining wet for a long period of time, allowing the enzyme-based formula to penetrate the wallpaper and break down the bond holding the paper to the wall. Only one application is necessary; most wallpaper is ready for removal within 20-30 minutes after application.

Consumer-Friendly Method

In the new GEL form, DIF offers a more consumer-friendly method of removing wallpaper and adhesive. You don't have to take all the normal precautions needed in applying wallpaper stripper solutions; the GEL stays in place until it is time to remove the wallpaper and old adhesive. There's no run-off on the floor, no unintended wetting of adjacent areas, and considerably less mess to clean up.

DIF GEL has a crystal-like blue color so it's easy to see during application and cleanup. It is safe to use, nontoxic, odorless, and it has no harmful vapors.

DIF GEL works effectively on the same full range of wallcoverings as the liquid concen-



New DIF Gel is a ready-to-use, non-drip, no-mess gel that is applied by paint brush or paint roller to remove all wallpapers.

Score Paper Only When Needed

Before applying DIF GEL to vinyl peelable wallpaper, remove the vinyl layer and apply the GEL directly to the paper backing. Wallpaper that is resistant to water, such as acrylic- or vinyl-coated paper, should be scored first with Zinsser's PaperTiger® Wallcovering Scoring Tool. Porous un-coated wallpaper needs no scoring before applying DIF GEL. Loosened wallpaper can be easily scraped off the wall with Zinsser's Paper Scraper® Removal Tool.

DIF Wallpaper Stripper will still be available in its original formula for those who prefer the highly effective and economical liquid concentrate. DIF liquid concentrate is available in 22-oz. (one large room) and 1-gallon (10 rooms) sizes. DIF GEL is available in 1-gallon (200 sq. ft.) and 2 1/2-gallon (500 sq. ft.) sizes.

We now we have a family of wallpaper strippers that qualify as "The Only Ones That Really Work!"®

trate DIF Wallpaper Stripper. It is extremely effective in removing old clay-based vinyl wallcovering adhesive most often found under commercial "strippable" wallcoverings.



SCORE



APPLY



SCRAPE

Contractors Favor Cover-Stain for Fast Dry, Top Performance in Exterior House Priming

In the years it has been on the market, Cover-Stain has earned a reputation among contractors for enabling them to prime and topcoat in one day, yet get a top-notch paint job. The primer's fast-dry that makes a one-day job possible means considerable savings in time and money over conventional oil-based primers that require overnight drying.

The only interior/exterior fast-dry oil-based primer on the market, Cover-Stain penetrates porous wood fully, sealing it and drying to a flexible, breathable coating. Even on dimensionally unstable wood

siding and trim — where only the very best oil-based primers stand up — Cover-Stain provides excellent bonding and flexibility for long-lasting, great-looking paint jobs.

Cover-Stain Booster

Dave Guggemos, painting supervisor for Irmiter Contractors and Builders, a high-end remodeling company in St. Paul, MN, is enthusiastic about the benefits Cover-Stain brings to an exterior job.

The company often recommends redwood siding on remodeling jobs because of its

attractive color, and its resistance to decay and insect damage. Some homeowners however, want redwood painted and that raises the possibility of tannin bleed-through — especially on white or light-colored topcoats. But there's no danger of that, says Guggemos, when the first coat is stain-killing Cover-Stain. It seals in stubborn tannin stains in redwood (and cedar) siding, trim, and fascia so there's no topcoat discoloration.

Like all good workmen, Irmiter's crew primes the ends and backs of redwood siding prior to installation. This prevents streaky discoloration when moisture gets behind siding. Such water dissolves tannin extractives that can run down and stain the painted boards below the lap joints. That's not bleed-through, but the technicality doesn't mean much to the homeowner whose siding wasn't backprimed.

Flexibility Key for Temperature Extremes

In addition to its stain-killing properties, Cover-Stain also fills the bill for contractors who operate in areas like St. Paul, known for extremes of summer heat and seemingly endless sub-zero winters. No matter how much any type wood—pine, ash, cedar or redwood may expand or contract changes in temperatures, Cover-Stain bonds firmly as it flexes with both the substrate and topcoat. According to Guggemos, Irmiter guarantees all its work, so it relies on Cover-Stain to avoid paint failures and costly callbacks. ☺



Irmiter Contractors and Builders, St. Paul, MN, prefer to use Cover-Stain on their remodeling jobs because it seals in stubborn tannin stains in redwood siding, preventing topcoat discoloration. And, Cover-Stain's fast dry enables them to prime and topcoat in one day.



Who's Who at Zinsser

When Jeff Keelan joined Zinsser last June as Manager of Product Development we knew he would be a real contributor to our Marketing Department.

The fact that he's already managed the introduction of three new products to the

industry — DIF® Gel Wallpaper Stripper, Sure-Grip® Super-Concentrated Adhesive/Activator for hanging prepasted wallcoverings and PaperPlate™ Reusable Switch Plate Templates — has proved it.

Though Jeff's a new employee, he's no stranger to Zinsser. He's been using Zinsser products ever since he became a professional paperhanger, 17 years ago. Prior to that, Jeff sold to national major department store chains after receiving a degree in marketing from the University of Hartford.

For the past nine years Jeff founded, owned, and operated the Paperhanging Institute in Fairfield, NJ, one of the premier paperhanging schools in the country. There were only three other schools of its kind in

the country. Jeff has also served as a consultant and spokesperson for several wallcoverings manufacturers, and has been heavily involved with the National Guild of Professional Paperhangers.

With his extensive experience and strong team spirit, Jeff will have no problem fulfilling his duties at Zinsser. He's responsible for researching market segments, reporting on competitive products and market activity, and initiating marketing plans for existing and new products.

Jeff resides in northern New Jersey with his wife JoAnn and their two children, Alexandra and Christopher. When he isn't experimenting with Zinsser products around his home, he enjoys skiing, tennis and coaching his children's sports teams. ☺

Three New Products from Zinsser

Three new products have been added to the Zinsser family of wallcovering removal and application products – DIF® Gel Wallpaper Stripper, Sure-Grip® Super-Concentrated Adhesive/Activator and Paper Plate® Reusable Switch Plate Templates.

DIF Gel is a ready-to-use, non-drip, no-mess gel formulation of DIF Wallpaper Stripper. It has the great performance of DIF liquid concentrate while providing additional

application and clean up advantages. An article on page one of this issue gives complete details.

Sure-Grip is a super-concentrated adhesive/activator made specifically for pre-pasted wallcoverings.

Since it is applied to the back of wall-paper by brush, roller or pasting machine, Sure-Grip eliminates the need for messy water trays. It thoroughly activates the adhesive, and increases its holding power or “grip” which helps keep seams down. Sure-Grip comes in an economical 3.1-oz. twin pack that makes 2 gallons of solution, enough to hang 18 to 20 rolls.

Paper Plate®, reusable templates for wallpapering switch plate covers, helps users create beautifully wallpapered switch plates that match perfectly with the design of the paper on the wall. Each packet contains an easy-to-follow instruction sheet and six precision-cut fiberboard templates that replicate the most common types of switch and outlet covers found in today’s homes. ©



Down Memory Lane

1984

Zinsser introduced Shieldz, which had been under development for several years. The first truly universal water-based pre-wallcovering primer, it simplified hanging wallcoverings; now paperhangers needed only one product to prepare any surface for hanging any type wallcovering with any adhesive.

Also that year...

- The Soviet Union boycotted the Olympics in Los Angeles, and other Communist bloc countries followed suit.
- India’s Prime Minister Indira Gandhi was assassinated by two Sikh bodyguards. Her son Rajiv succeeded her.
- Toxic gas leaks from a Union Carbide insecticide plant in Bhopal, India, killed 2,000 and injured 150,000.
- President Reagan and Vice President Bush were re-elected in a landslide victory over Democrats Walter F. Mondale and Geraldine A. Ferraro, the first woman nominated for the Vice Presidency by a major political party.
- Dr. Kathryn D. Sullivan became the first woman astronaut to walk in space.
- The “Thriller” album of pop singer Michael Jackson broke all music industry records with sales topping \$37 million. ©

Perma-White Great Prize Giveaway Grand Prize Winners Announced



William Thull of Coldspring, MN (center, left photo) and David Jeffries of Fairfax, VA (pictured right with his children), were each the grand prize winner of a 1996 “Special Perma-White Edition” Jeep Wrangler.

Perma-White Mildew-Proof Bathroom Paint celebrated its five years of proven success with a special promotion to consumers and contractors. The Perma-White “Great Prize Giveaway” ran from May 1, 1995 through November 1, 1996, and was open to all users. Thousands of responses were received and were placed in a special drum to protect the response forms and to preserve the chances of our loyal users. The winners were drawn and announced at the Fall/Winter 1996 National Decorating Products Association Show.

The five grand prize winners included David Jeffries of Fairfax, VA, and William Thull of Coldspring, MN, each the winner of a 1996 “Special Perma-White Edition” Jeep Wrangler; Robert Dubuque of Cranston, RI, winner of an all-expense paid trip for two to Hawaii; Joan Lunifeld of Pittsburgh, PA, winner of an all-expense paid trip for two to the Caribbean; and Edgar Wood of Batavia, NY, who won a \$5,000.00 U.S. Savings Bond.

Joan Lunifeld, a first-time Perma-White

user, purchased a gallon of Perma-White from the Sherwin-Williams store in Monroeville, PA. Her bathroom renovations called for new wallpaper for the walls, and a repainted ceiling. She chose Perma-White for its 5-year mildew-proof guarantee. Lunifeld said she was very pleased with its coverage, easy cleanup, low odor, and great results. She and her husband plan to use it again this summer when they remodel their second bathroom, which has a slight mildew problem.

“I was a one-coat kind of girl!” claimed Lunifeld, but she wisely followed manufacturer’s instructions and applied two coats. “I chose Perma-White because it had qualities that the competition didn’t.”

Zinsser introduced Perma-White Mildew-Proof Paint in 1990, and backed it with the world’s first-ever Five-Year Mildew-Proof Guarantee. In 1996, Perma-White earned the Good Housekeeping Seal of Approval. We’d like to congratulate all our winners and thank everyone who entered the Perma-White “Great Prize Giveaway.” ©

Alkyd Blend & Glaze®

Gives Contractors the Edge (wet edge, that is)



Using Alkyd Blend & Glaze allows Gene Hoyas of Warren, NJ the extended working time he needs to rag roll the walls inside the Montebello Bakery, Warren, NJ.



of the newly built Montebello Bakery in Warren, NJ. The work, which involved various types of decorative painting, included rag rolling large areas. With Alkyd Blend & Glaze®, the extended working time allowed Hoyas to rag roll the large area (see photo) with greater ease, and go back over any mistakes on the finish before it dried.

A higher degree of transparency and depth can also be achieved using alkyd mixtures, which again is important in detailed, complicated professional finishes.

The elaborate finishes and murals created by Evan Wilson of Burbank, CA, require that edges remain wet to insure proper blending. Alkyd Blend & Glaze allows him to create the intricate details in his projects. The mural shown in the photograph below is a perfect example of the complexity of his work.

Because the alkyd mixture finish is also more durable and more resistant than a latex, it is a good choice for use in high-traffic or high-use areas.

Longer open time, greater transparency and greater durability all combine to help make Alkyd Blend & Glaze contractors' first choice in faux finish glazing liquids. ©

With interest in faux finishing steadily increasing, more and more businesses are hiring contractors to give a faux finished facelift to their lobbies, showrooms, and other high-profile areas.

Using either Latex or Alkyd Blend & Glaze® in the faux finishing glaze-recipe will afford longer working time than using only paint or paint thinned with water or mineral spirits. Alkyd Blend & Glaze provides the maximum amount of open time. Having as much open time

as possible is especially critical when doing negative techniques, large areas, intricate murals and other complex or detailed designs.

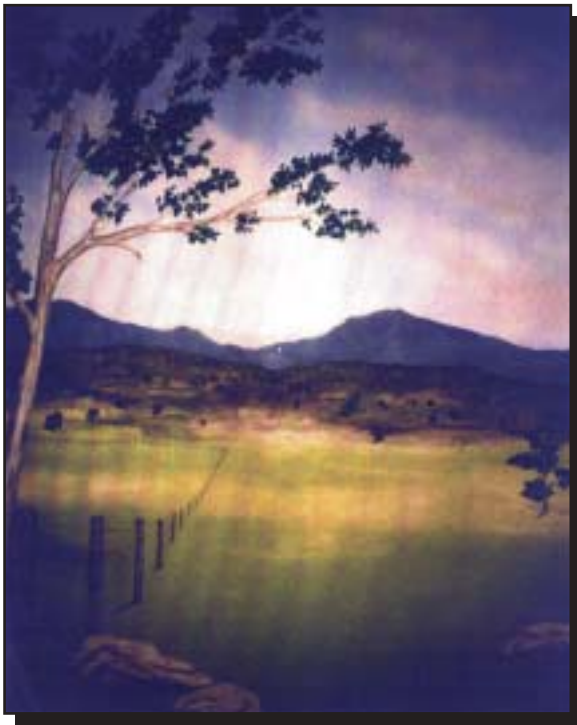
Gene Hoyas, of Warren, NJ, opts for Alkyd Blend & Glaze on much of his larger area faux finishing work. That was his choice when he recently contracted to faux finish the inside

Fun Faux Tips

As the faux finishing craze continues to sweep the country, we are often asked for suggestions on getting better faux finishing results. In response to these requests, upcoming issues of the Bulls Eye Briefs will contain a tip on some aspect of faux finishing. Whether you are a beginner or an expert, we hope you'll find these suggestions helpful in improving your faux finishing projects.

Prime Before You Faux

A primed and sealed surface is important to the success of any paint job, but it's especially critical in faux finishing projects. A surface that hasn't been primed and sealed will soak up the paint-glaze mixture like a sponge and highlight every surface defect. This wrecks havoc with color consistency and makes it virtually impossible for the mixture to hold a pattern on the wall. All Zinsser primers effectively prime and completely seal porous surfaces so a faux finish job comes out just as beautiful as you hope it will. ©



Obtaining a higher degree of transparency and depth are especially important to Evan Wilson of Burbank, CA, whose work is often very complex and full of intricate detail.

Testing Perma-White Against Four Types of Mildew

Wherever we go, we can't escape countless invisible spores of mold and other fungi that are ever present in the air. Our

immune systems protect us from most fungi, and generally we are unaware of them until we see mold growth on baked goods, cheese, fruit and vegetables, or mildew on the surfaces of buildings.

Zinsser's primary interest is in mildew that causes unsightly black – and occasionally different-colored – stains on painted surfaces in bathrooms, basements, and other interior areas where high humidity and poor circulation encourage mildew growth. Often there's a musty odor as well as objectionable staining.

Four fungi are the main ones that grow on surfaces in homes and other buildings. Their biological names (in Latin, of course) are *aspergillus niger*, *penicillium purpurogenum*, *chladosporium cladosporioides*, and *aureobasidium pullulans*. Among these, the first two are the most common.

Testing Paint for Mildew-Proofness

We use these four spore types in our lab tests to evaluate Perma-White, our guaranteed mildew-proof paint, and compare it to other paints claiming various degrees of resistance to mildew.

In this procedure, we prepare a broth containing one million spores of each type mildew, or four million spores of the

“terrible four.” We use this to inoculate 2” x 4” ponderosa pine blocks that have been given two coats of different test paints

and allowed to dry for 24 hours. To inoculate a panel, one milliliter of spore broth is applied to the paint, spread evenly over the surface, and allowed to dry for 30 minutes. Test panels are then placed in an environmental chamber (see photos) that is kept at a high temperature and relative humidity.

After six weeks, the panels are removed and rated visually on a scale of zero to ten, with zero as a complete failure and ten as “no mildew growth.”

Test results can be extrapolated to predict the long-term results for each paint. When we brought Perma-White to market, extreme testing and great long-term results were the basis for our five-year guarantee of no mildew growth. Satisfied customers have confirmed that bathroom walls and ceilings painted with Perma-White have been mildew-free for more than five years. So, tests like these are run on a regular basis to ensure that Perma-White is the best mildew-proof paint you can buy. ©



Chemist scrapes spores of one type mildew from test tube to prepare a broth. Broths of four different types are then mixed to prepare the test broth.



One ml. of the mixture is used to inoculate panel that has two coats of test paint. The drop is spread evenly over the surface and allowed to dry.



Multiple panels of each test paint are placed in this environmental chamber for six weeks at a high temperature and relative humidity.



Pictured above is a different test completed earlier than the one shown in the other photos. Typically, some panels show varying degrees of mildew growth and others, no growth.

Zinsser Goes on the Internet

Early “hit rate” numbers for the Zinsser Web Site, which debuted this past November, indicate that it is a helpful and often visited site.

The site is quite detailed, offering an abundance of information on the full Zinsser product line, common applications, technical data sheets, success stories, frequently asked questions and answers and timely Zinsser news.

Hot links heavily sprinkled throughout the multi-layer site allow users access to additional product properties, applications and specialized literature regardless of what section of the site they are visiting. Color photography and easy-to-recognize icons are additional shortcuts that maximize user friendliness and save time.

One of the more popular features is the Frequently Asked Questions area, where users can look up answers to typical and not-so-typical questions asked of our consumer affairs hotline staff. Contractors and other users who may have questions about different aspects of projects or surfaces to be painted or wallpapered will enjoy re-visiting this area, which is categorized by products and topics with hot links to the product information areas.

The Zinsser Web Site is a powerful and easy-to-follow resource tool for the veteran contractor, retailer and even the most inexperienced DIYer. Come visit us at www.zinsser.com. ©



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, can be purchased through any stock broker.

RPM, Inc. recently announced that it achieved record results for the nine-month and third-quarter ended February 28, 1997.

For the nine-month period, record sales totaled \$942.5 million a 15 percent increase over the prior year's nine-month sales of \$819.5 million. Record earnings for the nine-month period totaled \$50 million, 13 percent increase over the prior year's nine-month

earnings of \$44.3 million. Earnings per share for the nine-month period were a record \$.64, a 10 percent increase over the prior year's nine-month earnings per share of \$.58.

Sales for the third-quarter were a record \$297.2 million, a 16 percent increase over the prior year's third-quarter sales of \$255.2 million. Third quarter earnings totaled \$7.5 million, a 7 percent decrease over the prior year's record third-quarter earnings of \$8.0 million. Earnings per share of \$.10 reflect a 9 percent decrease over the prior year's record earnings per share of \$.11.

RPM stated that the sole reason for the decrease in earnings in the third-quarter was the result of the operations of Tremco, acquired on February 1, 1997. As expected,

the acquisition costs of Tremco, combined with a slow seasonal period, decreased earnings by \$.02 per share.

Tremco is expected to be neutral to earnings in the full 1997 fiscal year, and with that, combined with the momentum of RPM's continuing operations, RPM is confident that it will achieve its 50th consecutive record year of sales, earnings and earnings per share for the year ending May 31, 1997.

The RPM Board of Directors declared on April 7, 1997, the regular quarterly cash dividend of \$.13 per share to be paid April 30, 1997, to shareholders of record April 18, 1997. This quarterly dividend payment represents an 8 percent increase over 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.

Mildew-Proof Textured Paint

I'd like to put a sand finish paint that is mildew-proof on my bathroom ceilings. Can I add sand to Perma-White?

Adding sand or other material to Perma-White may affect its ability to form a solid, continuous coating film. For best results, clean the surface of the ceiling with a solution of bleach and water to remove any mildew. Apply the texture finish of your choice. When dry, apply two good coats of Perma-White using a medium nap (3/8" to 1/2") roller.

VOC-Compliance of Cover-Stain

I understand that soon the Federal government will be issuing tough new VOC standards. I'm concerned that these new regulations will affect the availability of Cover-Stain, one of my favorite primers. Will this happen?

While no one can predict what the Federal government will do in the distant future, we can say that Cover-Stain presently complies with all existing state regulations that govern the VOC limit of quick-drying primer-sealers. It also complies with Federal EPA regulations that are due to take effect in 1998.

B-I-N and 1-2-3 for Sculpture

I make Plaster of Paris sculptures and would like to paint them. Can you suggest a primer?

For indoor sculptures made from any kind of paintable material – cured Plaster of Paris, clay, wood, metal – we recommend using B-I-N, a shellac-base primer that seals porous materials for excellent enamel holdout and a tight bond. Spray B-I-N is especially convenient for priming small objects. Bulls Eye 1-2-3 is preferred for outdoor pieces.

Refinishing Shellacked Woodwork

I have an old home with woodwork that appears to be coated with orange shellac. I plan to refinish it but I'm afraid I won't be able to duplicate the original shade, which I like. Any suggestions?

Even though shellac doesn't darken with age, the wood under the finish itself darkens where it is exposed to the ultraviolet rays of sunlight falling on it over the years. Some contractors and experienced do-it-yourselfers tint the shellac with universal colorants or alcohol-soluble stains to achieve the desired shade or color. Keep a record of the quantities of tint or colorant mixed into the product. Buy enough for the entire job and blend all of it to make sure you have a uniform shade. ©

- Zinsser Introduces New DIF® Gel
- Perma-White "Great Prize Giveaway" Winners Announced
- Cover-Stain Favored for Exterior House Priming

Issue Highlights:

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