

# BULLS EYE BRIEFS

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

SPRING/ SUMMER 2001

## Zinsser Universal Primer-Sealers – The First Step to a Great Finish

### Primer-sealers are specialized coatings

These days coating experts are giving greater emphasis to the benefits of primer-sealers in every paint job:

- A primer-sealer is a durable, tightly-adhering foundation for finish paint and the key to a long-lasting coating system;
- One coat of primer-sealer and one coat of finish paint are far more durable than two coats of finish paint;
- Tinting the primer-sealer toward the color of the topcoat finish dramatically improves the ability of the primer to hide strong colors and patterns while enhancing one-coat coverage of the finish paint.

To this end many paint manufacturers offer retailers, contractors and DIYers a bewildering variety of primers, sealers, undercoaters, bond coats and stain blockers for specific applications under their own brand of topcoat paint. This approach is known as the “coating system” and is based on the assumption that a given brand of topcoat paint will be compatible or function properly only if applied to an undercoat made by the same company. For most applications this necessitates acquiring different quantities of separate primers for various stages of a painting project. A project involving interior or exterior repainting, for example, might involve the purchase of exterior primer for the siding, special bonding primer for application to glossy surfaces, enamel undercoater for use on trim and doors, stain blocker for water stained areas, and a special sealer for any porous or unpainted surfaces. Unfortunately, these specialized primers are generally not interchangeable. Some are made to seal porous surfaces but have very poor hiding power or have trouble adhering to glossy surfaces. Others have excellent adhesion but are poor sealers or stain blockers. Some block stains but cannot hold back moisture vapor and odors. Many specialty primers cannot be tinted – a serious limitation when prim-



ing over bright patterns or hard-to-hide colors.

In practice, many painters reject the specialized primer concept as cumbersome and inefficient. Of course, in certain instances that involve unique or specialized coating performance (marine or industrial applications, for example) most if not all contractors will take the trouble to use an appropriately specialized primer or undercoater. For most other applications, however, contractors prefer a primer-sealer that efficiently embodies several performance attributes and is compatible with all standard brands of topcoats.

### Zinsser primer-sealers: a cut above the rest

The best professional painters and knowledgeable paint retailers have always understood the unique compatibility and universality of Zinsser primer-sealers and do not hesitate to use them or recommend their use. For contractors and dealers who are not as well acquainted with the crucial role Zinsser primer-sealers can play in every paint job, we

want to take this opportunity to reiterate their benefits and long-term value.

Primer-sealers are designed to perform five basic functions: priming and sealing porous surfaces, adhering to glossy and hard-to-paint surfaces, hiding colors or patterns, blocking out stains and extending the durability of the coating system. Zinsser primer-sealers are manufactured to deliver maximum results in all these areas of performance, eliminating the need for separate primers, sealers, bond coats and stain blockers when preparing a surface for painting.

### The Zinsser advantage

In the long run the professional who routinely uses Zinsser saves a considerable amount of both time and money with great-looking, long-lasting results for every project completed. The retailer who stocks Zinsser primer-sealers can confidently offer customers the Zinsser advantage in all performance areas:

1. **Sealing porous surfaces** – A microscopic examination of an unpainted surface

*Continued on page 7*

# What's Surfacing

*The Zinsser research and development staff has been hard at work developing new and exciting products designed to enhance the scope of the Zinsser product line. Three of these new products will be seen in the marketplace very soon:*



## DIF® Spray GEL

This new 32 oz. pump-sprayer lets you apply just the amount of DIF GEL you want, where you need it. DIF Spray GEL is great for removing borders and wallcovering in small or hard-to-reach areas. One 32 oz. bottle is enough to remove 75 square feet of border or wallpaper (about 3 single



## Bulls Eye® Odorless Aerosol

When Zinsser introduced Bulls Eye Odorless Primer-Sealer to the market last year, it quickly became a favorite with professional painters because it's the first truly odorless primer-sealer. Now Zinsser is offering the stain-killing power of Bulls Eye Odorless in a convenient 13 oz. non-clogging aerosol that's perfect for spot priming water stains, graffiti, spackled areas and many other applications. This specially formulated aerosol

version of Bulls Eye Odorless dries to a bright-white, dead-flat finish in just 30 minutes and can be topcoated with latex or oil-base paints in 2 hours.

## Bulls Eye® SealCoat™

Anyone who has ever applied a clear finish to interior woodwork knows how much faster the job goes and better it looks if a sanding sealer is used before applying the finish. With this in mind,



Zinsser is introducing SealCoat, a 100% wax-free shellac-base universal sanding sealer. SealCoat dries in just minutes and sands smoothly. It tones the wood without yellowing as it penetrates deeply and seals the surface – preventing uneven absorption of stain or clear finish. Best of all, SealCoat is compatible with ALL stains and ALL interior clear finishes, including oil-base polyurethane, acrylic finishes, varnish, lacquer, and even catalyzed finishes. SealCoat is packaged in 5 gallon, one gallon and quart sizes.

## Product Profile



## PERMA-WHITE®

**A new look for 2001...great performance since 1991**

Zinsser's high-performance paint for mildew-prone interior surfaces – has consistently delivered proven mildew protection together with the longlasting benefits of a durable, blister-proof, scrubbable, paint finish.

Recently Zinsser took the opportunity to update the overall appearance of the PERMA-WHITE label while making text modifications that more clearly explain its role in fighting mildew.

The result (see photo) is a pleasing blend of beauty and utility that definitely enhances shelf appeal. The product name and description stand out in bold relief against the soft-focus background photo of a stylishly painted and

appointed bathroom. The 5-year guarantee badge on the lid has been replaced with a bright yellow and red banner near the top of the container face that boldly announces the 5 YEAR MILDEW-PROOF GUARANTEE. The term "mildew-proof" on the label front is asterisked and referenced by the following text: "\*This product contains a mildewcide to prevent growth of mildew on the paint film only."

The text changes and updated look will also be applied to PERMA-WHITE literature, displays, POP and other materials. A major advertising and promotional campaign is scheduled for this Spring, with eye-catching print ads planned for runs in both *Family Handyman* and *Southern Living*.

The great mildew-proof formula that made PERMA-WHITE famous has not changed. A decade after it first appeared, PERMA-WHITE continues to protect itself against unsightly mildew as it brightens and beautifies residential bathrooms, laundry rooms, kitchens and other interior areas. Homeowners and contractors alike have come to rely on PERMA-WHITE for proven performance. Hotels, hospitals, universities and other commercial institutions are turning to PERMA-WHITE as the coating of choice for areas that are subject to high humidity and mildew. Regular users can remain confident and new users can rest assured that PERMA-WHITE will deliver a mildew-proof paint film for at least five full years after application. Our confidence is supported not only by satisfied users over the past 10 years, but also by a satisfaction guaranteed 5 year money-back warranty.



# The Paper Route

## Making commercial wallcovering jobs more profitable

Paperhangers are quick to point out the benefits of commercial wallcovering jobs, including the opportunity to make a great profit while enjoying the convenience of working at one job site for an extended period of time. On the other hand, they also will tell you that there can be a down side to commercial jobs. In new construction areas you often have to bump elbows with other trades, such as electricians. In occupied commercial properties you may have to deal with office staff who sometimes can be every bit as fussy as homeowners. There is also the problem of declining productivity, which often occurs on large jobs where it is easy to lose focus of a tight work schedule. To avoid these pitfalls, keep the following tips in mind the next time you plan to tackle a commercial wallcovering project.

### Ten tips for more profit

**TIP #1** – Always secure a sample of the wallcovering before you bid the job and reference its pattern number in the contract. Heavier wallcoverings require more adhesive, and patterns slow jobs down. Take into account when preparing your estimate that these extra steps will add time to the job. Sample swatches that show the vertical and horizontal repeats can be easily obtained from the wallcovering distributor.

**TIP #2** – If you've never worked with the general contractor or property owner and want to know if you will get paid on time, go to the job site and ask the contractors working there. They will gladly share this information with you.

**TIP #3** – Vinyl wallcovering can be very stiff when it gets cold, making any creases in the vinyl difficult to smooth out. During the winter months, make arrangements to have the wallcovering stored in a heated room prior to installation.

**TIP #4** – Be sure the work site is ready and material is on the job. Check the site a couple of weeks in advance to be sure the material is there. It is a good idea to have the materials at the job site no less than a week in advance since it can take a week or more to order them and have them delivered on time. The earlier you find out that the job site is not ready, or

that the wallcovering delivery has been delayed, the better your chances are of rescheduling your other jobs.

**TIP #5** – Arrange to have the wallcovering primer and adhesive delivered by the dealer directly to the floor where you are working. This will save both time and the effort needed to move the materials to the work area. When the primer and adhesive are not in use, be sure to keep them securely locked up together with your equipment and other supplies.

**TIP #6** – If the building is new, be sure that you will be able to access clean, running water. If the project occurs in the winter, make sure the work area is heated. If the area is humid and prone to mildew, see to it that the air conditioning system is activated.

**TIP #7** – Make arrangements to hang the wallcovering AFTER the finished lighting has been installed. This will enable you to observe and correct any flaws on the walls. Although some general contractors don't often take this request seriously, you should point out to them that high-hat lighting will draw attention to every bump and surface irregularity underneath the wallcovering. If finished lighting is unavailable, use high-intensity work lamps that will enable you to spot surface flaws and correct them.

**TIP #8** – Tint SHIELDZ® Universal Wallcovering Primer-Sealer toward the background color of the wallcovering. This makes installing any wallcovering – especially lightweights or textiles – easier. A tinted wall makes it difficult to notice any separation in the seams and it enhances the color of the wallcovering while hiding contrasts that might show through.

**TIP #9** – Keep walls dust and dirt free prior to priming and installing. Since commercial job sites often have several trades – some of which generate a lot of dust – working in the same site at the same time, you will need to frequently clean the walls.

**TIP #10** – If the wallcovering pattern is a random match, ALWAYS reverse hang the wallcovering strips (every other sheet pointing in a different direction – up or down). This technique will reduce any right to left shading effect that is common in random match commercial wallcoverings. It is always a good idea to reverse hang the first three strips of wallcovering and check for potential shading before completing the room.

## Down Memory Lane

1951

*It's 1951 and Zinsser celebrates 102 years of making outstanding products. As quality continues to roll off the Zinsser production line, other events are occurring elsewhere in the nation and the world:*

- In the wake of Franklin Roosevelt's unprecedented four term presidency, Congress enacts the 22nd Amendment to the U.S. Constitution, limiting the duration of the presidential office to a period of two terms or 10 years.
- As the Korean War drags on, Chinese communists and North Koreans recapture Seoul.
- President Harry Truman relieves General Douglas MacArthur from command of our military forces in Korea. A giant parade is held in New York City in MacArthur's honor and an estimated three million people turn out to cheer the popular military hero.
- UNIVAC 1 – a Remington Rand computer the size of a room – becomes the first commercially produced, large-scale business computer. The first unit produced by Rand is purchased by the U.S. Census Bureau.
- Miss Sweden wins the first Miss World contest at the Lyceum theatre in London.
- The formal peace treaty that restores diplomatic relations between the United States and Japan is signed at a ceremony in San Francisco.
- Assassins take the life of King Abdullah of Jordan while he visits Jerusalem.
- Zenith Radio Corp develops cable television.
- Avalanches in the Swiss, Italian and Austrian Alps leave 217 dead.
- Missouri declares a state of emergency after floods leave 500,000 homeless.

# Case Histories

## Tennessee Hotel Gets a Zinsser Renovation



The Morristown, Tennessee hotel owned by the Wallace family was already due for painting and redecorating when Doyle Wallace decided to change franchise affiliations to The Holiday Inn. In order to upgrade the facility to the demanding quality standards of the Holiday Inn Corporation, Wallace knew he would have to do a considerable amount of renovation to the property – and the work had to be done while the hotel was open for business.

The renovation had to be completed as quickly and efficiently as possible, so Wallace's project manager, Terry Crigger, contracted the services of Bob Brown, owner of R.N. Brown's Painting and Restoration of Kingsport, TN.

Brown was well-qualified for the project: commercial work accounts for approximately 85% of his business and much of it involves renovation of both contemporary and historic properties.

### A big project

Crigger described the overall renovation project: "The interior job was probably 80% cosmetic. We had to do a little new electrical and plumbing rework. Outside, we invested in new lighting, landscaping, and so forth. Mostly, the job required a lot of painting, wallcovering and ceiling repair.

"Popcorn finish was sprayed on the concrete ceilings of each room. Over the years we had a lot of problems with those ceilings. The texture finish just turned loose, falling all over whoever was in the room...it was very embarrassing. We fully anticipated that the popcorn would have to be removed and reapplied. You know, this was the original popcorn finish applied by the builder in 1980."

Many interior areas were in dire need of

repainting. Acoustic ceiling tiles and grids were badly discolored. Wallcovering in the guest rooms had to be removed and a knock-down finish applied. The exterior of the hotel was mildewed and had to be cleaned and repainted with a custom earth tone color.

"Our renovation could not look cheap. On the contrary, our motivation was the fact that franchises with the highest inspection scores are the ones that get the 800# reservation referrals for each market. The renovation must result in a great looking property that exemplified the standards set by Holiday Inn," said Crigger.

"Terry had told me that their maintenance staff had tried using an oil-base stain-killing primer before but said that the odor was too strong. We thought we'd go with B-I-N®, but again, were concerned with odor, even though it goes away quickly. Then I thought we'd try Cover-Stain®. We have used Cover-Stain and found it actually bonds popcorn down that is falling off, as in this situation."

At that point in time, Brown was approached by Zinsser sales rep, Danny Dayton, who explained the features and benefits of using Bulls Eye Odorless Primer-Sealer and gave Brown a few gallons to try out.

"Well, we all fell in love with the Bulls Eye Odorless product," said Brown. "This stuff is phenomenal! Even though we wore respirators when we used oil-base coatings previously, odor was still a major problem. I have men who just couldn't spray for that long because the odor bothered them. With 115 rooms to do, I couldn't afford that kind of down time. Bulls Eye Odorless

had no odor and did a great job bonding down the loose popcorn material on the ceilings"

**...and worked great on acoustic ceiling tiles and grids**

Brown also discovered that Odorless also could be used to repaint the acoustic ceiling tiles and tile grids in all the meeting rooms and the main hotel lobby.



▲ Bulls Eye Odorless bonded down loose popcorn ceilings and primed interior surfaces.

### Bulls Eye® Odorless saves old popcorn ceilings...

Before submitting a quote for the job, Brown investigated the condition of the ceilings to determine if it would be possible to bond down the loose popcorn finish.





# Tech Forum

## The difference between "mildew-proof" and "mildew-resistant"

These days more and more people are concerned over the presence of mildew on both interior and exterior surfaces, and for many it can be a serious problem.

### What is mildew?

Mildew is a mold-like fungus that spreads by means of spores, which generally are airborne. Although it is found throughout the country – even in arid regions – exterior mildew grows year round in the Deep South, Pacific Northwest, and in tropical regions such as Hawaii, Puerto Rico and South Florida. Interior mildew will grow in any part of the country where conditions will sustain it.

Mildew growth requires food, warmth, humidity and the absence of direct sunlight. Mildew feeds on organic materials, including paint (particularly oil-base paint), texture finishes, wallpaper and wallpaper paste, wood and fabrics. Its effects are unsightly (ugly dark splotches and pungent, musty odor) and destructive. If left unchecked, mildew deteriorates paint and texture finishes, causes wallpaper to peel, decomposes drywall and decays wood and fabrics.

If a building becomes sufficiently infested with mildew, it will be difficult – if not impossible – to eradicate. Traditionally, there have been three basic ways to deal with mildew on paint or under wallcoverings.

(1) Ventilation – Regular air movement together with adequate ventilation of bathrooms and

other areas that generate moisture greatly decreases the possibility of mildew formation.

(2) Temperature – Cooling the air in a room involves removing moisture and reducing humidity. Cooler, drier air is less likely to promote and sustain mildew growth.

(3) Housekeeping – Liquid laundry bleach is a highly effective biocide and kills mildew on contact. In many cases washing interior surfaces with a solution of laundry bleach and water is sufficient to keep mildew in check. Exterior surfaces are often cleaned with a bleach/water solution to which some detergent has been added.

The most effective strategy is to prevent the growth of mildew in the first place. To this end, coating manufacturers offer paints that are touted as "mildew-proof" or "mildew-resistant."

### Mildew-resistant vs. mildew-proof

The difference between "mildew-resistant" and "mildew-proof" is really one of degree. A mildew-resistant paint will inhibit mildew growth on the paint film for an unspecified period of time. Acrylic latex, for example, will resist mildew growth much better than oil-base paint, which mildews very quickly. Nevertheless, even acrylic paint will sustain mildew growth sooner or later after application, especially in conditions that are extremely favorable to mildew growth. To increase the mildew-resistance of acrylic latex paint, manufacturers add special mildewcides and mildew-inhibiting ingredients such as zinc to the product during formulation. These additives are generally very expensive and the paint formula has to be carefully adjusted to account for the interaction of these ingredients with the other components in the coating.

Generally speaking, a coating film is considered "mildew-proof" if it completely prevents the growth of mildew on the paint film even under extreme conditions for an extended period of time.

When Zinsser coating chemists set out to create a true, mildew-proof paint, they realized that the success of the project would depend largely upon their ability to balance the proper type and quantity of mildewcides with the right acrylic resins and other ingredients in a formula that had excellent application and performance properties. Their considerable research efforts succeeded and in 1991 Zinsser introduced PERMA-WHITE® Mildew-Proof® Bathroom Paint – the first paint that was (and is) guaranteed mildew-proof for five full years after application.

Since then Zinsser has introduced PERMA-WHITE Mildew-Proof® Exterior Paint and SHIELDZ® PLUS Primer-Sealer for Wall-covering. Both are formulated with top-quality acrylic resins and contain powerful, long-lasting mildew inhibiting ingredients that prevent mold and mildew from growing on the paint film itself. Zinsser PERMA-WHITE coatings enjoy the distinction of being the only paints on the market today with a 5-year mildew-proof guarantee. (\*Note: PERMA-WHITE contains a mildewcide to prevent growth of mildew on the paint film only).



## Who What Where

### Salesman extraordinaire Danny Lavigne retires

After 18 years in sales at Zinsser, our good friend Danny Lavigne decided to retire. Known affectionately to both customers and Zinsser employees as "The Dean of Sales," Danny has two attributes that contributed to his success in sales: he likes people ("I don't have customers, I just have friends") and he's the type of person who you just can't help but like.



For a man who didn't believe in titles, Danny has had quite a few: Depot Danny, Danny the Legend, The BIN-meister and The King. Ever loyal to Zinsser products, Danny has "B-I-N" inscribed on his automobile license tags.

After graduating from Upsala College, Danny found his true vocation in sales, with well over 20 years worth of experience when he was hired by Zinsser president Robert Senior in 1981. Danny's territory included the New

York and New Jersey regions and in 1988 he was honored as Zinsser's "Salesman of the Year."

He resides in Jamesburg, NJ with his wife Alice and does not hesitate to talk about his three children (Larry, Victoria and Tamara) and their accomplishments, or to tell you all about his grandchildren.

We will miss Danny and his truly unique style. But rather than say good-bye we will simply repeat what Danny so often said as he was leaving the office: "Okay people...go and enjoy!"

### Zinsser Argentina receives community service award

Congratulations to Zinsser Argentina who was one of 40 community members awarded a community service award by the newspaper, Heraldo del Oeste (Western Herald) Buenos Aires, Argentina. Held on October 21, 2000, the "Notable People in the Community" event recognizes individuals and companies that positively influence and motivate community service through their unique contributions. Gustavo Angemi, National Manager for Argentina, accepted the award along with an engraved medal.

Other recipients of the award included Argentine government officials, movie stars, doctors, artists and others who have made a significant contribution to the community. Zinsser Argentina was recognized for bringing "the greatest paint technology to our means" as well as for its "incomparable line of quality products."

# Zinsser Universal Primer-Sealers – The First Step to a Great Finish

would reveal a field of nooks, crannies, craters, holes and crevices. Porous surfaces such as bare drywall, stucco, weathered masonry and concrete readily absorb ordinary coatings, leaving an insufficient amount of resin on the surface – often resulting in a weak film build and an uneven appearance. Zinsser primer-sealers are formulated with high performance resins that fill these open pores and deliver a smooth, uniformly thick dry film in one application, ensuring that a single coat of the finish paint will cover the surface evenly and consistently.

## 2. Enhanced adhesion and bond coating

– There are two mechanisms by which a coating will stick to a surface. The first involves a physical adhesion process known as “anchoring” in which the coating embeds itself into the surface by filling in microscopic pores and crevices. The second process involves a form of chemical adhesion known as “bonding”. In this process the coating establishes a chemical link to the surface. Most coatings develop adhesion by anchoring and so it is necessary to “profile” smooth, non-porous surfaces by sanding, scuffing or chemical deglossing. Zinsser primer-sealers are made with high-adhesion resins that firmly bond to any stable, porous surface. They are designed to develop chemical adhesion to hard, glossy, non-porous surfaces without the need for abrasion or deglossing.



**3. High-hiding ability** – The mark of a quality primer-sealer is its ability to cover the surface or substrate with a uniformly opaque film, hiding unwanted colors with one coat where multiple coats of ordinary paint would be necessary. The hiding ability of a primer-sealer is a direct function of the quantity and quality of the pigments used in its manufacture. Zinsser primer-sealers are formulated with pure titanium dioxide (TiO<sub>2</sub>, a dense, brilliant white powder) that gives them excellent hiding power. Because Zinsser primer-sealers are white rather than gray or buff in color, they can be tinted with universal colorants to a wide range of colors and shades, making them an extremely effective and cost-efficient first coat for any finish paint.

**4. Stain blocking ability** – A stain killing primer-sealer must be able to successfully block out a wide variety of stains, including water stains, nicotine, crayon, marker, ink, oil and grease, to name just a few of the more common ones. Certain types (shellac-base primer-sealers, for example) are capable of blocking knot bleed, odors and water-vapor transmission. All Zinsser primer-sealers are stain killers and their effectiveness is achieved through a combination of resin formulation,

pigment type and fast-drying speed, ensuring that stains are sealed in quickly and prevented from being reactivated by the finish coat.

**5. Extended longevity and durability of the topcoat paint** – In addition to sealing porous substrates, bonding to glossy surfaces, blocking stains, hiding unwanted colors and enhancing the beauty of the paint job, Zinsser primer-sealers provide a sound, stable, long-lasting foundation for the finish paint. Painters appreciate the easy application properties of Zinsser primer-sealers and understand that using a Zinsser primer-sealer before they paint not only ensures smoother, more consistent topcoat application but more importantly that it prolongs the life of the coating system, thereby helping to prevent frequent and costly repainting.

The core of the Zinsser primer-sealer line consists of three main primer-sealer/stain killer/bond coat products: B-I-N®, BULLS EYE 1-2-3® and Cover-Stain®.

## B-I-N®

Introduced in 1946, B-I-N is America’s original primer-sealer/stain-killer. For over 50 years professionals and do-it-yourselfers have relied on shellac-base B-I-N to block the worst stains and adhere to the most difficult-to-paint surfaces. B-I-N is the only primer-sealer on the market today that dependably and reliably seals in the toughest odors, including odors from smoke

and fire damage. It is the best sealer for new interior wood and the most effective knot and sap streak sealer on the market. No other primer performs as effectively or dries and cures as quickly as B-I-N. To this day it remains the first choice of contractors for badly stained or difficult surface priming.

## BULLS EYE 1-2-3®

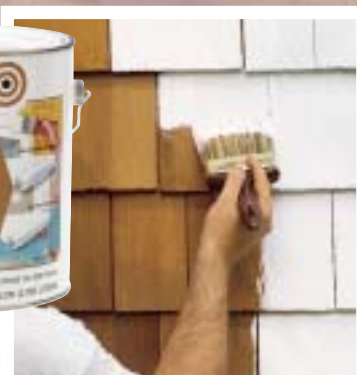
Developed in 1982, all-purpose BULLS EYE 1-2-3 is still the only truly effective universal water-base primer-sealer/stain killer. Often imitated, BULLS EYE 1-2-3 has never been duplicated! Its unique acrylic latex formula tenaciously adheres to the glossiest surfaces, effectively seals porous surfaces, and assures a smooth, beautiful finish on interior and exterior applica-



tions. The low odor formula and easy soap and water cleanup of BULLS EYE 1-2-3 make it as popular with both DIYers and professional contractors. For dark color priming, Zinsser recently introduced BULLS EYE 1-2-3® DEEP TINT, a specially-formulated version of BULLS EYE 1-2-3 that can be tinted to mid-tone and dark colors with no loss of viscosity or adhesion properties.

## COVER-STAIN®

Since 1985 painters have relied on fast-drying, multi-purpose Cover-Stain for interior or



exterior jobs requiring an oil-base primer-sealer/stain killer. Cover-Stain is uniquely formulated to dry in an hour and yet remain flexible enough for priming exterior surfaces such as siding and trim, making it the ideal choice for all-purpose exterior application – even in cooler temperatures. It permanently hides stains and marks of all types, seals porous surfaces, adheres without deglossing or sanding, and is especially recommended for sealing in cedar and redwood tannin stains. No other fast-drying oil-base primer can deliver the same outstanding universal performance on interior and exterior surfaces as Cover-Stain.

For over 50 years Zinsser primer-sealers have given knowledgeable painters a professional edge, enabling them to deliver quality performance above and beyond ordinary workmanship. Whether you are painting walls, ceilings and trim inside the house or siding, shutters and foundation walls outside the house, your job will always be easier, look better and have longer lasting results when you use Zinsser primer-sealers before you paint.



RPM, Inc. a world leader in specialty coatings, is the holding company that owns Wm. Zinsser & Co., Inc. and 35 other independent corporations. Its industrial products include roofing systems, sealants, corrosion control coatings, floor coatings and specialty chemicals. RPM's consumer do-it-yourself products are used for home maintenance and automotive and boat repair. RPM shares are traded on the New York Stock Exchange under the symbol RPM.

RPM recently announced net income for the second quarter of their 2001 fiscal year, ended November 30, 2000, of \$16.9 million, or \$0.17 per diluted share, compared to \$20.4 million, or \$0.19 per diluted share,

earned in the year-ago period. Net sales for the 2001 second quarter were \$498.1 million, compared to \$500.4 million a year ago.

For the six months, ended November 30, 2000, net income was \$45.7 million, or \$0.45 per diluted share, compared to \$27.6 million, or \$0.25 per diluted share, earned in the first six months of the 2000 fiscal year. Prior year results included a one-time, pre-tax restructuring charge of \$45 million. Net sales for the first six months were \$10.5 billion, compared to \$996 million a year ago.

Both second quarter and six-month results reflect the loss of net sales and operating earnings from former business units that were divested during the prior fiscal year, as well as a major increase in interest expense.

RPM's third quarter, ending February 28, is traditionally their weakest, due to seasonality. Given the adverse conditions evidenced in the second quarter, and even more so in December, including continued record cold weather throughout the U.S., a soft retail environment and the consolidation issues of the Wood Finishes Group, RPM expects to post a loss in the third quarter.

RPM's Board of Directors, on January 5, 2001, declared a regular quarterly cash dividend of \$0.125 per share, payable January 31, 2001, to shareholders of record January 15, 2001.

## Bulls Eye 1-2-3® Deep Tint Primer-Sealer

As a paint contractor, I'm sometimes asked to change the color of a house from white or pastel to mid-tone or dark. But the customer only wants to pay for a 2-coat application instead of the preferred 1 coat primer and 2 topcoats. The trouble is, to get good hide I have to apply 2 coats of the topcoat paint. That means I will have to eliminate the primer. Will this be a problem? Is there any difference between applying two coats of finish paint instead of one coat of primer and one of finish?

Independent field tests have shown that one coat of primer and one coat of finish paint actually outlast two finish coats. Zinsser recently introduced a new product called Bulls Eye 1-2-3 Deep Tint Primer-Sealer. It has all of the properties of our original



Bulls Eye 1-2-3® Primer-Sealer with one exception – it's a tint base that can be tinted to darker shades. You can use our new primer as your first coat, tinted toward the finish color, and simply topcoat to complete the color transition. With Bulls Eye 1-2-3 Deep Tint you can get a dark color with great coverage and long life in just 2 coats!

## GARDZ® Damaged Drywall Sealer

I have a job coming up that involves large

areas (hallways) in a commercial building that requires wallpaper removal. I've done this before and when stripping the vinyl paper, a lot of wallboard damage occurs. I'd prefer using a water base primer to seal the surface but can't because it puffs up the facing paper, so I end up using an oil-base sealer. Any suggestions?

Yes. Use GARDZ Damaged Drywall Sealer. It outperforms oil base products, penetrates and seals torn drywall and will provide an excellent surface for skim coating. Plus, it's a great sealer and stabilizer of porous builder's flat paints! To use, remove the loose facing paper by cutting back to a firm area and sand away any remaining loose facing paper. Stir the product and apply liberally to the surface. When dry – usually in 3 hours – you're ready to paint, skim coat or hang paper.

ADDRESS SERVICE REQUESTED

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BULLS EYE BRIEFS

