

BULLS EYE BRIEFS

PRODUCT AND COMPANY NEWS FROM ZINSSER CO., INC.

FALL 2002

Vinyl wallcovering makes a comeback in Myrtle Beach thanks to ZINSSER PLUS!



There's no doubt that hotel owners, and owners and developers of other commercial properties, love the beauty and ease-of-maintenance that vinyl wallcovering offers. Just ask Don Lloyd, Project Manager for Dargan Construction, a fifty-year-old company based in Myrtle Beach, South Carolina that specializes in the construction of high-rise hotels and condominiums.

"Many owners and developers in the Myrtle Beach area are adamant about using vinyl wallcovering. It's easy to maintain and nothing makes a property look more attractive," said Mr. Lloyd. "But, until a few months ago, we were ready to make an unpopular decision: no more vinyl wallcovering in ocean-front properties."

Why? The combination of humidity, air conditioning and vinyl was almost certain to produce an undesirable result – mold and mildew growth underneath the wallcovering. And, Dargan Construction constantly got callbacks to "fix" the problems.

"We were seeing a lot of mold and mildew – and getting far too many call backs. Oceanfront rental units were particularly problematic, where it's not unusual for weekly visitors to turn down the air conditioning and leave the sliding glass doors open all week. The combination of the warm, humid air from the outside and very cool air inside is almost certain

to produce mold and mildew," Mr. Lloyd explained. "We know our customers want vinyl wallcovering at their properties, but we were getting more and more gun shy about using vinyl. We just didn't want to be involved with the problems it caused."



Fortunately, earlier this year Dargan Construction discovered a new product that would help them satisfy their customers' demand for vinyl while preventing the callbacks associated with the growth of mold and mildew underneath the wallcovering – The ZINSSER PLUS Mildew-Proof* Commercial Wallcovering System.

"We heard about a seminar on a new product that was guaranteed to prevent the growth of mold and mildew underneath vinyl wallcovering for five years after installation and naturally, we wanted to learn more," said Mr. Lloyd. "Once we learned about

The PLUS System, we were willing to try the product on a trial basis on a project where vinyl wallcovering was specified."



Dargan Construction is now using The ZINSSER PLUS Mildew-Proof* Commercial Wallcovering System at two properties in Myrtle Beach – (Continued on next page.)

*These products contain a mildewcide guaranteed to prevent the growth of mold & mildew on the primer film and adhesive only when two coats of primer and undiluted adhesive are applied according to label directions.

(Vinyl wallcovering continued)

the renovation of an oceanfront hotel they had built 13 years ago and a new 14-story time share condominium on the ocean.

Comprised of two products – SHIELDZ® PLUS Mildew-Proof* Commercial Wallcovering Primer and SURE-GRIP® PLUS Mildew-Proof* Commercial Wallcovering Adhesive – The PLUS System is formulated to protect itself against mold and mildew while preventing the most common problems associated with mildew growth under wallcovering: adhesion loss, buckling, loose seams and edges and mildew stains that appear through the wallcovering. It also offers additional benefits that help property owners save time and money at decorating time.

“We’re being very careful to adhere to the specifications provided by ZINSSER and are confident that it will perform well,” said Mr. Lloyd. “And the developer is thrilled that we are installing the vinyl he wanted. It’s worth spending the extra money on a system that gives us the ability to give our customers what they want – and the five-year warranty gives us peace of mind too.”

The ZINSSER PLUS Mildew-Proof* Commercial Wallcovering System has given Dargan Construction renewed confidence in their ability to install wallcovering without callbacks, and has given vinyl wallcovering a new lease on life in Myrtle Beach, South Carolina. ☺

ZINSSER Introduces New Products At the National Hardware Show

When the National Hardware Show opened at McCormick Place in Chicago on August 11th, it was clear to attendees that ZINSSER continues to be a leader in the development of innovative new products for do-it-yourselfers and contractors. ZINSSER unveiled four exciting new products at this year’s show. Here’s a preview of the ZINSSER innovations that will be soon appearing on store shelves.



A Faster, Easier Way to Hang Pre-Pasted Borders & Wallpaper
New PREPZ™ One-Step Border and Wallpaper Prep & Adhesive combines sizing and adhesive for faster, easier border and wallpaper hanging. PREPZ eliminates the need for sizing, special adhesives and messy water trays. Just roll it on the back of any pre-pasted border or wallpaper and hang – on painted walls or over vinyl wallpaper – for one-step hanging. PREPZ bonds tight to prevent curling edges and seams. Its non-staining formula cleans up easily with water. PREPZ makes wallcovering removal a snap at redecorating time.

Keep Water Out! Keep Mildew Away!

ZINSSER enters the waterproofing market – and continues its leadership in the development of innovative products for the long-term prevention of mold and mildew – with the introduction of new WATERTITE® Mold & Mildew-Proof* Waterproofing Paint. The unique oil-base formula stops 10 lbs. of water pressure – twice as much as other brands, and protects itself from the growth of mold and mildew for 5 years, guaranteed. Ultra-low odor WATERTITE (lower odor than latex paint) applies easily to wet or dry surfaces in basements and on other interior/exterior masonry surfaces for a beautiful painted finish.



A Primer that Dries Fast and Flat

ZINSSER continues its leadership in the development of outstanding primers with the introduction of Bulls Eye® WATER-BASE Interior Primer-Sealer & Stain Killer. The new primer-sealer has been specifically formulated to offer the professional painter high-hide, superior adhesion and stain blocking plus compatibility with all topcoats. Bulls Eye WATER-BASE dries super fast and has virtually no odor, making it ideal for occupied environments. Its smooth, easy flow properties offer great leveling, drying to a smooth, flat finish for easy sanding and excellent enamel holdout.

When Mildew is a Problem in Commercial Wallcovering
The ZINSSER PLUS Mildew-Proof* Commercial Wallcovering System is a revolutionary primer/adhesive system formulated to prevent the growth of mold and mildew underneath vinyl wallcoverings and prevent adhesion loss, buckling and staining for at least five years, guaranteed. The ZINSSER PLUS System is comprised of two products – SHIELDZ® PLUS Mildew-Proof* Commercial Wallcovering Primer and SURE-GRIP® PLUS Mildew-Proof* Commercial Wallcovering Adhesive. ☺



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

Down Memory Lane

1922

The year 1922 marked the opening of the Jazz Age, a boisterous and extravagant period of American history that witnessed Prohibition, the rise of “speak-easy” clubs and unimagined prosperity. As ZINSSER celebrated its 73rd year of business and participated in America’s economic boom by continuing to manufacture top quality varnishes and coatings (including its nationally famous Bulls Eye-brand shellac), these events were taking place in the United States and around the world.

- Benito Mussolini marches on Rome and forms a fascist government in Italy.
- Insulin is isolated and used to save the life of a young man, marking the first successful treatment for diabetes.
- U.S. inventor Charles Francis Jenkins makes first lab transmission of a television picture signal.
- Warren Harding is the first U.S. president to broadcast by radio in a speech given at the dedication of the Francis Scott Key Memorial, at Ft. McHenry, Baltimore. His voice was carried over telephone lines to the studio and broadcast from there.
- Robin Hood, a big budget adventure film starring Douglas Fairbanks, premieres. John Barrymore, “The Great Profile,” scores an early career triumph, opening on Broadway as Shakespeare’s Hamlet, to critical and popular acclaim.
- Rebecca Latimer Felton, appointed in Georgia to fill a deceased senator’s unexpired term, is first woman senator in the U.S. Her term of office is all of one day.

CASE STUDY

Atlanta contractor relies on repeat business... and SHIELDZ



When you rely on your reputation to drive repeat business and client referrals, you recognize the importance of quality work – and working with quality products that can help you do the job right!

Doug Berry of Doug Berry Wallcovering in Atlanta, GA, has been a professional wallcovering contractor for 22 years. Since 99% of his business is now generated through repeat commercial business and decorating and redecorating multi-million dollar homes, it’s not surprising he has come to rely on SHIELDZ® Universal Wallcovering Primer to do the job right – and, to save his clients time and money at redecorating time.

“Some people think latex paint is a good wallpaper primer, but it’s not,” said Mr. Berry. “Try stripping wallpaper that’s been hung over latex paint and you’ll be convinced that it’s no substitute for a good acrylic wallcovering primer, like SHIELDZ.”


Mr. Berry explained that paint, like builder’s flat and other latex topcoats, will not prevent clay-base paste from seeping into the drywall. The result when it’s time to redecorate: the wallpaper is difficult to strip without damaging the wall.

“SHIELDZ provides a great base for hanging wallpaper. It dries to a hard surface that helps the glue adhere better so seams and edges won’t come loose,” said Mr. Berry. “But, the real benefit of using SHIELDZ comes when it’s time to redecorate. When you use SHIELDZ to prime the walls before hanging, the wallpaper strips off easily without tearing the drywall paper.”

To illustrate his point, he referenced a job where another contractor had used latex paint, not SHIELDZ, to “prime” the walls for wallpaper. When Mr. Berry was contracted to strip the wallpaper and hang new, the experience was a nightmare.

“The damage was so extensive, it took me five days to strip the wallpaper and smooth and mud the walls,” he said. “Needless to say, the homeowner had to foot the bill for the original contractor’s mistake.”

When Doug Berry returns to a client’s home or place of business to remove wallpaper he previously installed, he knows there will be no surprises.

“I’m in business to stay,” said Mr. Berry. “Doing the job right means repeat business and a satisfied customer at redecorating time. I know I can rely on SHIELDZ and other Zinsser products for quality results.” 



RPM, Inc. is a world leader in specialty coatings serving both industrial and consumer markets. It is the holding company that owns ZINSSER Co., Inc. RPM's industrial products include roofing systems, sealants, corrosion control coatings, flooring coatings and specialty chemicals. Its consumer products are used by professional and do-it-yourselfers for home, automotive and boat maintenance and by hobbyists. RPM shares are traded on the New York Stock Exchange under the symbol RPM.

RPM recently reported strong financial results for both its fourth quarter and full fiscal year, ended May 31, 2002, including record net income and earnings per share.

Net income during fiscal 2002 grew 61 percent to a record \$101.6 million compared with \$63.0 million during fiscal 2001. Earnings per share on a diluted basis rose 56 percent to a record \$0.97 per share compared with \$0.62 a year ago. The March 2002 secondary equity offering had a dilutive effect on the fiscal year of \$0.01 per share. Had Statement of Financial Accounting Standards (FAS) No. 142 been in effect last year, fiscal 2001 diluted earnings per share would have been \$0.83.

For the fourth quarter, the specialty coatings manufacturer reported record net sales of \$557.4 million, up 1.8 percent from last year's fourth-quarter net sales of \$547.5 million. Excluding the March 2001 divestiture of the \$30 million commercial unit of DAP and the effects of foreign exchange differences, sales growth overall during the 2002 quarter was 3

percent, with RPM's consumer business increasing 9 percent, while sales from its industrial business were off 2 percent, though improved slightly on a sequential basis.

Record net income of \$37.2 million was up 53 percent from last year's fourth-quarter net income of \$24.3 million. Fourth-quarter earnings per share were a record \$0.33 on a diluted basis, a 38 percent improvement from last year's \$0.24. The 11.5 million shares issued in connection with the March 2002 secondary equity offering had a dilutive effect in this fourth quarter of \$0.02 per share. Had FAS No. 142 been in effect last year, fiscal 2001 fourth-quarter diluted earnings per share would have been \$0.29.

On July 1, 2002, RPM's board of directors declared a regular quarterly cash dividend of \$0.125 per share, payable July 31, 2002, to shareholders of record July 12, 2002. ©

AMERICAN PAINTING CONTRACTOR



ZINSSER is proud to sponsor *American Painting Contractor* magazine's Top Job Awards – an annual contest to recognize painters' excellence and innovation. Congratulations to the 2002 Top Job Award Winners:

Residential: Bryan Bradley of Bradley Painting, Kingston, NY.

Industrial/Commercial: Bill Stack of Koch Brothers Decorating, Inc., St. Louis, MO.

Decorative Painting: John Shinholser of John M. Shinholser Painting, Richmond, VA.

We also extend our congratulations to the Top Job Honorable Mentions:

Residential: ■ Michael Gaul of Gaul Painting & Decorating, Binghamton, NY ■ Edward Cowell of Cowell Painting, Hubert, NC ■ Michael Whorl, Whorl Painting, Johnstown, PA.

Decorative Painting: ■ Skip Unterseher of Skip Unterseher Custom Painter, Aberdeen, WA ■ Gary Breau and Donald Landry of Surface Effects, Lake Charles, LA ■ Bill Stack of Koch Brothers Decorating, Inc., St. Louis, MO. ©



ADDRESS SERVICE REQUESTED

BULLS EYE BRIEFS
ZINSSER Co., Inc.
323 Campus Drive
Somerset, NJ 08875

