

BULLS EYE BRIEFS

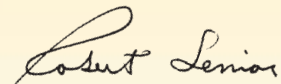
SPECIAL FIRE AND WATER DAMAGE REPORT

FALL
2002

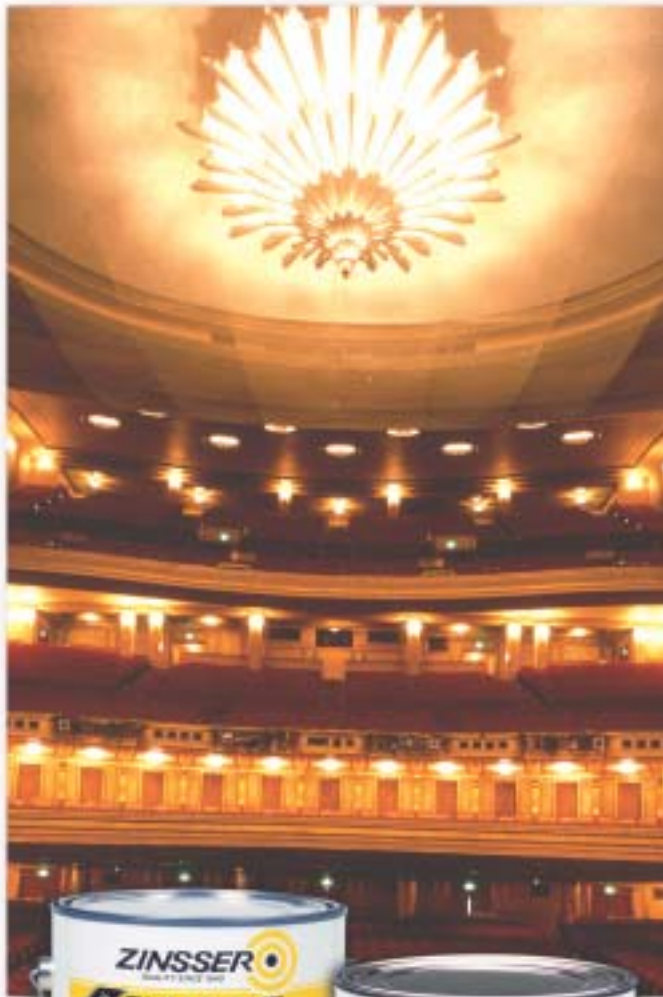
San Francisco Opera House Sings the Praises of Bulls Eye® Shellac and B-I-N®

MESSAGE FROM THE PRESIDENT

ZINSSER has been manufacturing and marketing innovative products to meet the challenges of fire, smoke and water damage since 1849. And we are proud that products like B-I-N Primer-Sealer – the industry's first primer/sealer – and Bulls Eye Shellac have become "standards" in the fire restoration industry. This Special Fire and Water Damage Report was created to give you insight on how ZINSSER products are being used to meet the many challenges faced by restoration professionals.



Bob Senior
President,
ZINSSER Co., Inc.



All it took was one spark out of a shower of hundreds that fell from a welder's torch a little after 2 o'clock on the afternoon of May 2, 1996. It stayed alive long enough to land on a dry carpet, where it ignited and became a four-alarm blaze that could have consumed the 65-year old landmark were it not for the timely arrival of 120 of San Francisco's bravest, who extinguished the last of the flames just before 3 PM.

There was good news and bad news: the bad news was that the fire, together with the water used to extinguish it, severely damaged carpeting, numerous box sections, vestibules, railings and an adjoining lobby. Acrid smoke billowed through the building and was absorbed by unfinished wood surfaces in the attic areas above the auditorium and the stage in addition to painted walls and even clear finished woodwork in galleries and lobbies.

The odors associated with the smoke would remain long after the damaged areas were gutted and rebuilt. It's one thing to replace various-ravaged components of the structure with new materials; it's another matter entirely to keep dormant smoke odors from emerging months and even years later.

The good news? The blaze occurred during the renovation of the opera house, an \$84 million project that started just a couple of months earlier and was scheduled for completion in 1997. Since restoration work was already under way, the fire simply added another dimension to the effort needed to return the San Francisco Opera House to the beauty it had when it first opened in 1932.

(Continued on next page...)

B-I-N® Helps Restore the Historic Blue Marlin Restaurant

When a fire restoration contractor guarantees there will be no residual smoke odor upon completion of a project, it speaks volumes about his craftsmanship and the paint primer he's using.

Rob Robbins, Senior Project Manager, Nat'l Division of Belfor-Inrecon, an international disaster restoration company, relies on the stain and odor-blocking power of B-I-N Primer-Sealer. In fact, he's so confident in its performance, he offers a written guarantee before the work begins.

That's why when a fire broke out in the Blue Marlin Restaurant in historic downtown Columbia, SC it was only natural that B-I-N be a part of the renovation project.

According to Michael Watson of Watson, Tate and Savory, architect for the restoration, the Blue Marlin is a local favorite and one of Columbia's historic buildings. As with any fire renovation project, sealing residual smoke odor is a prime concern — and in a restaurant, it's crucial.

"Sealing residual smoke odor is an essential component of any restoration project," said Mr. Watson. "Since the Blue Marlin is a restaurant, the owner was understandably concerned that there be no trace of odor after the completion of the restoration."

(Opera House continued...)

The restoration committee discussed this concern with the contractor in charge of the project, J. Thompson & Sons of Raphael, CA who, in turn, contacted ZINSSER in an effort to determine the most effective course of action . . . one that hopefully would require a one-time application of a coating that would prime new and cleaned surfaces, block water, soot and other stains and, most importantly, permanently seal in odors and prevent them from entering the ventilation system.

Without hesitation ZINSSER product experts recommended that the contractor use shellac-base B-I-N® Primer-Sealer for surfaces that would be painted, and Bulls Eye® Shellac for wood paneling, wood handrails and other wooden surfaces that called for a clear finish.

Shellac is a solution of all-natural lac resin and denatured alcohol that has performance properties unmatched by any other primer or sealer: it dries in minutes and adheres to almost any surface. It seals porous surfaces and can be topcoated with any type of paint.

Most importantly, shellac will completely and permanently block any odor in any material.

Following our recommendations, the contractor spray-applied about 2,000 gallons of B-I-N on walls and attic ceiling surfaces, while applying a mixture of Clear and Amber Bulls Eye Shellac to a variety of clear-finished wood surfaces. Because it's such a versatile and high performance primer, B-I-N also found its way into numerous other applications throughout the restoration project that were not related to the fire.

When the San Francisco Opera House re-opened on a balmy evening in the Autumn of 1997, opera-goers were dazzled by the incredible beauty of the fully restored Beaux-Arts style landmark. What would have dazzled them even more was something they could not see and something they could not smell — the acrid ghosts of a past fire, sealed into walls and wood by the power of shellac-base B-I-N Primer-Sealer and Bulls Eye Shellac. ☺

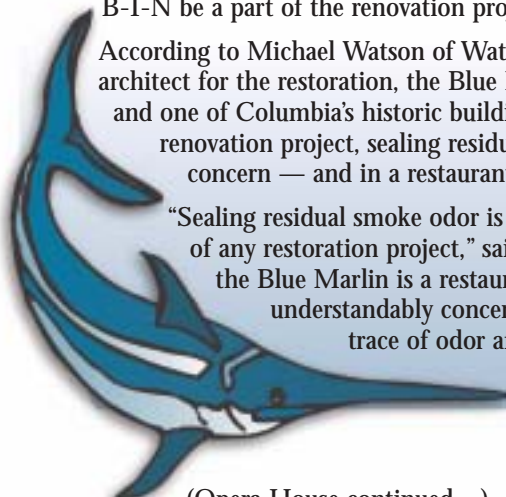
ZINSSER's B-I-N has long been the professional contractors' primer of choice for fire restoration projects. Unmatched in its ability to block the worst smoke and water stains, B-I-N seals fire odor permanently, even on damp days long after the premises have been restored.

Robbins explained that two coats of B-I-N were applied using a low-pressure spray in some areas and rolled in other areas. It was then top coated with beige finish paint.

"We rely on B-I-N for our disaster restoration projects," said Mr. Robbins. "On this job, B-I-N was specified by the architect. However, we frequently specify B-I-N even when the architect does not."

"It's important to get the job done right the first time," he continued. "Find a product that works and stick with it. B-I-N is more effective in sealing stains and odors than any other primer."

The Blue Marlin is back in business and the owner — and the customers — are now enjoying the fragrant aroma of its chef's "special" of the day — not the lingering odor of residual fire damage. ☺



George Young & Sons Gets Help from Bulls Eye® ODORLESS In the Restoration of Cohen's Regional Distribution Center

There's no doubt about it: a fire in a warehouse full of inventory is devastating – not only for the destruction left behind from the fire, but also for the revenue lost during the restoration process.

Restoring such a space is a formidable task,

even if the integrity of the structure itself is unaffected. There are stains from smoke, soot, water and foam, as well as the acrid odor of smoke. Factor in a tight restoration schedule and the presence of office staff on site and you have a real challenge.

That's what George Young & Sons, Industrial/ Commercial Painting and Sandblasting of Peoria, IL, faced when the company was subcontracted through Menold Restoration of Morton, IL to paint the 180,000 sq. ft. ceiling in the Cohen Regional Distribution Center in Peoria after it was ravaged by fire in the Spring of 2001.



According to Tom Nott, Project Estimator/Specifier for George Young & Sons, painting the distribution center's ceiling was no routine project, even for painting contractors experienced in fire restoration. While the structure of the ceiling was not destroyed, there was extensive smoke and water damage. Two of the three ceilings of the three-story space were poured concrete and the third was corrugated steel. And, the original renovation schedule was cut in half.

The specifications originally called for an oil-base primer for its stain-blocking and bonding properties, but odor was a huge concern since restoration crews would be working

in close proximity to the painting contractors – and, Cohen's office staff also would be working in the building throughout the project. The painting crew needed a primer that performed like an oil-base without the odor. Fortunately, Bulls Eye® ODORLESS Primer-Sealer proved to be a perfect fit for the job.

"Bulls Eye ODORLESS worked out great," said Mr. Nott.



"Even with four spray guns going, there was no noticeable odor."

The painters sprayed 2400 gallons of Bulls Eye ODORLESS, applying two coats. Unlike other low-odor primer-sealers, ODORLESS is easy to apply by airless sprayer. It adhered to both the concrete and steel surfaces, blocking out all smoke and water stains and its bright

white, non-yellowing finish eliminated the need for a topcoat, so the job could be finished in record time. The crew was also pleasantly surprised by the dryfall properties of Bulls Eye ODORLESS. They were able to clean up quickly and easily, saving even more time and money.

Bulls Eye ODORLESS is unlike alkyd or oil-base products. It's comprised of an odorless synthetic resin in an odorless solvent that dries by evaporation. It has excellent hide characteristics that effectively block unsightly stains – smoke, nicotine, water stains, crayon, marker and ink, tannin, graffiti and pencil – and prevent them from bleeding through the topcoat.

Bulls Eye ODORLESS helped George Young & Sons' painting contractors tackle a tough job in record time without the strong odor of a traditional oil-base paint. ☉



Send for Literature!



How to deal with Water Stains and Mildew – ZINSSER's newly revised "how to" pamphlet offers product descriptions and illustrated step-by-step instructions for dealing with water stains and mildew from a variety of sources.



Fire Damage Product Guide – Our full-color, 12-page product guide features Zinsser's line of problem-solving products recommended for use in fire restoration work. The guide includes product descriptions and their uses in a variety of applications. It also contains a helpful sprayer application chart – a must have for painters and restoration professionals.

To order your copy call 732-469-8100 or e-mail us at bullseye@zinsser.com

Study confirms PERMA-WHITE® works as claimed!



In recent years, there's been a heightened awareness about the presence of mold in both residential and commercial environments. It's been in the news. It's been the focus of litigation. And, it's become a growing concern for restoration professionals, who frequently encounter mold as a result of the severe moisture conditions associated with flood and fire damage.

Perma-White® Mildew-Proof* Bathroom Paint has a proven track record of protecting itself against the damaging effects of mold and mildew in "real world" environments for more than a decade. But in response to growing concerns, Zinsser commissioned an independent lab study to confirm the effectiveness of Perma-White against today's most prevalent species of mold and under the most severe conditions.

In the study, Perma-White was applied to unprimed drywall and inoculated with three of the most common molds found in today's environment – Aspergillus Niger, Penicillium and Stachybotrys Chartarum. The drywall was then exposed to conditions that simulated humid environments and "extreme" conditions, like those one would expect to encounter after drywall had been soaked with water from a fire hose or flood.

Results of the study confirm that Perma-White is highly effective in preventing the growth of mold and mildew on the paint film – even aggressive Stachybotrys Chartarum – under even the harshest conditions.

"We were not surprised by the results," said Frank Glowacki, Category Manager for ZINSSER's specialty coatings. "We have been monitoring the efficacy of Perma-White used in homes, schools and commercial environments for more than a decade and the results have been outstanding. As a result of the lab findings, we are more confident than ever in recommending Perma-White in areas that could be subjected to flooding and other extreme conditions."

Unlike other brands, Perma-White is guaranteed to protect itself against the growth of mold and mildew for 5 years, while offering great economical value. It features a high-performance, low-odor, self-priming latex formula that makes it ideal for commercial, industrial and residential use. Available in durable bright white satin and semi-gloss finishes, Perma-White can be tinted to off-white, pastel and mid-tone colors. Look for more information about Perma-White in upcoming issues of Bulls Eye Briefs. ©

* Perma-White contains a mildewcide to prevent the growth of mold and mildew on the paint film only.



More Fire & Water Damage Problem Solvers from ZINSSER



JOMAX® House Cleaner and Mildew Killer

- Kills exterior mold & mildew on contact
- Removes dirt and soot without scrubbing
- Economical concentrate – 1 gallon makes 20 gallons of solution



GARDZ® Damaged Drywall Sealer

- Penetrates and seals torn drywall facing paper
- Creates a sound surface for skim coat, wallcovering or paint; prevents paper blisters
- Protects new drywall from future damage



PERMA-WHITE® Mildew-Proof* House & Trim Paint

- Prevents the growth of mold & mildew on the paint film for 5 years – guaranteed!
- High-performance, self-priming latex formula
- Fast drying; low odor; tintable

* Perma-White contains a mildewcide to prevent the growth of mold and mildew on the paint film only.



Cover-Stain® Oil-Base Primer-Sealer

- Economical high-performance interior/exterior primer-sealer
- High-hiding formula; effectively blocks water and other stains
- Fast drying; great for spraying, rolling or brushing