

# BULLS EYE BRIEFS

PRODUCT AND COMPANY NEWS FROM ZINSSER CO., INC.

SUMMER 2002

## Problem Solving ZINSSER Products Tackle "Model ReMODEL" Challenges



Water stains. Mildew. Knots in new wood. Wallpaper that seemed permanently stuck to the wall. These were just a few of the challenges faced by architect Sandy Fennel when she decided to renovate a contemporary home on the banks of the Potomac River.

Almost a quarter of a century of neglect had left the Arlington, Virginia home with a myriad of common remodeling problems, which made it an ideal showcase for *Professional Remodeler* magazine's 2001 Model ReMODEL – an annual feature designed to give professionals start-to-finish insight on a custom renovation project. The project also offered a perfect opportunity to showcase ZINSSER's line of high-performance primers, specialty paints, wallpaper removers and clear finishes at work.

As a sponsor of the 2001 Model ReMODEL project, ZINSSER worked side-by-side with Fennel and the project's contractor, Jim Heivilin of Heivilin Remodeling, to specify products that would meet the many challenges of the Arlington renovation. One of the challenges of the Model ReMODEL project was the need to renovate the house while the Fennel family was living in the basement. Since the project included painting both new and existing surfaces, a high-performance primer that could adhere to new drywall and joint compound, as well as to existing old latex and oil-base paints was required. To solve this problem, ZINSSER's Bulls Eye® ODORLESS Primer Sealer was selected. More than 25 gallons were used during the project. Bulls Eye ODORLESS dried quickly with no noticeable odor to the family or remodeling crew, and met the challenge of priming the new drywall and effectively blocking stains on existing painted surfaces.

The home's location on the banks of the Potomac also created a need for products that would prevent mildew from growing on the paint film on interior surfaces and in the semi-enclosed pool area. Fennel chose PERMA-WHITE® Mildew Proof® Bathroom Paint for the four bathrooms and all the closets, which were prone to mildew. PERMA-WHITE® Mildew-Proof® House & Trim Paint made the pool area look absolutely gorgeous while protecting the area from long term mildew growth on the paint film. While Fennel selected the PERMA-WHITE bright white finish for the bathrooms and pool area, PERMA-WHITE can be tinted to off-white and pastel colors, making it an ideal option for any décor.

Removing old, outdated wallpaper can often be challenging for do-it-yourselfers and professionals alike. The wallpaper in the Fennels' living room, which seemed permanently stuck to the wall, came off easily with DIF® GEL and a little help from PaperTiger® and Paper Scraper™, which surprised the contractors who had first tried a commercial steamer with little success. The fast-acting enzyme formula dissolved the glue quickly and removed the wallpaper in just one application. And, the non-drip, no-run blue gel eliminated the mess so often associated with wallpaper removal.

When the Fennels decided they wanted a classic wood finish on the home's doors and woodworking instead of paint, they chose the finish that was used in all the great homes from the time when craftsmanship and beautiful wood was a construction standard – Bulls Eye® Shellac. All natural and easy-to-apply Bulls Eye Shellac restored the wood to its original beauty and made the home's natural wood trim look absolutely gorgeous.

With the renovation now behind them, the Fennel family recently moved upstairs and is enjoying their newly remodeled home – thanks to the fine work of Heivilin Remodeling and a little help from the ZINSSER family of problem-solvers.

\*PERMA-WHITE contains a mildewcide that prevents the growth of mildew on the paint film only.





# Tech Forum

## When Is A Primer A Bond Coat?

Zinsser primers are well known and appreciated for their ability to stick to any paintable surface, no matter how slick or glossy it is, and for this reason they are also called “bond coats.” While most people understand that a primer is a coating applied to a surface before painting it, many do not realize that not all primers are bond coats. The difference between an ordinary paint primer and a bond coat primer is best understood if we take a closer look at how a coating sticks to a surface.

There are two ways for a coating to develop adhesion. The first involves a physical process known as “anchoring” – the coating literally embeds itself into the surface by filling in pores and crevices. Bare drywall, wood, masonry and even flat coatings are generally easy to prime and paint because they are very porous, allowing the coating to penetrate to some degree and anchor itself to the surface. While most coatings develop adhesion to porous surfaces in this manner, they often have difficulty adhering to chalky or glossy surfaces. In these cases a “bond coat” must be applied beforehand. A bond coat is a special kind primer that has the ability to develop adhesion to a moderately chalky surface such as old, factory-painted aluminum siding and/or to a glossy, non-porous surface such as glass, ceramic tile, stainless steel, etc.

Chalky surfaces are a challenge because in many cases the chalky layer is heavy enough to prevent the coating resin from completely penetrating and developing adhesion to the solid surface underneath. For this reason it is often necessary to scrub or otherwise pressure-wash these surfaces before priming and painting them.

Glass, old glossy paints, ceramic tile, stainless steel, Formica® and vinyl-coated paneling or wallcovering are also difficult to prime and paint because the absence of microscopic crevices and pores in these surfaces prevents the new coatings from anchoring to the surface, making it necessary to roughen or “profile” smooth, non-porous surfaces using sandpaper or chemical deglossers.

The second method by which a coating develops adhesion is known as “chemical bonding.” In this process the coating functions independently of surface porosity by establishing a chemical link to the surface, either by making direct contact with the surface itself or penetrating moderately chalky residue that remains on the surface.

The type of resin in a coating will generally determine its ability to chemically bond to a surface. Some alkyd resins have excellent chemical adhesion and a unique blend of alkyd resins are used in ZINSSER’s Cover-Stain® and H2-Oil Base®. Acrylics generally have powerful chemical adhesion to a wide variety of interior and exterior surfaces after the coating film has cured and ZINSSER uses home-grown acrylics from its own polymer production facility in New Jersey to assure top adhesion/bonding performance. Shellac, a natural, alcohol-soluble resin, is the resin in B-I-N® Primer-Sealer Stain Killer Bond Coat and it creates an even stronger bond with the surface than acrylic.

The quantity of resin in a coating is an important factor in adhesion. A coating that has less resin but more pigment will have excellent hiding power – but it may not adhere very well to glossy or unprofiled surfaces. A coating that has lots of resin but much less pigment and filler will not hide as well as paint but it will adhere very well to glossy and profiled surfaces, making it suitable for use as a primer.

All ZINSSER’s pigmented primer-sealers are bonding primers. They are manufactured with a precisely formulated blend of premium resins and pigments for good penetration, maximum hiding power and optimal adhesion, and are the ideal choice for a broad range of applications. The most common interior applications involve painting glossy cabinets, trim and doors; vinyl coated wallcovering and wood paneling; Formica®, Masonite® and other glossy synthetic surfaces; ceramic tile, stainless steel and even glass. Exterior applications commonly include old glossy-painted siding, shutters and trim; vinyl siding and old, chalky aluminum siding.

## Down Memory Lane

1969

*It's 1969 and Zinsser celebrates 120 years making outstanding products. As great products continue to roll off the Zinsser production line, other events are occurring elsewhere in the nation and the world:*

- American astronauts Neil A. Armstrong and Edwin E. Aldrin, Jr., become the first people to set foot on the moon. Armstrong is quoted as saying, “One small step for man, one giant leap for mankind”.
- Sirhan Sirhan is tried and convicted of the assassination of Senator Robert Kennedy, and James Earl Ray is sentenced to 99 years in prison for the assassination of Reverend Martin Luther King, Jr.
- Richard M. Nixon is inaugurated as the 37th President of the United States.
- In what becomes known as the Chappaquiddick incident, Massachusetts Senator Edward M. Kennedy drives off a bridge at Chappaquiddick Island. Kennedy escapes the wreck, but his passenger, Mary Jo Kopechne, drowns. Unaccountably, Kennedy does not report the accident for 10 hours.
- Golda Meir becomes Prime Minister of Israel and the Palestine Liberation Organization (PLO) elects Yasser Arafat as chairman.
- Members of the Charles Manson cult murder actress Sharon Tate (pregnant wife of movie director Roman Polanski) and four others. Lyrics from the Beatles’ track “Helter Skelter” are found written in blood on the wall at the scene of the crime.
- The first effective artificial human heart is developed and implanted as a temporary device for patients requiring transplants.

# WHO WHAT WHERE



*American Woodworker* editor, Tim Johnson, called it an essential for the “Well Equipped Shop” (February 2002). *Modern Woodworking* named it one of its Top 25 New Products of 2001. And renowned wood finishing expert, Michael Dresdner, called it “Dreams Fulfilled”.

Since its introduction in May 2001, ZINSSER's **SealCoat™** Universal Sanding Sealer has received a lot of attention from painting contractors, floor finishers and woodworkers. Michael Dresdner visited ZINSSER's booth at the American Woodworkers Show in Pennsauken, NJ. Here's what he said about SealCoat in the February issue of *Woodworkers Journal*. . . .

“Wouldn't it be great if someone invented a truly universal sealer, so you'd only have to buy one product, no matter what finish you were using? Well, it's here. **SealCoat** Universal Sanding Sealer from ZINSSER Co., Inc. rolled out in April. I've been testing the material for almost a year, and I absolutely love it.

If you're a die-hard shellac aficionado, you'll recognize it as dewaxed shellac, which up to now we had to buy as flakes and mix ourselves. **SealCoat** comes ready to use and is thinned just right to work as both a sealer and a topcoat. The quick-drying formula can be easily sanded or

recoated in a little over half an hour and since **SealCoat** contains no wax or stearates you can top it with any finish: oil-base or acrylic polyurethane, varnishes, lacquers and more. It also works on any wood, making the figure stand out and is food safe and non-toxic.

As a result of their new formula (patent applied for), **SealCoat** shellac has a shelf life of up to five years – three is the minimum guarantee – not the scant six months that our home brew had. . . . If you try it, I'm betting you'll say just what I've been saying this past year. . . . Thanks Zinsser!”

## CASE STUDY: DIF® and PAPERTIGER® Help Restore THE MOUNTAIN VIEW INN

Built in the 1920s, the Mountain View Inn in Whitefield, New Hampshire had once played host to a long list of Hollywood celebrities and political dignitaries. But, in the 1970s, this once grand hotel was forced to close its doors and fell into disrepair. After many years of non-use, the building came up for auction. When its new owner, Kevin Craffey, set out to renovate the hotel's 238 guest rooms in preparation for its reopening, the task proved even more daunting than he had imagined.

One of the challenges was the old wallcovering. He found that multiple layers of wallpaper needed to be removed from walls made of finished plaster and porous horsehair plaster prior to redecorating. Conditions at the Mountain View Inn added to the challenge. Since the work had to be performed during the cold winter of 1999 and the heating system at the hotel was not yet updated, wallpaper stripping would have to be done quickly to prevent the stripping solution from ruining the old plaster or from freezing to the walls – and to meet Craffey's demanding renovation schedule.

The Mountain View Inn's renovation team first tried to remove the multiple wallpaper layers with a homemade vinegar and water solution. No success! Then they tried to remove it with a commercial steamer. Again, no success. When all else failed, Craffey called the experts at ZINSSER, who viewed the renovation of the Mountain View Inn as the ultimate test for their wallpaper removal system – DIF® Wallpaper Stripper, PaperTiger® and Paper Scraper™.

Using small portable space heaters and working room by room, the layered wallpaper first was scored with PaperTiger Wallpaper Scoring Tool. In just minutes per room, PaperTiger's unique scoring discs were able to score through multiple layers of wallpaper

without damaging the walls.

DIF Liquid Wallpaper Stripper was sprayed on the large wall areas, penetrating the multiple layers and loosening the wallpaper before the stripper had a chance to freeze or be absorbed by the porous wall underneath. DIF performed unbelievably well, stripping all the layers in just one application!

DIF GEL was used in hard-to-reach areas or places where adjacent fabric insets would ordinarily require protection before applying a wallpaper stripper. Featuring an enhanced formula with the same great features and benefits as DIF® Liquid, DIF GEL's no-drip, no-run blue gel was easy to apply by brush or roller and clung to the surface and eliminated any mess. ZINSSER's Paper Scraper Wallpaper Removing Tool & Wall Scraper proved the ideal tool for removing the wallpaper. With a preset blade angle that's designed to prevent wall gouging, Paper Scraper removed the wallpaper without damaging the Mountain View Inn's near-century-old walls and proved an ideal tool for removing residual adhesive too.

“We were able to remove the equivalent of 76 football fields of wallpaper using DIF, PaperTiger and Paper Scraper,” said Craffey. “ZINSSER's products were invaluable. They made what could have been a monumental task easy.”

Thanks to DIF, PaperTiger and Paper Scraper, Craffey and his crew were able to keep their renovation schedule on track and move on to other remodeling challenges at the Mountain View Inn in preparation for its Spring 2002 grand reopening. It's no wonder that Craffey turned to ZINSSER for advice when his crew prepared for their next major project – priming and painting the hotel's exterior. Cover-Stain® to the rescue!



RPM, Inc., a world leader in specialty coatings serving both industrial and consumer markets, is the holding company that owns ZINSSER Co., Inc. Its industrial products include roofing systems, sealants, corrosion control coatings, flooring coatings and specialty chemicals. Its consumer products are used by professionals and do-it-yourselfers for home, automotive and boat maintenance and by hobbyists. Leading industrial brands include Stonhard, Tremco, Carboline, Day-Glo, Euco and Dryvit. Consumer brands include Zinsser, Rust-Oleum, DAP, Flecto, Bondo and Testor.

On April 4, 2002 RPM, Inc. reported continued net income and earnings per share growth for both the third quarter and nine months of fiscal 2002.

For the quarter ended February 28, 2002, the

specialty coatings manufacturer reported net sales of \$407.5 million, up slightly from last year's third quarter net sales of \$405.4 million. During the quarter, the Consumer business enjoyed a 6 percent sale increase with increasing customer demand across its various product lines. This strong demand more than offset the 4 percent dip in sales that the Industrial business faced during the quarter as flooring and other industrial maintenance projects were postponed or cancelled.

Net income was \$3.2 million, up significantly from last year's third quarter net loss of \$7.0 million. Third quarter net earnings on a diluted basis were \$0.03 per share compared with a net loss of \$0.07 per share in the fiscal 2001 third quarter. Excluding a non-cash, third quarter charge of approximately \$0.01 per diluted share relating to the devaluation of the Argentinean peso, net earnings for the third quarter of 2002 would have been \$0.04 per diluted share. Had FAS 142 been effective, 2001's third quarter

results on a diluted basis would have been \$0.01 per share net loss.

For the nine months ended February 28, 2002, RPM reported net sales of approximately \$1.429 billion, down 2.2 percent from last year's nine month net sales of \$1.460 billion.

Net income during the first nine months of fiscal 2002 increased 66 percent to \$64.3 million compared with \$38.7 million in the comparable period last year. Earnings per share on a diluted basis for the first nine months of 2002 were \$0.63 per share versus \$0.38 per share in the prior year. Excluding the previously mentioned non-cash third quarter charge, net earnings for the nine month period of 2002 would have been \$0.64 per diluted share. Had FAS 142 been effective, 2001's nine month earnings on a diluted basis would have been \$0.54 per share.

On April 1, RPM's board of directors voted to maintain the company's current quarterly dividend of \$0.125 per share, payable April 30, 2002, to shareholders of record as of April 12, 2002.

## ZINSSER Launches New Web Site

Need a Technical Data Bulletin or the most up-to-date MSDS? Looking for ways to make your painting or wallpaper job better? Want to learn more about Zinsser's full line of primers, wallcovering products, specialty paints or clear finishes? It's as easy as visiting [www.zinsser.com](http://www.zinsser.com).

Zinsser's new web site made its cyber debut last summer and already has become a valuable resource for both professionals and do-it-yourselfers who

want to access information 24 hours a day, seven days a week. Bold new graphics and easy-to-follow links make getting the latest information on our newest products and expert "tips" on painting and wallcovering projects faster and easier than ever before. You can even access our entire Sweet's Catalog insert, our newest brochures and past issues of Bulls Eye Briefs (available in PDF format for easy downloading) online.

Visit [www.zinsser.com](http://www.zinsser.com) to see for yourself!



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