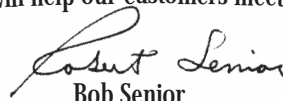


# BULLS EYE BRIEFS

## SPECIAL MILDEW REPORT

SUMMER  
2002

For more than a decade, ZINSSER has been developing and marketing innovative products for the long-term prevention of mold and mildew. This Special Mildew Report was created to update you on our newest technologies and to give you some insight on how ZINSSER products are being incorporated into maintenance and redecorating cycles as a part of a total prevention strategy. We are proud of the achievements we have made in research and product development and are dedicated to the introduction of revolutionary new products that will help our customers meet their mold and mildew challenges.



Bob Senior

President, ZINSSER Co., Inc.

### Mold & Mildew FACTS

There are more than 100,000 species of mold – at least 1,000 species are common in the US.

*-New York City Department of Health,  
Office of Environmental and Occupational  
Epidemiology.*

Molds can cause common skin diseases such as athlete's foot, as well as other infections.

*-US Environmental Protection Agency*

Mold spores in the air deposit themselves on people and animals, making shoes, clothes, bags and pets common carriers of mold into indoor environments.

*-American Academy of Pediatrics*

Molds are very common in buildings and homes and will grow anywhere indoors where there is moisture.

*-The Center for Disease Control*

A single mold spore can form a new colony, which in a few days can release trillions of additional spores.

*-Minnesota Department of Health*

Molds cause the loss of millions of dollars to our economy every year.

*-Botany Department, University of Toronto*

Certain types of fungus can release highly toxic gases from the substrate on which they grow – including wallpaper.

*-Washington State Department of Health*

Flooded and fire-damaged houses that have had water soaked into carpeting and other materials often have mold growth starting in those materials within a day or so after being soaked.

*-Kansas State University Cooperative  
Extension Service*

Introducing... **ZINSSER**  
**Plus** 

### THE MILDEW-PROOF\* COMMERCIAL WALLCOVERING SYSTEM

ZINSSER is proud to introduce the ZINSSER PLUS Mildew-Proof\* Commercial Wallcovering System, a revolutionary primer/adhesive system that offers mildew-proof performance that's backed by a 5-Year Satisfaction Guarantee.

Developed specifically for hotels, motels, restaurants, extended care facilities and other commercial properties, the ZINSSER PLUS System gives property owners the opportunity to take advantage of the durability and beauty of vinyl wallcovering, while protecting their wallcovering investment against the devastating effects of mildew. The product of years of extensive research and development, 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.

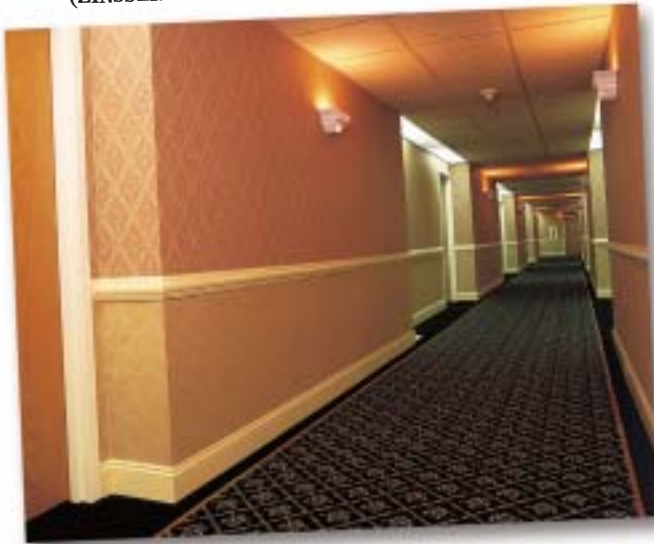
"The first and best way to avoid mildew growth behind wallcovering is to eliminate sources of moisture through good building design and construction and effective maintenance. However, fluctuations in temperature and humidity can still cause enough dampness to support the growth of mildew under wallcovering in hotels and other commercial properties," says Robert Senior, President of ZINSSER. "Results of laboratory tests and long-term

(Continued on  
next page...)



\*The ZINSSER PLUS System is guaranteed to prevent mildew on the primer film and adhesive only when two coats of primer and undiluted adhesive are applied according to label directions.

(ZINSSER PLUS continued...)



field trials support the conclusion that the ZINSSER PLUS System offers the property owner a strategy for the use of wallcovering without experiencing chronic adhesion problems and staining caused by mildew, for at least five years, guaranteed." Comprised of SHIELDZ® PLUS Mildew-Proof® Commercial Wallcovering Primer and SURE-GRIP® PLUS Mildew-Proof® Commercial Wallcovering Adhesive, the PLUS System also offers additional benefits that help property owners save time and money at decorating and redecorating time.

SHIELDZ PLUS primer helps maintain the desired color of thin, lightweight vinyl wallcovering by utilizing a high-hiding formula that prevents unwanted colors from appearing through the wallcovering. The primer also can be tinted to hide seams and other installation gaps under dark/colored background wallcoverings. The fast drying formula of SHIELDZ PLUS primer applies easily by roller, spray or brush and is recommended for use with all types of wallcovering. SHIELDZ PLUS offers outstanding resistance to rewetting for even the most demanding applications and – most important to commercial property owners – SHIELDZ PLUS seals and protects the facing paper of the drywall/wallboard, eliminating the potential of damaged wallboard and drywall repairs at redecorating time.

SURE GRIP PLUS adhesive features a non-staining, strippable formula that offers superior wet tack and slip, making installation faster and easier. The adhesive is

formulated to work with all types of wallcovering and in all pasting machines without dilution. And, because the ZINSSER PLUS Mildew-Proof® Commercial Wallcovering System is virtually odorless, decorating can be performed in occupied areas without interruption.

Installations of commercial wallcovering performed in accordance with the ZINSSER PLUS Commercial Wallcovering Specification are eligible for a 5-Year Satisfaction Guarantee, giving property owners the peace of mind that comes from knowing their wallcovering investment will be protected. To obtain a copy of the specification and procedure to obtain the ZINSSER PLUS Commercial Wallcovering 5-Year Satisfaction Guarantee, please contact ZINSSER at 732-469-8100.

## About Mold & Mildew



Cladosporium. Penicillium. Alternaria. Aspergillus. Mucor . . . Did you know that scientists have identified more than 100,000 species of mold and mildew? With at least 1,000 species common in the United States, it's no wonder that experts report that mold and mildew can be found virtually everywhere – both indoors and out!

Mold and mildew are fungi that grow best in warm, humid environments where there is an absence of direct sunlight. They also require a food source to survive. Unfortunately, paint, texture finishes, wallpaper and wallpaper paste, wood, fabrics and other commonly found organic material are ideal food sources.

Because exterior mildew grows best where there is moisture and a lack of direct sunlight, it is most often found in shady, damp areas or places where leaves or other vegetation are decomposing. In the deep South, Pacific Northwest and tropical regions like Hawaii, South Florida and Puerto Rico, exterior mold and mildew can be particularly problematic, since these geographic areas are prone to warm, humid weather conditions that promote their growth year round.

Interior mildew can be problematic in homes and commercial properties nationwide because it thrives wherever moisture is present. Although spread by airborne spores, mold and mildew grow best where air is stagnant. That's why mold and mildew are a problem in bathrooms, basements, closets, locker rooms and other poorly ventilated areas. While proper ventilation and the elimination of sources of moisture through building design, good construction and effective maintenance can help curtail mildew growth, fluctuations in temperature and humidity in mildew-prone areas can still cause enough moisture to support its growth.

While a few species of mold – like Stachybotrys Chartarum – have been linked to serious health consequences in both children and adults, fortunately most types of mold and mildew that are routinely encountered are not hazardous to healthy individuals. However, experts warn that too much exposure may cause or worsen conditions such as asthma, hay fever or other allergies and therefore should be taken care of as soon as it's detected.

If left unchecked, mold and mildew also can destroy paint, ruin wallpaper, decompose drywall and promote the decay of wood surfaces. In addition

to destroying property, it can be unsightly and offensive, producing an ugly discoloration on painted and wallpapered surfaces and a pungent, musty odor.

Historically, keeping mold and mildew in check has required a labor-intensive regimen of frequent cleaning, repainting or redecorating. Today, however, there are strategies that involve the complete and long-term prevention of mildew growth on painted and wallpapered surfaces through the application of products specifically formulated for mildew removal and prevention.

Products like ZINSSER's JOMAX® House Cleaner and Mildew Killer, PERMA-WHITE® Mildew-Proof® Bathroom Paint, PERMA-WHITE® Mildew-Proof® House & Trim Paint, the ZINSSER PLUS® Mildew-Proof® Commercial Wallcovering System and WATERTITE™ Mildew-Proof® Waterproofing Paint are the result of years of extensive research and development. We hope the case studies contained in this Special Mold & Mildew Report will demonstrate how the incorporation of these products into maintenance and decorating cycles can remove existing mold and mildew – and, stop it before it starts!



## Nearly Three Years Later and Still No Mildew



Who would imagine that three years after Hurricane Hugo slammed into North Carolina that residents living inland would still be feeling it's effects... in the form of mildew? But, for one family living in Lincoln County, exterior mildew is no longer a problem thanks to painting contractor David Woodruff and PERMA-WHITE® Mildew-Proof® House and Trim Paint.

In the autumn of 1999, Mr. Woodruff of Woodruff's Wallpapering and Painting in Meridian, NC was contracted to clean and paint the Lincoln County home after Hugo had left it ravaged with dirt, mold and mildew. Mr. Woodruff first cleaned the home with JOMAX® House Cleaner and Mildew-Killer, to quickly and effectively kill the mildew and remove the dirt and grime. He then applied two coats of PERMA-WHITE to restore the home to its original beauty and to prevent the mildew from coming back.

We revisited the home with Mr. Woodruff this winter. The results were unbelievable! The house looks as good as the day it was

painted. There are no signs of mildew anywhere PERMA-WHITE was applied, and the homeowners report that they no longer have to wash the house annually to rid it of mildew.

Interestingly, in those areas where PERMA-WHITE was not applied because of difficulty in reaching that area (behind a rain gutter), there was mildew growth. "The mildew growth stops where the paint film begins," Mr. Woodruff noted.

Since that time, Mr. Woodruff has used JOMAX and PERMA-WHITE to remove and prevent mold and mildew on the paint film on other homes in the area with great results. "In fact," Mr. Woodruff explained, "I'm working on a home now with mildew problems worse than the Lincoln County home."

Thanks to PERMA-WHITE House and Trim Paint, Mr. Woodruff has changed the way he handles exterior mildew problems. The only product on the market with a 5-Year Mildew-Proof Paint Film Guarantee and a 15-Year Guarantee against cracking, peeling and blistering, PERMA-WHITE has made mildew nightmares – and annual power washing – things of the past in Lincoln County, NC.



## New England Painter Relies on PERMA-WHITE to: Stop Mildew Before It Starts!

While most people don't think "mildew" when they think of New England, Nick Dunse knows the problem all too well. As owner of J.L. Nicholas Painting & Decorating in Taunton, Massachusetts and a professional painter for more than thirty years, Nick has seen a lot of mildew – and, he's learned a few things about stopping it before it starts!

Nick was already a loyal ZINSSER customer when he heard about a product knowledge seminar for a new ZINSSER product – PERMA-WHITE® Mildew-Proof® Bathroom Paint – many years ago.

"My grandfather taught me all about ZINSSER products. I swear by Bulls Eye Shellac and where would the

paint world be without B-I-N®?" said Nick. "Mildew can be a big problem here in New England, especially in houses near the ocean. So, when I heard about PERMA-WHITE, I was interested in finding out more."

Nick first started using PERMA-WHITE Mildew-Proof® Bathroom Paint in bathrooms, with great results. In fact, he liked it so much, he began using it as a whole-house interior paint whenever mildew was a problem. "Because it's self-priming, there's never any flash. And, it's easy to use. Two coats covers like a glove," he said.

When Nick was called in to quote a repaint job on a boiler room in a school built in the early 1900s, he knew it was time to put PERMA-WHITE to the ultimate test.

"The conditions in the boiler room were horrendous. It was dark, dingy and had a mildew problem," Nick said. "The spec called for two coats of alkyd dryfall. They did not want any paint to ruin the new insulation and wrapping on the old boilers. But I knew the dryfall would yellow quickly and, because there was a mildew problem, I recommended PERMA-

WHITE Mildew-Proof® Bathroom Paint."

Nick had his supplier fax a PERMA-WHITE technical data sheet to the job site and convinced the general manager and maintenance men at the school to use PERMA-WHITE, even though it was more expensive than the dryfall called for in the original spec. Nick and his crew cleaned the mildew from the boiler room, sprayed and rolled two coats of PERMA-WHITE and even painted the wrapped boilers, which could not have been done with the dryfall.

"They were thrilled with the results. The boiler room looked bright and clean and after several months, there wasn't a trace of mildew," he said. "When I visited the job more than a year later, it looked as good as the day it was painted – and there's still no mildew!"

Since that time, Nick and the painters at J.L. Nicholas Painting & Decorating have used PERMA-WHITE Mildew-Proof® Bathroom Paint on homes and other properties throughout New England. They even use PERMA-WHITE in warehouses and other commercial properties where interior mildew is a problem. They're convinced that PERMA-WHITE Mildew-Proof® Bathroom Paint: Stops Mildew Before It Starts!



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

# New Name – Same Great Exterior Performance

Since its introduction, PERMA-WHITE® Mildew-Proof® Exterior Paint has been helping homeowners and contractors fight the battle against exterior mildew. Now this great product has a new label and a new name – PERMA-WHITE® Mildew-Proof® House & Trim Paint.

The “new” PERMA-WHITE has an enhanced formula for easy application and great hiding power. Yet, its proven ability to beautify and protect remains unchanged. In fact, we’re so confident in its performance, we continue to back it with a 5-Year Mildew-Proof® Paint Film Guarantee, as well as a 15-year guarantee against cracking, fading, peeling and blistering.

## Water-Proof & Mildew-Proof\* Protection – In One Great Paint!

Imagine a waterproofing paint that stops twice the water pressure of other leading brands and is formulated to protect itself against mildew. Picture a waterproofing product that can be applied to wet or dry surfaces – a paint that’s very low odor, easy to apply and offers a beautiful, smooth painted finish.



Zinsser’s new WATERTITE® Mildew-Proof® Water-Proofing Paint is the product of years of extensive research and development. Its unique formula combines state-of-the-art waterproofing technology with long-term mildewcide protection to create a revolutionary new kind of paint that’s great for basements and other places where water seepage and mildew growth are a problem! In fact, we’re so confident in the performance of WATERTITE, we’ve backed it by a 5-Year Water-Proof and Mildew-Proof® Paint Film Guarantee. WATERTITE will be surfacing on store shelves later this year!

\*PERMA-WHITE and WATERTITE contain mildewcides that prevent the growth of mildew on the paint film only.



5/11/2001

DEAR ZINSSER:

THE PURPOSE OF THIS LETTER IS TO APPLAUD YOUR JOMAX PRODUCT!!!! I WAS AMAZED TO SEE JUST HOW EASY CLEANING MY TWO STORY HOUSE COULD BE.

I SERVED 27 YEARS IN THE NAVY AND HAVE NEVER SEEN ANY CLEANING SOLVENT USED SHIPBOARD WORK AS WELL AS JOMAX. JUST TWO YEARS AGO I SPENT FOUR DAYS CLEANING MY HOUSE USING A PRESSURE WASHER, LADDERS AND SCAFFOLDING AND DID NOT DO AS GOOD A JOB AS I DID IN JUST THREE HOURS WITH THIS MAGIC PRODUCT.

I LEARNED ABOUT JOMAX FROM AN ADVERTISEMENT IN SOUTHERN LIVING MAGAZINE AND WAS SKEPTICAL. I DECIDED TO TRY IT AND BOUGHT A GALLON. WHAT A JOY IT IS TO PURCHASE A PRODUCT AND HAVE IT DO WHAT YOUR AD SAID IT WOULD! JOMAX WILL BE MY BUDDY FOR LIFE!

THANK YOU,  
R.W. HARDING  
CDR. USN, RET.  
GLOUCESTER, VA

### From the ZINSSER Mailbox

At Zinsser, we know that JOMAX is the perfect solution for exterior dirt and mildew – that it kills mold and mildew instantly and removes dirt and stains without scrubbing.

But, don’t take our word for it! Here’s a letter from the ZINSSER Mailbox from another satisfied JOMAX customer. Thanks Commander Harding!

