



BULLS EYE BRIEFS

PRODUCT AND COMPANY NEWS FROM ZINSSER CO., INC.

SPRING/SUMMER 2003

WATERTITE® A Revolutionary Waterproofing Paint That's Great For New Construction!

Most homeowners are rightfully concerned when faced with a damp, leaky basement. Excessive moisture in basements and foundation walls can cause significant problems, including structural decay, high humidity levels and mold and mildew growth.

But, when you're building a home in a region that's prone to heavy rain and snowfall – and you plan to utilize the basement as family living space – it makes good sense to take steps to prevent water seepage and the growth of mold and mildew so they're not a problem after the basement is occupied. That's why the owners of a 6,000-square-foot custom-built residence in the rolling hills of North Jersey turned to J.C. Painting Service and ZINSSER's new WATERTITE® Mold & Mildew-Proof* Waterproofing Paint.

"While the home was new and the owners had not experienced a water problem, they wanted to make sure their basement stayed dry and mildew-free," said John Capra, owner of J.C. Painting Service, a company specializing in high-end residential, commercial and industrial painting. "Half of the basement is above-ground and half below, so there is potential for water seepage through the concrete block. The owners also wanted to prevent the growth of mold and mildew prior to converting the basement into family living space."



Since J.C. Painting Service is a long-time ZINSSER product user, John was not reluctant to use WATERTITE for the job, even though it was a new product.

"I love ZINSSER products. We use a lot of Cover Stain® and use Perma-White® whenever mildew is a problem," John said.

According to John, WATERTITE exceeded his expectations in the areas of quality, usability and performance.

"One of the challenges of waterproofing concrete block is the ability of the paint to seal up the pin holes in the block," he said. "WATERTITE is thick enough to offer good consistency, yet easier to work with than other waterproofer. That's a big plus."

Another "plus", according to John, is the product's low-odor formula. "Because WATERTITE has virtually no odor, we felt comfortable working in the home, even though the owners were already living in it," he said. "The painters also appreciated the product's low odor formula."

Speaking of odor, John stressed that because WATERTITE prevents the growth of mold and

(Continued on next page.)

*WATERTITE contains a mildewcide to prevent the growth of mold & mildew on the paint film only.



PRODUCT PROFILE



B-I-N®: Still the “Ultimate Performance” Primer

“New and Improved”. You’ll see these words on many new and not-so-new products, as manufacturers strive to reach the goal of “ultimate performance”.

But some great products aren’t new – and defy improvement. These legendary products stand the test of time, without new formulas or marketing “hype”. B-I-N®, the industry’s first primer-sealer, is such a product.

Developed in 1946, B-I-N was then and continues to be the “ultimate performance primer-sealer”. It’s the best stain-killing, porous surface sealing, odor-blocking primer on the market. It’s also the fastest-drying primer available – and the fastest curing too. And, no other primer seals knots, primes new wood or bonds to glossy surfaces like B-I-N.

What gives B-I-N its legendary capabilities and makes it so unique? B-I-N is a formulation of 100% pure and natural shellac dispersed in a solution of pure alcohol. The alcohol solvent (which gives B-I-N its distinct odor) is superior to other solvents, and shellac is a superior resin in many ways.

B-I-N dries at virtually any temperature, making it extremely versatile for both extreme cold and hot weather interior applications. Its alcohol odor dissipates rapidly leaving no residual smell. The alcohol solvent and shellac resin also make B-I-N an effective blocker for the long list of solvent sensitive stains, which could be reactivated by either water or mineral spirits.

The pure shellac resin in B-I-N is chemically unique. It’s a tough, durable resin that bonds tightly to any surface without sanding or deglossing, so it’s great for priming kitchen cabinets, paneling – even slick surfaces like tile. And it’s a great sealer for porous wood, drywall and tape joints for uniform holdout of enamel topcoats. It creates a thin resin film that cures by evaporation, so it’s dry to the touch and cures in minutes and can be sanded or top coated with any finish in just 45 minutes.

B-I-N is also the “ultimate odor sealer”, effectively sealing everything from pet odors to soot and lingering smoke. That’s why B-I-N has long been the primer of choice of disaster and fire restoration professionals. B-I-N with its shellac resin also has phenomenal stain-blocking capabilities, sealing water stains, rust stains, oily stains, graffiti, soot and bleeding resins, like knots in new wood, sappy streaks, cedar and redwood tannins and pitch.

B-I-N simply outperforms any other primer on the market today. It’s no wonder it’s earned the nickname “Old Reliable” and can be found in almost every painter’s truck and in the majority of homes across the United States. Over the years it has become the trusted problem-solver when painters need to tackle an interior project that requires superior stain-killing and odor blocking. It’s become the “go to” product for those who require a primer with superior performance to tackle the toughest jobs.

Can ZINSSER make “new and improved” B-I-N? It’s not likely. We could change B-I-N, but it’s difficult – if not impossible – to improve a product that’s already the “ultimate performance” primer. 🎯

P.S. If any reader is not already using B-I-N, call us and we’ll send you a sample!

(WATERTITE continued)
mildew, using WATERTITE can help homeowners prevent the musty smell associated with mold and mildew growth, which he and his crews frequently encounter on waterproofing jobs. John found the bright white finish to be another WATERTITE “plus”.

“Other waterproofers have a ‘manila’ color,” he said. “WATERTITE’s bright white finish is much more attractive and a real plus for homeowners who care about their basements’ appearance, especially when they are selling their home.”

J.C. Painting Service has used WATERTITE on several projects – including a commercial warehouse – since using it in the basement of the North Jersey home.

“It’s great to keep dampness out of commercial warehouses,” said John. “We used it on one commercial job that had water seepage in one section of the warehouse. We scraped the existing paint off the block and applied two coats of WATERTITE. They haven’t had a water problem since.”

WATERTITE has a unique oil-base formula that combines state-of-the-art waterproofing resins with Portland Cement to produce a waterproofer that stops 10 pounds of water pressure – twice as much as other brands – for 5 full years, guaranteed. It also contains ZINSSER’s proven mold and mildew-proof technology, so it’s guaranteed to prevent the growth of mold and mildew on the paint film for 5 years too! And unlike other waterproofers, WATERTITE can be applied to wet and damp walls, so water problems can be taken care of immediately.

“ZINSSER makes quality products that perform well and offer good value,” concluded John. “WATERTITE is no exception!” 🎯





JOMAX® Cleans and Beautifies a Stately Adult Community

Exterior mildew is unsightly wherever it grows. But, mildew can be more than unsightly when you're a resident of a community that's ranked "one of the best in the United States"; it's intolerable. That's why Rossmoor's directors and maintenance coordinator turned to ZINSSER and JOMAX® House Cleaner & Mildew Killer.

Rossmoor, an adult community of 2,300 manor homes set in 18 mutuals and community buildings, sits on 418 meticulously landscaped acres in Monroe Township, NJ. Despite great attention to regular cleaning and maintenance, mildew growth on the north side exteriors of the buildings at Rossmoor has been an ongoing problem — until now.

"There was black spotty mildew and green algae growing on the north side of the buildings in my mutual," said

John Hessel, a resident and elected director of Mutual #8. "We knew that insufficient sunlight, as well as mature trees and foundation plantings were contributing to the mildew growth, but we didn't know how to keep the buildings clean without frequent power washing, which was destroying the siding."

"It was frustrating," said George Kraemer, Maintenance Coordinator at Rossmoor. "We tried cleaning the buildings using a professional power washer. The power washer removed the mildew, but it also damaged the buildings' surfaces and often removed the paint."

Mr. Kraemer, Mr. Hessel and the other mutual directors were introduced to JOMAX® early last spring. Work began on a few of the buildings in some of the mutuals in May. Applied with pressurized garden sprayers and rinsed with garden hoses, JOMAX quickly and effectively removed the mildew and washed away the dirt without damaging the siding.

"We were very pleased with the results," said Mr. Hessel. "The buildings have never looked better."

"JOMAX really brightened the place considerably. The dirt and mildew washed away

very easily. We're very happy with the product," Mr. Kraemer said. "JOMAX will become part of our regular cleaning and maintenance program at Rossmoor."

JOMAX was used on vinyl, aluminum and wood surfaces – all painted surfaces where mildew growth was a problem. A concentrated cleaner with a patented formula, JOMAX contains an EPA-registered mildewcide, a high-performance surface cleaning

detergent, and a powerful bleach activator. When mixed with water and household bleach, it is highly effective at killing and removing mold and mildew spores on all non-porous stained or painted exterior surfaces.

The special activator in JOMAX increases the cleaning power of bleach while reducing its alkalinity to safe

levels, so that the solution won't harm surrounding grass or plants – a very important feature at Rossmoor since its mature trees and foliage are a prominent community feature.

Meticulous landscaping, attention to maintenance and JOMAX have helped Rossmoor maintain its status as one of the most highly regarded senior communities in the United States. ©





One of the most challenging painting projects is repainting a white or light-colored surface to a deep, dark color. The reason is simple: Deep red, blue, green and other dark color topcoats simply don't provide the degree of "hide" that's required when painting over a light-colored surface.

Why? In the paint industry, dark colors are achieved by reducing the amount of titanium dioxide (the white) in the formulation. Since titanium dioxide is the component of the formula that provides "hide", when it's removed, the coating loses its opacity and becomes more translucent. Therefore, changing a light-colored surface to a dark color typically requires multiple coats of paint, which can be expensive and time-consuming.

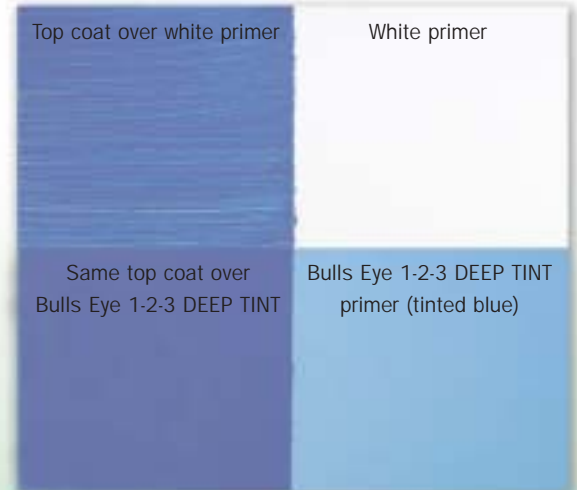
Painting over oil-base enamel, varnish or other glossy surfaces – which is common when painting accent color projects – can also be challenging. A high-quality, tintable primer that

offers good adhesion provides a great solution. Unfortunately, adding too much colorant to a traditional primer can prevent it from drying properly and sets the stage for potential adhesion problems. That's why ZINSSER developed Bulls Eye 1-2-3® Deep Tint Primer-Sealer.

Bulls Eye 1-2-3 Deep Tint is a water-base interior/exterior primer-sealer and stain killer that is formulated to have all the great performance capabilities of Bulls Eye 1-2-3, but with deep tint capabilities. Deep Tint is specifically formulated to accept up to 6 fluid ounces of universal colorant. That means that it can be tinted much darker than most primers and offers real benefits in reducing the number of topcoats required when painting a dark color over a light one. In fact, one coat of tinted Bulls Eye 1-2-3 Deep Tint and one coat of topcoat is usually all that's required to achieve an even, consistent dark-color paint job.

When using Bulls Eye 1-2-3 Deep Tint, it's important to note: When tinted, Deep Tint will probably not "match" the color of the topcoat. It seals and tones the surface toward the topcoat. Remember, Deep Tint is a primer, so it is heavy in resin content (one of the reasons it works so well). While it is necessary to remove much of the titanium dioxide to accommodate deep tone colorants, we chose not to remove all of the titanium dioxide from the Deep Tint formula to maintain its high hide feature. Therefore, when tinting Deep Tint toward deep red, don't be surprised if it appears milky pink in the can and on the surface. The red topcoat will cover evenly and consistently to a true deep red, usually in just one coat (see illustration).

Bulls Eye 1-2-3 Deep Tint offers some other great benefits too. Like Bulls Eye 1-2-3, it offers tenacious adhesion to the substrate, so it's great for any interior/exterior project. It also has the stain blocking capabilities of Bulls Eye 1-2-3 so stains won't bleed through the topcoat. But, most importantly, it seals the surface for a uniform finish, eliminating the challenges of painting a deep, dark color over a light color substrate. 🎯





CASE STUDY

Bulls Eye® Water-Base: A Perfect Fit for California School District Painters

Most painting contractors have a preference for the type of primer they use on the job site. Switching to another primer to meet the requirements of a specific job usually isn't a big deal, but what do you do when your primer of choice is no longer an option?

Todd Brawley, Senior Painter for the Chico Unified School District in Chico, CA, recently encountered this dilemma. The school district has 24 schools — from elementary through high school — so Todd and his staff are kept busy refurbishing, modernizing, and repainting to keep the schools looking their best.

Until recently, Todd preferred using a lacquer-base primer for many of their projects. He liked the way it dried quickly, sanded smoothly and didn't raise the grain on new wood. Unfortunately, California's new tougher VOC regulations have limited the products that are available for use.

"The local fire marshal would no longer allow us to use a lacquer primer anywhere except within a spray booth," he said. "This isn't a practical solution for the scope of work we do."

So Todd turned to Rocky Niles of Corlin Paint in Chico and asked him to recommend a nonflammable, water-base product to prime cabinets, door jams and baseboards. Niles gave him a quart of ZINSSER's new BULLS EYE® WATER-BASE Interior Primer-Sealer & Stain Killer to try. He was extremely happy with the results and has been "sold" ever since.

"It worked great," said Todd. "It bit really hard, didn't raise the grain on new wood and adhered better than most quick-dries."

Since that time, Todd and his crew have used BULLS EYE WATER-BASE to prime new cabinets, library partitions, new wood, hardwood — even particleboard. It worked great on every surface.

BULLS EYE WATER-BASE is perfect for occupied environments, like schools in the Chico Unified School District, because it has virtually no odor. Quick dry time is important to Todd, who is also very particular about the finish on the schools' cabinets. He was pleased with the primer's quick dry time. BULLS EYE WATER-BASE dries to the touch in just 30 minutes and can be sanded or recoated in just one hour. He also liked the way BULLS EYE WATER-BASE did not raise the wood grain and the fact that it was easy to sand, leaving a smooth surface for a uniform finish coat.

As a sealer, BULLS EYE WATER-BASE is excellent for use over painted and unpainted porous surfaces to extend the coverage of topcoats. It is recommended for both new and remodeled interiors and is great for walls, ceilings, doors, trim, and paneling — any surface where a fast-drying, low odor, high-adhesion primer-sealer is required.

Todd found BULLS EYE WATER-BASE to be a safer, cleaner alternative to the lacquer-base primer he previously used. "It's VOC compliant and acts like an oil-base without the complications of an oil-base." It's a perfect fit for this California school district. 🎯





PREPZ® A One Step Product that Makes Hanging Pre-Pasted Wallcovering and Borders Faster and Easier!

Wallpaper manufacturers introduced pre-pasted wallpaper and borders with the goal of making installation faster and easier. Unfortunately, there are some inherent problems.

Pre-pasted wallpaper has to be immersed in water for just the right amount of time to activate the adhesive. If it soaks too long, the adhesive washes off the paper. If it's immersed too short a time, the adhesive is not properly activated. While this shortcoming was addressed to some extent by the development of pre-paste activators, the problem of surface preparation and the questionable adhesion of borders to vinyl wallcovering remained.

ZINSSER solved these problems with the introduction of a revolutionary new

product specifically formulated for hanging pre-pasted borders and wallpaper over painted surfaces and/or vinyl wallcovering – PREPZ™ One-Step Border & Wallpaper Prep & Adhesive.

Unlike primer or sizing, which is applied directly to the wall, PREPZ is formulated to be brushed or rolled on the back of the wallpaper or border. It preps the wallpaper or border (like priming prepares the wall) and adds additional adhesive to the paper to create a stronger bond. This prevents curling seams and edges. PREPZ is also formulated to stay wet longer and offer more “slip”, allowing more time for pattern matching and easier wallpaper positioning.

PREPZ is the ideal product for hanging

vinyl borders over vinyl wallcovering. It provides excellent adhesion to vinyl, yet unlike many border adhesives that make removal difficult and leave a hardened residue that is difficult to clean up, PREPZ has the added advantage of easy water clean up so it won't stain wallpaper or paint. Border removal is also trouble-free when it's time to redecorate.

In short, whether hanging on a painted wall – or over vinyl — PREPZ makes hanging pre-pasted borders and wallpaper faster and easier by eliminating the need for special adhesives, activators and sizing – and by eliminating the uncertainty and mess associated with the use of water trays. 🎯





WalWorks™ and it's Founder Join Zinsser



It all started with a need – and a great idea. Today, WalWorks founder Linda Mitchell is an inventor, savvy marketer... and, the newest member of the ZINSSER family.

Linda and her husband Michael were professional wallpaper hangers in Nashville, TN. While their business was thriving, they found that the “tools of their trade” – rollers, large brushes and unwieldy metal knives – made hanging wallpaper more difficult than it had to be – especially for their newer employees.

“Wallpaper manufacturers and manufacturers of wallpaper products, like ZINSSER, were developing products to make wallpaper hanging faster and easier. But, the tool manufacturers were lagging behind,” said Linda. “We realized there was no innovation coming from the industry, so we decided to design a tool ourselves.”

WalWiz®, a 3-in-1 tool that performs the function of smoothing, seam setting and trim guiding transformed the Mitchells from wallpaper hangers into entrepreneurs. Pretty soon thereafter, Linda’s great personality and the bright colors of her WalWiz tools caught the attention of ZINSSER and RPM.

“The marriage of ZINSSER and our company, WalWorks, was a natural. ZINSSER has a reputation for high quality products and an eye for innovation,” said Linda. “With their support and resources we knew we could expand WalWiz and bring other wallpapering tools to market quickly and successfully.”

WalWorks became a part of ZINSSER in late 2002. Since that time, Linda has been working on the development of several new wallpaper tools – and new product categories — designed to offer end users higher quality and better value while providing good profit margins for retailers.

WalWorks’ newest innovations include ComfortGrip™ Shears, a new line of scissors specifically designed for wallpaper and fabrics, and ComfortGrip Knives, a line of multipurpose and heavy duty snap knives and a new single edge razor knife that offer added value features like ergonomically designed cushioned grips and contemporary styling.

A new product category – a line of adhesive rollers destined to replace old-fashioned paste brushes and paint rollers for the application of wallpaper paste and gel wallpaper stripper – will be introduced, as will a line of high-performance wallpaper sponges that are easier to handle and hold more adhesive. To make wallpapering easier for the do-it-yourselfer, several wallpapering kits also will be marketed under the WalWorks brand. ©



A New Look for a Timeless Classic

Bulls Eye® Shellac, America's oldest and finest shellac, will be surfacing on store shelves this spring with a contemporary new look.

The new labels for Bulls Eye Clear Shellac and Bulls Eye Amber Shellac feature a sleek contemporary design that focus on shellac as a versatile, all-natural finish that enhances wood's beauty like no synthetic finish can. Photo images of a floor, trim, furniture, arts & crafts, antiques and metal illustrate its many uses as both a wood finish and sealer. Easy-to-follow finishing and sealing directions give consumers step-by-step instructions for a variety of projects – from finishing furniture to sealing musty odors. The new labels are a part of an aggressive awareness campaign to educate consumers about Bulls Eye Shellac's many features, benefits and applications. ☉



ZINSSER Unveils New Perma-White® & JOMAX® Ads

This spring, new ads for two of ZINSSER's most popular consumer products – Perma-White® Mold & Mildew-Proof* Bathroom Paint and JOMAX® House Cleaner & Mildew Killer – will be making their debut. Look for these ads in upcoming issues of *This Old House*, *The Family Handyman*, *Southern Living* and *The Family Handyman's New Homeowners Editions*. ☉

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



Down Memory Lane

1914

The year 1914 literally turns the world upside down as World War I breaks out in July. As Zinsser celebrates 65 years manufacturing outstanding products, these events are taking place in the US and around the world:

- On June 28, Archduke Francis Ferdinand, heir to the Austrian throne and his wife, Sophie von Hohenberg are assassinated in Sarajevo, Bosnia by Gavrilo Princip, an 18-year-old Bosnian Serb student linked with the Serbian nationalist society "The Black Hand". Following the assassination, the Austrian crown council decides on war with Serbia thus starting a chain reaction around the world.

- The Panama Canal opens to traffic. Considered one of the world's greatest engineering feats, it is 50.7 miles long and saves 8,000 miles on the trip around South America.

- US Congress adopts a resolution formally decreeing Mother's Day as the second Sunday in May.

- Dr. Alexis Carrel performs the first successful heart surgery on a dog.

- The name of the city of St. Petersburg is changed to a more Russian one, becoming Petrograd.

- The national 4-H Club is established to provide agricultural training for youth.

- German chemist Dr. von Tappen creates tear gas in Germany. It is used in 1915 against the Russians at Bolimów (Bolimov), Poland.

- Charles Pajeau receives a patent for his Tinkertoys, a popular children's game. ☉

RPM International Inc., the holding company that owns Zinsser Co., Inc., owns subsidiaries that are world leaders in specialty coatings serving both industrial and consumer markets. Industrial products include roofing systems, sealants, corrosion control coatings, flooring coatings and specialty chemicals. Consumer products are used by professionals 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 continued growth in sales, net income and earnings per share for both the third quarter and first nine months of fiscal 2003, ended February 28, compared with the same periods a year ago.

Net sales in the fiscal 2003 third quarter were \$433.6 million, an increase of 6 percent compared with sales of \$407.5 million in the fiscal 2002 third quarter. Consumer segment sales were

essentially flat, reflective of the recently softened retail environment, while industrial segment sales grew 11 percent, mainly from continued strength of services sales. This growth includes several small acquisitions and favorable foreign exchange rates, which contributed approximately 3 percent sales growth to each segment.

Net income improved by 49 percent, to \$4.9 million, and earnings per share grew 33 percent to \$0.04, compared with net income of \$3.3 million and earnings per share of \$0.03 in the fiscal 2002 third quarter. The 2003 results reflect reduced interest expense in addition to solid earnings improvements in both operating segments. The 11.5 million common shares issued in connection with the March 2002 follow-on equity offering had no dilutive effect on earnings per share in this year's third quarter.

For the first nine months of fiscal 2003, RPM reported record net sales of \$1,493.9 million, a 5 percent improvement compared with sales of \$1,428.7 million in the first nine months of fiscal 2002. The industrial and consumer segments reported sales growth of 5 percent and 4 percent,

respectively, including 1 percent contribution to each segment from small acquisitions and favorable foreign exchange rates.

Record nine-month net income of \$78.7 million strengthened by 22 percent compared with net income of \$64.3 million in the first nine months of fiscal 2002, while record earnings per share of \$0.68 climbed 8 percent compared with earnings per share of \$0.63 in the prior year period. The 11.5 million common shares issued in connection with the March 2002 follow-on equity offering had a dilutive effect on earnings per share of approximately \$0.05 in the fiscal 2003 nine-month period.

On April 4, 2003, RPM's board of directors approved the company's current quarterly cash dividend of \$0.13 per share, payable April 30, 2003, to shareholders of record as of April 14, 2003. This payment represents a 4 percent increase over the quarterly cash dividend paid at this time last year. RPM's latest cash dividend increase in October 2002 marked its 29th consecutive year of increased cash dividends paid to its shareholders. ☺



From Our Mailbox

Dear Sir,

I have never written to a company singing praises for a product, but I just finished using your JOMAX and it is nothing short of a miracle.

We live in Florida where there is lots of mildew that we constantly battle. We have a white vinyl covered shed that really shows the dirt so it was a constant battle that was a lot of work for a 78 year old lady.

Believe me I am telling everyone about your product and how easy it was to use. Thank you so much.

Viola Wright
Englewood, FL

Hello,

My husband and I bought our home 6 years ago and for the most part we were fortunate to not need any major changes. However, the previous owners had put up wallpaper that neither my husband nor I cared for. Well, it has taken us six years to actually say that the paper is coming down. Last night it did!

Your DIF Wallpaper Stripper was absolutely wonderful. My husband and I dreaded the tugging, pulling and scraping – thus the reason for the 6 year decision. It worked so well, there was no smell – so my daughter could sleep in the next room – and it actually made it kinda fun to see who could "peel" off the biggest piece (the room has cathedral ceilings too). My husband and I wanted to let you know that we will recommend this product to anyone facing the wallpaper dilemma.

Sincerely,
Sheila Albertson
New Market, MD



ADDRESS SERVICE REQUESTED

173 Belmont Drive
Somerset, NJ 08875
ZINSSER Co., Inc.

BULLS EYE BRIEFS

