

BULLS EYE BRIEFS

Product and Company News from ZINSSER Co., Inc.

SPRING/SUMMER 2004

ZINSSER PLUS Helps Protect Resort Wallcovering Investment

Since 1927, The Cavalier Hotel has been sitting majestically "on the hill" over-looking Virginia Beach, VA. During its rich history, the hotel has played host to a long list of celebrity guests including Bette Davis, Will Rogers, F. Scott Fitzgerald and seven US presidents. During the 1930's, 40's and 50's, it played host to some of the most popular big bands of the era, including the bands of Tommy Dorsey, Benny Goodman, Glen Miller and Lawrence Welk.

Today, The Cavalier consists of two hotels: the "original" Cavalier on the Hill, and the Cavalier Oceanfront, which opened in 1973. With more than 400 guest rooms, several fine restaurants, fitness facilities and other amenities, the 18-acre resort is still one of the most prestigious hotels along the Virginia coast. But even a hotel of this caliber needs an occasional "facelift" – and The ZINSSER PLUS Mold & Mildew Commercial Wallcovering System was there to help!

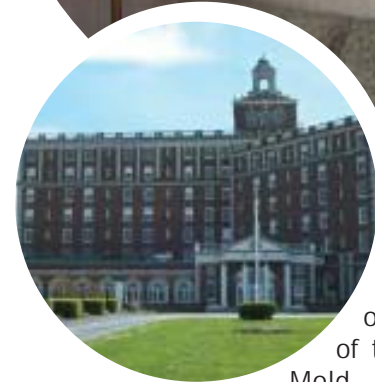
An Investment Worth Protecting

Paint Supervisor Linda Skelton is in charge of the renovation project underway at the historic Cavalier on the Hill. The renovation of the hotel's East Wing, as well as portions of its Superior and Traditional wings, includes the installation of new drywall and wallcovering. Although the hotel has never had a mold & mildew problem, its location on the coast makes the possibility of mold & mildew growth a concern.

"We are installing very expensive, high-end wallcovering at the property – some of which is custom-made and costs upwards of several hundred dollars per roll. It goes without saying that we want to make sure it looks beautiful for years," said Linda. "When we learned about The ZINSSER PLUS Mold & Mildew-Proof* Commercial Wallcovering System, we knew it was right for this project."

Mold & Mildew "Insurance"

ZINSSER PLUS is the revolutionary primer/adhesive system that gives property owners the opportunity to take advantage of the beauty and durability of vinyl wallcovering, while



protecting their investment against the devastating effects of mold & mildew. It is comprised of two products – SHIELDZ® PLUS Mold & Mildew-Proof* Primer and SURE-GRIP® PLUS Mold & Mildew-Proof* Adhesive. Linda and her crew applied two coats of SHIELDZ PLUS by sprayer and then back-rolled it allowing 24 hours between coats. SURE-GRIP PLUS was applied to the back of the wallcovering according to label instructions.

"We are following the PLUS System specifications carefully to make sure the wallcovering is protected and to take advantage of ZINSSER's 5-Year Satisfaction Guarantee," Linda noted.

When used according to label directions, the PLUS System is guaranteed to prevent the most common problems associated with mold and mildew growth under wallcovering: adhesion loss, buckling, loose seams and edges and mildew stains that appear through the wallcovering.

Other Great Benefits

While the prevention of mold & mildew was the primary reason The ZINSSER PLUS System was selected for the project, Linda and her crew found there were other great benefits.

"SHIELDZ PLUS is low odor, which is important since the hotel is

Continued on next page...

What makes PERMA-WHITE® Mold & Mildew-Proof Paint Unique?

For more than a decade, PERMA-WHITE Mold & Mildew-Proof* Paint has been preventing the growth of mold & mildew on painted surfaces in homes, schools, universities, hotels and commercial properties throughout the country. Given that homeowners and owners of commercial properties are increasingly concerned about mold & mildew, it's not surprising that a number of new "mildew-resistant", "antimicrobial" or "IAQ" paints and additives have made their way to market. But even with all the choices, PERMA-WHITE sales have consistently grown year after year and PERMA-WHITE has become the professionals' choice for the long-term prevention of mold & mildew. But why? What makes PERMA-WHITE so unique?



Most paints rely on mildewcides alone for their mold & mildew efficacy. While they may offer adequate protection in the short-term, mildewcide content dissipates over time — or the mildewcide's efficacy may be compromised when exposed to moisture — affecting the paint's ability to provide long-term protection against mold & mildew growth on the paint film. Unlike paints dependent on mildewcide alone, there is no one ingredient in PERMA-WHITE that is solely responsible for its outstanding, long-term mold & mildew-proof performance. Rather, it's a combination of ingredients – special polymers, multiple mildewcides and a unique formula — that took the ZINSSER scientists years of research and product development to achieve.

The starting point is a blend of custom-formulated proprietary acrylic resins that have exceptional resistance to mold & mildew growth. The resin system is breathable, allowing moisture to pass through the film, and flexible enough to prevent micro-cracking, chipping and the possible collection of dirt — a



food source for mold & mildew. This unique resin system is also responsible for the long-term durability of PERMA-WHITE, its exceptional adhesion to glossy and hard-to-paint surfaces without sanding or priming and its beautiful white finish.

Then ZINSSER's unique mildewcide "package" — a blend of carefully selected mildewcides and other ingredients — is added to the mold & mildew resistant resin system. The mildewcide package works together with the resin system to provide long-term protection against mold & mildew growth within the coating and at the surface of the film.

This combination results in a unique formula that excels at preventing mold growth in even the most humid conditions, for long periods of time, at a price no more than other premium

paints. This formulation makes PERMA-WHITE different – and better – than other paints and paint additives that tout mold & mildew performance. Try it on your next project. See the enclosed coupon for PERMA-WHITE Mold & Mildew-Proof Interior Paint in a new eggshell sheen. ☉



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

(Cavalier Hotel Continued)

open during the renovation project," she said. "The contractor responsible for hanging the wallcovering is also very pleased with the performance of SURE-GRIP PLUS."

Formulated to make installation easier, SURE-GRIP PLUS provides superior wet tack and slip for easier positioning and offers top resistance to rewetting for demanding applications. And it's ideal for use on all types of commercial wallcovering.

"I'm very satisfied with the PLUS system," Linda said. "Everyone on the beach front should be using it."

With a great reputation and a caring staff, there's no doubt The Cavalier will continue to be a premier hotel resort. And with the help of the ZINSSER PLUS Mold & Mildew-Proof* Commercial Wallcovering System, its new wallcovering will be protected against the damaging effects of mold & mildew. ☉



*Shieldz Plus and Sure Grip Plus contain mildewcides to prevent the growth of mold & mildew on the primer and adhesive film only.

Great NEW Products

In 1849, ZINSSER was founded on the principles of quality and innovation. Our newest products reflect these principles — offering features, benefits & performance of which even our founder, William Zinsser, would be proud!



WALWorks® Wallcovering Tools

WALWorks Wallcovering Tools — a revolutionary new line of wallcovering tools for professionals and do-it-yourselfers — is making its debut this spring.

The new tool collection includes rollers specially designed to hold more adhesive & stripper; super absorbent sponges; ergonomically designed ComfortGrip® snap-off and razor knives; easy-to-read fractional tape measures; heavy-duty smoothing rollers; sturdy prep trays; and a variety of wallpaper and border kits.

This user-friendly tool line features eye-catching colors and innovative features not found in ordinary wallcovering tools. When combined with WalWiz® 3-IN-1 Wallcovering Tool and ComfortGrip® Décor Sheers, the new WALWorks line is a complete self-contained program that offers everything professionals and do-it-yourselfers want or need for easy, successful wallpaper and border projects.



Bulls Eye® French Polish

Woodworkers are already raving about new Bulls Eye French Polish, a revolutionary wiping finish that makes it easy for anyone to achieve a beautiful museum-quality French polish finish in hours — not weeks — like traditional 19th century French polishing.

Bulls Eye French Polish creates a deep, mirror-like, lustrous French polish finish when burnished in multiple coats, so it's great for restoring antiques or finishing fine furniture, cabinetry and other woodworking creations. It can also be applied in one or two wiped-on coats as a quick, hand-rubbed protective finish for bare or previously sealed wood.

An extension of ZINSSER's great performance shellac line, Bulls Eye French Polish is formulated from a select blend of fine dewaxed flake shellacs combined with a unique lubricating solvent that eliminates the need for adding mineral or linseed oil as required in traditional French polishing. The fast film-building formula dries hard in minutes, so even large projects can be completed in just days. And like all ZINSSER shellac-base finishes and sealers, Bulls Eye French Polish has a guaranteed minimum shelf life of three years.



Popular Mechanics
EDITOR'S CHOICE AWARDS

New SKUs Join QuikSand® /PowerSand® Lines

Tough surface prep just got faster and easier with the addition of two new abrasive blocks to the QuikSand & PowerSand lines — QuikSand Tough Prep Abrasive Block for Painted Surfaces and PowerSand Paint & Rust Stripper Super Stripping Block.

Awarded Popular Mechanics prestigious Editor's Choice Award in recognition of outstanding achievement in new product design and innovation, QuikSand for Painted Surfaces strips, scrapes and sands — all with one block — without the mess associated with chemical strippers. Great for removing multiple layers of latex or oil-base paint or varnish from any wood or metal surface, QuikSand for Painted Surfaces is also ideal for stripping loose paint and sanding rough paint edges smooth prior to repainting.

PowerSand Paint & Rust Stripper Super Stripping Block super-charges any palm sander — stripping paint and rust from metal doors, sheet metal, lawn & garden equipment and other flat metal surfaces. It easily feathers multiple layers of paint without chemical strippers and there's never any heat build-up from friction. The non-clogging, non-tearing block always stays sharp and outlasts up to 25 sheets of sandpaper. ☺

PRODUCT PROFILES

Bulls Eye 1-2-3® Inhibits Rust, Fights Mildew and Helps Faux Finishers

Since 1982, professionals and do-it-yourselfers have relied on ZINSSER's BULLS EYE 1-2-3 Primer Sealer to quickly and effectively prime and seal a wide variety of interior and exterior surfaces – new drywall, wood, masonry, metal, glossy surfaces – and more. Well known for its great adhesion without sanding, BULLS EYE 1-2-3 is a “bond coat” primer that's great for hard-to-stick surfaces like old glossy paints and clear finishes, metal, fiberglass, PVC, composites – even glass & tile.

BULLS EYE 1-2-3 has a well-earned reputation as a great stain blocker, permanently and completely sealing stains from crayons, graffiti, greasy spots, tannin – even light water stains. And because it's formulated with high performance proprietary resins, BULLS EYE 1-2-3 is the “go to” primer for binding chalky surfaces like aluminum or previously painted siding – and for priming possibly high pH surfaces like con-crete, stucco, plaster and fast setting joint & texture compounds. More than 20 years after it was introduced, all-purpose, all-surface BULLS EYE 1-2-3 remains

the best universal water-base primer-sealer on the market.

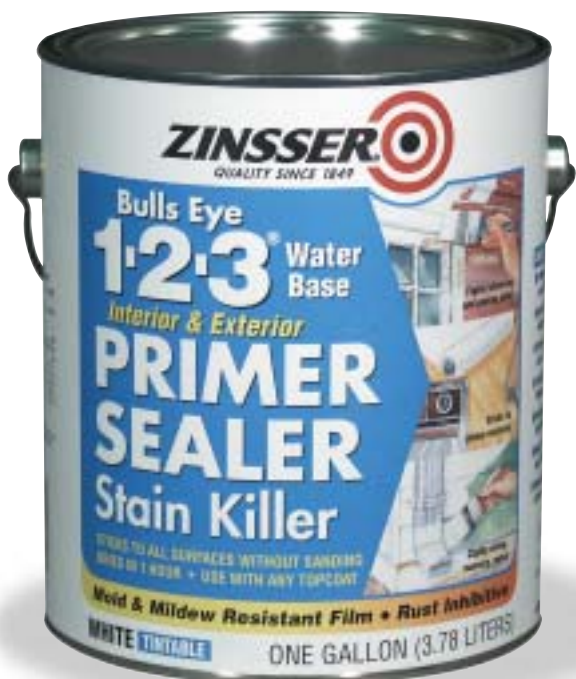
Recently, ZINSSER conducted research that revealed that some features and benefits that make BULLS EYE 1-2-3 such a great water-base primer appear to be among our “best kept secrets”. Did you know that **BULLS EYE 1-2-3 is rust inhibitive?** Or, that **BULLS EYE 1-2-3 is mold and mildew resistant?** Or, that it's **a great first coat for faux finish projects?**

BULLS EYE 1-2-3 inhibits rust formation when applied over ferrous metal such as iron and steel, eliminating the need for a separate, rust-inhibitive primer. Unlike other water-base primers, it dries to a smooth, tight film and resists flash rusting, a common problem when water-base coatings are applied to bare metal. These features have been recognized by professionals for years. But, BULLS EYE 1-2-3 also inhibits long-term rust from developing under the primer film when dry, making it ideal for priming interior and exterior metalwork such as iron railings, steel doors and metal panels.

BULLS EYE 1-2-3 is mildew-resistant – a fact not widely recognized even by professional users – another reason it's great for priming interior and exterior surfaces, including those in mildew-prone areas. It offers effective resistance to the formation of mold & mildew on the underside and surface of the primer film, a benefit that prolongs the life of the paint job.

BULLS Eye 1-2-3 is also an outstanding first coat for decorative painters. It provides a great base coat for any decorative painting or faux finish project — ragging, frottage, marbling, wood graining — even applying a metallic finish, because it has superior sealing qualities and great hold out. And when tinted, it eliminates the need for the first paint coat, saving time and money.

In an industry conspicuous for offering a confusing array of special-duty primers, it's no wonder all-purpose, all-surface BULLS EYE 1-2-3 continues to be the primer of choice for professionals and do-it-yourselfers who demand quality, performance and versatility – all in one can! 🎯



Resists rust flashing/
Inhibits rust formation



Great for priming
mildew-prone areas



An outstanding first coat
for decorative finishes



Great for priming
high pH surfaces like plaster

Reintroducing GARDZ®:

A Unique Sealer with Lots of Applications

In 2000 ZINSSER introduced GARDZ, a unique water-base sealer developed to seal damaged drywall. Originally formulated to penetrate and bind layers of torn facing paper, GARDZ dries to a water-resistant, rock-hard film that resists bubbling and provides an ideal surface for paint or wallcovering. Contractors who used GARDZ discovered they could finish their work much faster since they could apply paint, wallcovering – even texture finish – without waiting for the surface to totally cure.

And it wasn't long before many discovered that in addition to sealing damaged drywall, GARDZ had other great applications. GARDZ is the perfect sealer for new drywall because it protects the surface from future damage. Many professionals use GARDZ

to seal in chalky joint compound seams and skim coat and spackling repairs. It penetrates chalky builder's flat paint and literally glues it to the wall underneath. Some pros tell us they apply it by sprayer over crumbly texture finishes such as popcorn ceilings and that it penetrates these surfaces forming a hard, water-resistant film that prevents new paint or texture finish from dislodging or softening the sensitive surface. It works great over old, bare plaster and even over calcimine, the soft, almost impossible-to-paint surface found mostly in old homes in New England. Increasing numbers of contractors are using GARDZ as an all-purpose sealer for a whole variety of porous surfaces that could create painting problems.

Clearly GARDZ is a versatile, high-per-

formance sealer with uses beyond repairing damaged drywall.

To highlight its versatility and its ability to handle a variety of problem surface challenges ZINSSER redesigned the GARDZ label. New product literature and display materials accompany the newly relabeled GARDZ, including a sample board and a handy, eight-page application guide that illustrates the product's many uses.

In an effort to make more contractors aware of GARDZ and its problem surface applications, ZINSSER will sponsor a "Worst Surface Made Beautiful with GARDZ" contest. Look for contest details later this summer! 🎯



Seals new and damaged drywall and prevents future damage



Seals in chalky paint, joint compound and spackling



Great under or over any skimcoat



Seals crumbly textured finishes

WHO? WHAT? WHERE?

New Guide Offers Homeowners "How To" Advice

Research indicates that people do more home improvement projects in the first few years after purchasing a home than at any other time in their lives. So it makes sense to give them practical, "how to" advice *From the Start!*

That's why ZINSSER's new 16-page, project-based booklet – *From the Start: ZINSSER's Guide to Great Painting, Wallpapering and Other Home Improvement Projects* – will be "tipped" into *The Family Handyman's New Homeowners Guide*, reaching millions of consumers who are purchasing homes through the Century 21/ERA Realtor network. The booklet offers practical advice on priming and painting a variety of surfaces, hanging and removing wallpaper and other home improvement projects using ZINSSER products.

Copies of *From the Start* are also available by contacting ZINSSER's Sales Administration Department at 732-469-8100.



ZINSSER goes to Hollywood

It's not unusual to see ZINSSER's familiar "bull's eye" in paint stores, hardware stores and home centers – but not on the "silver screen"! But late last year, ZINSSER fans and moviegoers got a glimpse of the familiar red logo when it made a cameo appearance in Castle Rock Entertainment's film *Two Weeks Notice*.

In the movie, Lucy Kelson (Sandra Bullock) goes to the Coney Island boardwalk to ponder an offer from billionaire entrepreneur George Wade (Hugh Grant) to save her beloved community center. While there, Lucy encounters a fisherman carrying a 3-gallon pail emblazoned with the distinctive red ZINSSER bull's eye – in cinemascope!

This isn't the first time ZINSSER – and its products – have caught Hollywood's attention. Set designers turned to Bulls Eye® Shellac when they wanted to replicate a 1940s apartment in the recent Jack Nicholson, Diane Keaton movie *Something's Gotta Give* and several ZINSSER products were used on the set of the blockbuster hit *Titanic*.

ZINSSER's Tom Hocevar Named California PDCA Associate of the Year

The California chapter of the Painting & Decorating Contractors Association (PDCA) recently named ZINSSER Sales Representative, Tom Hocevar, its Associate of the Year.

The ZINSSER Rep in northern California since 2000, Tom has eleven years of paint industry experience. He was recognized at the annual PDCA California Convention for his ongoing commitment to member education.

"Contractors are always looking for information that can help them solve problems on the job and ZINSSER has lots of problem-solving products," he explained. "It's only natural that all of us at ZINSSER are committed to sharing our expertise and product knowledge with contractors in our area."

In 2003, Tom made presentations on ZINSSER's line of mold & mildew prevention products at six district meetings of the Northern California PDCA. Tom received a glowing review in the California PDCA newsletter for his presentation at the mid-year meeting in Lake Tahoe after a highly respected contractor proclaimed that what he learned during Tom's presentation more than paid for the cost of his trip to the meeting.

When asked how he feels about the honor, Tom was humble in his response. "I'm sure a lot of ZINSSER people are doing the same thing I'm doing in Northern California in their territories," he said. "But it's definitely nice to be recognized." 🎯

Down Memory Lane

1934

It's 1934 and ZINSSER celebrates 85 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.

The Securities and Exchange Commission is formed in the US. Its aim is to oversee acts of Congress that regulate the securities market and so prevent the recurrence of the abuses of the 1920s and the 1929 Wall Street Crash.

The US Prison Bureau acquires the island of Alcatraz in San Francisco Bay as a site for a new federal prison.

The US Congress establishes the Federal Communications Commission (FCC) to regulate telegraph, cable, and radio traffic.

The refrigerator is designed by Raymond Loewy for Sears Roebuck and Co.

Japan formally denounces Washington treaties of 1922 and 1930, indicating its opposition to the limits these treaties impose on the size of navies in the Pacific.

Outlaws Bonnie Parker and Clyde Barrow are gunned down by lawmen near a northern Louisiana town.

The luxury liner SS *Queen Mary* is launched in Scotland.

FBI agents kill the notorious bank-robber John Dillinger, "Public Enemy No. 1", in Chicago, IL.

Donald Duck makes his debut in Walt Disney's "Wise Little Hen".

Freeze-dried coffee is manufactured in Switzerland.

CASE STUDY

JOMAX® & PERMA-WHITE® Help Hawaii Job Corps Restore the Kawananakoa Wall

A prominent wall surrounding the Kawananakoa Playground Neighborhood Park in Honolulu was recently restored thanks to the students of the Hawaii Job Corps, JOMAX® House Cleaner & Mildew Killer and PERMA-WHITE Mildew-Proof* House & Trim Paint.

The 10,000 square-foot wall, which runs the perimeter of the Kawananakoa Playground Neighborhood Park, was covered with red volcanic dirt and a thick coat of mildew – not unusual for a painted wall on the island, since paint, dirt and high humidity produce the ideal conditions for the growth of mold & mildew. Clinton Jamile, Coordinator of the Volunteers in The Park program for the City and County of Honolulu, recognized that the wall was quickly becoming a community “eyesore” and contacted the Hawaii Job Corps to restore it to its original condition.

Job Corps gets a lesson on mold & mildew

A program of the US Department of Labor operated by the Pacific Educational Foundation, the Job Corps’ mission is to provide at-risk young men and women with career development skills. So the 22 student painters first received technical training on mold & mildew – including product and application information on JOMAX House Cleaner & Mildew Killer and PERMA-WHITE Mildew-Proof* House & Trim Paint. Then armed with the information, JOMAX and PERMA-WHITE, they set out to clean and restore the Kawananakoa Playground Neighborhood Park wall.

The crew first applied JOMAX with a Hudson pump sprayer to remove the dirt and kill the mildew. They were amazed at how quickly JOMAX worked — and how easy it was to use. JOMAX contains an EPA-registered mildewcide, a high-performance detergent and powerful bleach activator that kills mold & mildew while removing tough dirt and stains without scrubbing or power washing. And since JOMAX can be used near plants or shrubs, there was virtually little to no prep work.

Then they painted the wall with two coats of PERMA-WHITE. Guaranteed to prevent the growth of mold & mildew for a minimum of 5 years, PERMA-WHITE dries to a hard, smooth finish and resists dirt pick-up, which can be a food source for mold & mildew. Since school was in session during the four-day project, Clinton and Job Corps members had some concern that the paint odor would be offensive to the children when they were playing. But they were quickly relieved when they discovered that PERMA-WHITE has very little odor. The crew was also impressed with how well self-priming PERMA-WHITE covered the wall in just two coats, including the small holes in the cement surface.

With the Hawaii Job Corps, JOMAX and PERMA-WHITE all on the same team, the wall was restored to its original beauty –and now mildew doesn’t stand a chance in the Kawananakoa Playground Neighborhood Park! 🎯



BEFORE: The wall was covered with volcanic dirt and mold & mildew.



AFTER: The wall is restored to its original beauty with JOMAX and PERMA-WHITE.

RPM is a world leader in specialty coatings, is the holding company that owns ZINSSER Co., Inc. and 35 other independent corporations. Its industrial products include roofing

systems, sealants, corrosion control coatings, floor coatings and specialty chemicals. RPM's consumer do-it-yourself products are used for home maintenance and automotive and boat repair. RPM shares are traded on the New York Stock Exchange under the symbol RPM.

RPM International Inc. recently reported continued strong performance for its 2004 fiscal year, achieving record sales and continued growth in earnings and earnings per share for its third quarter and first nine months, ended February 29, 2004.

RPM reported record net sales of \$480.8 million for the third quarter of fiscal 2004, an increase of \$47.2 million, or 11 percent, compared with the same period a year ago. Organic growth represented 4 percent of the sales increase, acquisition activity over the past 12 months brought 4 percent growth and the remaining 3 percent of the increase was from favorable foreign exchange rates.

Both operating segments strengthened year-over-year during the third quarter. RPM's industrial segment net sales increased by 13 percent, of which 3 percent was organic, led by roofing services sales, 4 percent represented net favorable foreign exchange differences and 6 percent came from bolt-on product line acquisitions during the past year.

RPM's consumer segment continued to advance, with net sales growing by 9 percent over the prior year, of which 6 percent was organic, 2 percent represented net favorable foreign exchange differences and 1 percent came from bolt-on product line acquisitions during the past year.

Net income grew by 23 percent to \$6.0 million compared with the prior year's \$4.9 million, with the margin on sales improving by 0.2%. Third quarter earnings per common share improved to \$0.05, exceeding the \$0.04 a year ago by 25 percent.

For the first nine months of its 2004 fiscal year, RPM reported record net sales of \$1.661 billion. This represents growth of 11 percent over last year, with organic growth of 5 percent, acquisition growth of 3 percent and 3 percent growth from favorable exchange rates. The industrial and consumer operating segments have both achieved solid year-over-year growth through

nine months, increasing 12 percent and 10 percent, respectively, both including net favorable foreign exchange differences and the impact of product line bolt-on acquisitions.

Net income in the first nine months grew by 13 percent to a record \$88.9 million. Nine-month diluted earnings per common share reached a record \$0.76, exceeding \$0.68 a year ago by 12 percent.

Strong cash flow generation from operations of \$42.9 million during the third quarter brought the nine-month total to \$108.8 million, an overall decrease of \$8.5 million compared with the prior-year period, principally due to this year's asbestos-related payments, net of taxes, amounting to \$24.2 million. Cash flows were positively impacted primarily by the \$10.2 million growth in net income and the \$4.5 million increase in depreciation and amortization. Capital expenditures during the first nine months were \$26.2 million and, as expected, remain below depreciation of \$35.3 million. Long-term debt declined \$15.1 million to \$709.8 million in the first nine months as the company improved its debt-to-capital ratio to 43 percent from 45 percent at its previous year end, May 31, 2003.

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**Attn: Sales Service Department
ZINSSER Co., Inc.**

173 Belmont Drive, Somerset, NJ 08873

EXPIRATION DATE: 12/31/04

LIMIT ONE PER CONTRACTOR

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Somerset, NJ 08875

