



Primers



 **RUST-OLEUM**

Original Concentrated Cleaner/Degreaser & Stain Remover

- Performance, ease-of-use, and value!
- Cleans without being toxic.
- Krud Kutter safely removes the toughest stains and everyday messes that most “all-purpose” cleaners can’t touch - grime, grease, pet stains, and crayons.
- It even removes dried latex paint and permanent marker.



House Wash

- Removes the toughest stains from mold, mildew, algae, dirt, grease, oil, sap, oxidation and more.
- Breaks the bond between mold spores and the substrate
- Spray and wash away, no need to pre-rinse and post-rinse surrounding vegetation. Will not harm trees, plants or grasses.
- Compatible with ANY surface.
- No harmful fumes, vapors or unpleasant odors.
- Sizes: 32oz, 56oz, 1gal



Primers are Different Than Paint (Recap)



Primers are '*resin rich*'

- Adhesion
- Seal Porosity
- Block Stains



Paints are '*pigment rich*'

- Durability
- Color retention
- Finish

Zinsser Brand

- At Rust-Oleum, Zinsser primers are a core competency
- Innovative problem-solving products since 1849
- **Market Leader** – preferred by the Pros (65% of all primer purchases) and heavy use consumers (Focused)
- **High value, performance driven products...** "To Paint like a Pro, Prime Like a Pro."



ALLPRIME™



#1 Selling SKU



 **RUST-OLEUM**



 **RUST-OLEUM**

Bulls Eye 123

- All-purpose primer
- 35 degree temp
- Excellent sealer
- Mold and Mildew resistant finish
- Rust inhibitive



ALLPRIME

Interior & Exterior Premium Water-Base



- All-purpose, high performance primer
- Outstanding adhesion
- Excellent sealer – ‘like a coat of plastic’
- Mold and Mildew Resistant Finish
- **Rust Inhibitive**

Interior Exterior



1 hr dry
2 hr stain block
12 hr tannin block



Soap & water cleanup



RUST-OLEUM



Smart Prime

- Waterbased with performance of oil
- Blocks water stains
- High adhesion
- Mold and Mildew resistant



What's Your Go To?

Bulls Eye 1-2-3

- Seals Oil Stains
- Apply in Temps 35 and Above
- VOC: <100 g/l
- Rust Inhibitive

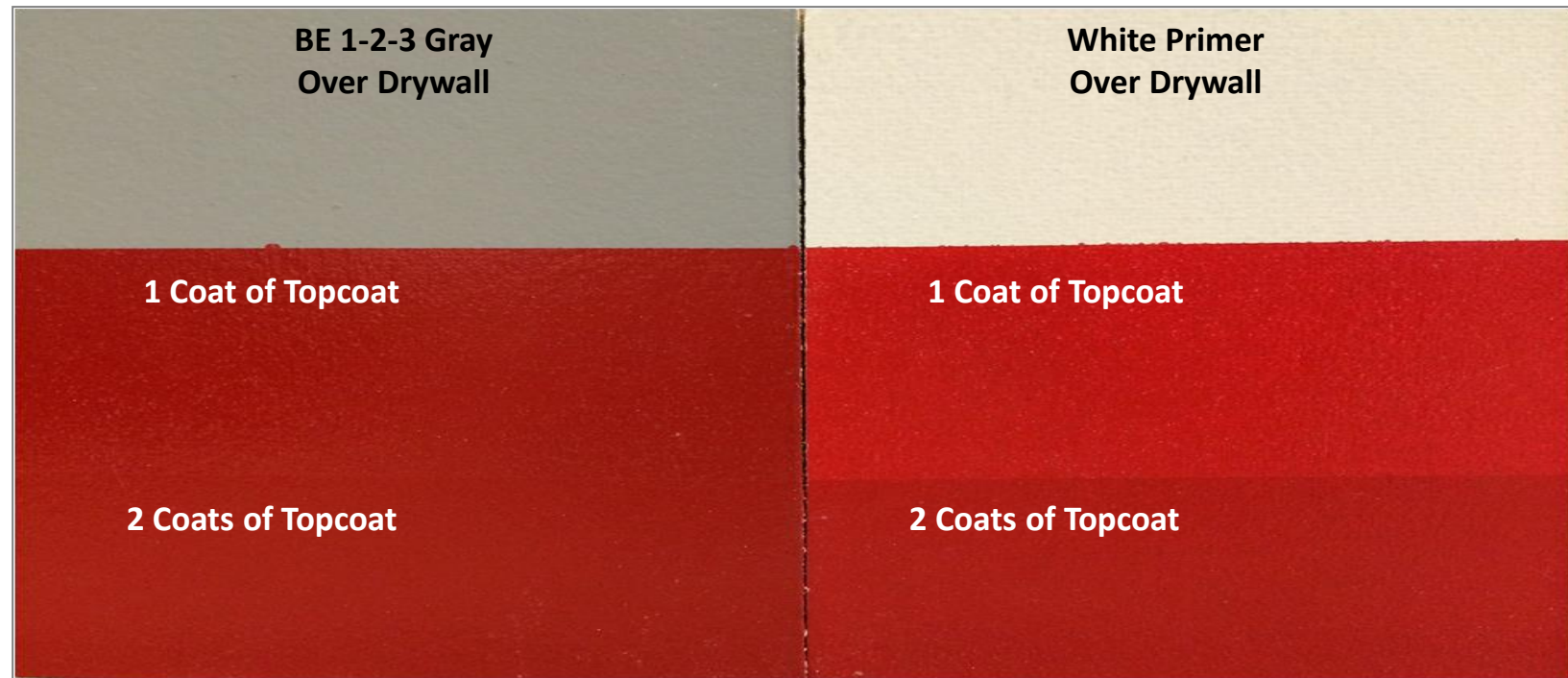


SmartPrime

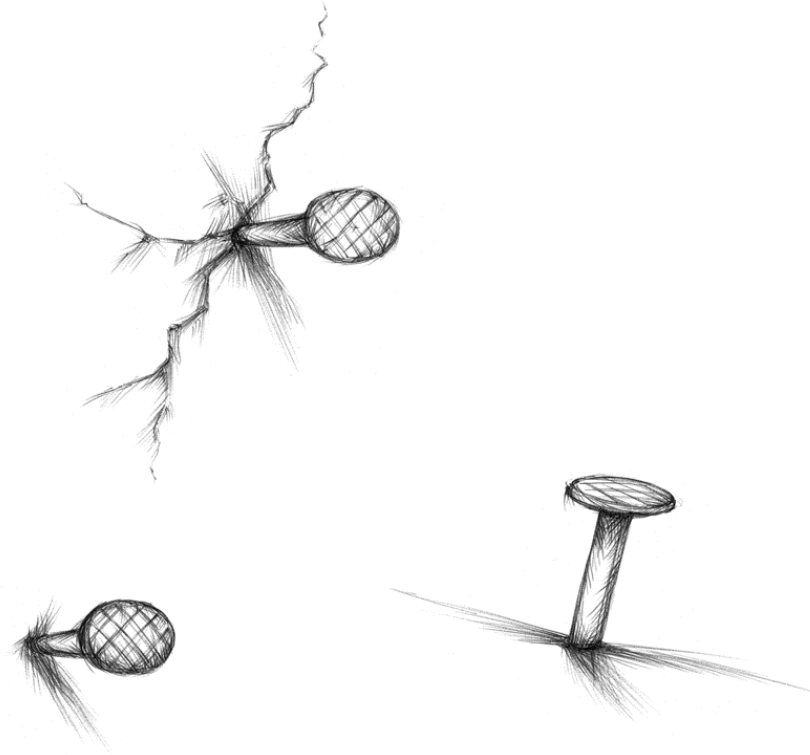
- Seals Oil AND Water Stains
- Apply in Temps 50 and Above
- VOC: <25 g/l



Bulls Eye 1-2-3



Kitchen



Ready Patch

- Full-bodied for heavy spackling
- Ideal for metal, wood, drywall
- Won't sag, crack or shrink
- Can be painted when dry





BIN

Shellac based

Ideal for fire restoration

Ultimate odor sealing

Ultimate stain blocking



ALLPRIME

Shellac-Base Primer Stain Blocker



- Shellac based primer/sealer
- Ideal for fire restoration
- Superior odor sealing
- Ultimate stain blocking
- Excellent adhesion
- Enamel hold out
- Seals knots, sap and tannin
- Ideal for Nicotine

Interior Exterior



45 min dry
45 min stain block
12 hr tannin block



Denatured alcohol cleanup





Cover Stain

Water stains and tannin blocking

Bond coat adhesion

Low VOC versions

Aerosol



ALLPRIME

Interior & Exterior Oil Base



- Oil Based – ideal for water stains and tanning blocking
- Bond coat adhesion
 - Sticks to all surfaces without sanding
- Strong following with Professionals
- 350 VOC and 100 VOC available

Interior|Exterior



1 hr dry (450 VOC)
2 hr dry (350 VOC)



Mineral spirits cleanup



ALLPRIME

ODORLESS Oil-Base Stain Blocker



- Oil base performance ideal for interior use
- Wood, drywall, plaster, concrete
- Water and smoke stains, fire damage, graffiti stains
- Acts as a Dryfall above 8ft
- Seals porous and chalky surfaces
- Top coat with oil or latex paints



30 min touch
2 hr recoat



Mineral spirits cleanup



GARDZ Problem Surface Sealer

○ Binds unstable surfaces

○ Ties down wallpaper adhesive

○ Seals drywall

○ Applies white dries clear



30 min touch
3 hr top coat



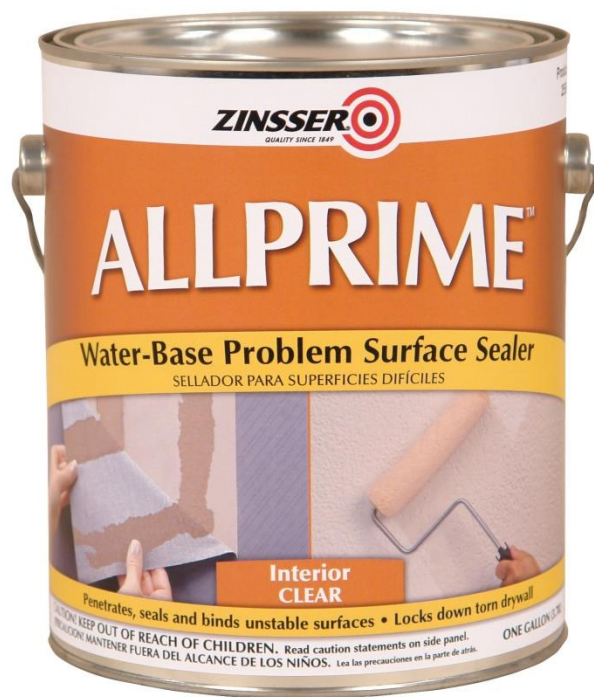
Soap & water cleanup



RUST-OLEUM

ALLPRIME

Water-Base Problem Surface Sealer



- Binds unstable & crumbling surfaces
- For Wallpaper adhesive, torn drywall, patched areas
- Seals drywall and prevents bubbling
- Applies white, dries clear



30 min touch
3 hr top coat



Soap & water cleanup



RUST-OLEUM

ALLPRIME

Wallcovering Primer



- Mildew-resistant
- Hides, primes, seals, and sizes in one coat
- Prepares all surfaces for hanging all wallcovering



ALLPRIME

Interior Water Base



- Multi Purpose Primer/Sealer
- Heavy bodied – high hiding
- Sands easily
- Very low odor
- Great adhesion
- Addresses most priming needs



1 hr dry
2 hr stain block
12 hr tannin block



Soap & water cleanup



RUST-OLEUM

ALLPRIME

Interior Oil Base



- Primer/Sealer and Stain Blocker
- Seals porous surfaces for a smooth, uniform finish
- Dries fast & flat
- Very low odor
- High hiding – one coat covers dark colors



1 hr dry
2 hr stain block
12 hr tannin block



Mineral spirits cleanup



ALLPRIME

Multi-Purpose Primer Sealer



- Multi Purpose Primer/Sealer
- Outstanding hide
- Dries fast & levels flat
- Very low application odor
- Excellent adhesion
- Perfect for brush, spray, and roll applications

Interior | Exterior



1 hr dry
2 hr stain block
12 hr tannin block



Soap & water cleanup



 **RUST-OLEUM**

ALLPRIME

Urethane Modified Adhesion Bonder



- White bonder/primer/sealer
- Water-base
- For hard-to-stick-to surfaces
- Interior/exterior
- 3 hours dry to topcoat
- 100 VOC nationally compliant
- Apply down to 35° F



RUST-OLEUM



Odor Killing Primer

Superior odor control

Kills existing odors

Used on floors, subfloors, walls, and more



Peel Stop Triple Thick



ALLPRIME

High Build Bonder for Peeling Paint



- High building, hazy clear bonding primer
- Use to fill in and level rough surfaces
- Improves appearance and extends life of older surfaces
- Water-base
- Builds up to 60 mils wet/30 mils dry
- Flexible, breathable, won't crack
- 100 VOC nationally compliant
- Turns from milky white to hazy clear



RUST-OLEUM



Mold Remediation Primer Family

Our Mold Killing Primer products offer an easy and effective way to kill and block mold while preparing surfaces for top coat paint

- Kills existing mold, mildew, odor causing bacteria, and any other fungal organisms
- Paint directly over mold
- Superior performing primer
- EPA Registered
- **NEW** Mold Blocking Primer Spray



Ideal System – Mold Killing Primer + Perma-White

- Step 1: Mold Killing Primer
 - Kills mold on contact
 - Covers mold stains
- Step 2: Perma-White
 - Prevents growth of mold on the paint surface
 - Creates a beautiful finished look
 - Tints to pastel – mid tones



ALLPAINT

Mold & Mildew-Proof Interior Paint



- Mold and Mildew Proof Paint
 - Prevents mold and mildew growth for 5 years on the paint film only
 - Contains EPA registered mildewcides
- Available in Interior Only
- Durable, long lasting finish
- Low odor, water base
- Tint to off-white, pastel or mid tone colors



Dryfall Coating

- Spray applies to ceilings and upper walls, overspray dries to a dustlike finish
- Low odor, low VOC
- Flat finish
- Overspray dries within 10 feet
- Available in white and black; may be topcoated, if desired
- Great for industrial/commercial environments



Block Filler

- Bringing thick coating expertise to the category
- Fortifies Zinsser's primers line – a coating for all surfaces
 - Complements Perma White and other top coats for a system sell
- Provides a pinhole free finish for a smooth topcoat over concrete block
- 2X the thickness and adhesion of competitive concrete primers
- Eliminates concrete salt damage (efflorescence)
- Excellent alkali resistance



Zinsser Waterproofing

- A complete portfolio of ZINSSER masonry waterproofing solutions
- Industry leading waterproof paints
 - Up to 34 PSI protection
 - Always a ultra smooth finish
 - Backed by the best waterproof guarantees
- Clean, repair, and prep your interior & exterior masonry surfaces for waterproofing



Zinsser Waterproofing - Sundries

Zinsser® WATERTITE® Etch and Cleaner quickly removes efflorescence and restores a stain-free surface, preparing the painting, patching, and waterproofing



Zinsser® WATERTITE® Hydraulic Cement adheres to wet surfaces and expands as it dries to fill deep cracks and holes, creating a watertight seal in just five minutes.



Zinsser® WATERTITE® Polyurethane Sealant permanently seals deep cracks and holes by filling joints and staying flexible over time



SW Crossover

S-W Product Name	R-O Product Name	ALLPrime/Zinsser Gallons
LOXON Concrete & Masonry Primer/Sealer	Zinsser Lock Down Primer	322989
LOXON Acrylic Conditioner	Zinsser Lock Down Primer	322989
LOXON Water Blocking Primer/Finish	Zinsser Water Tite LX	270267
LOXON Acrylic Block Surfacers	Zinsser Block Filler 2X	293245
Multi-Purpose Interior/Exterior Latex Primer/Sealer	INT/EXT WATER-BASE PRIMER SEALER FOR ALL SURFACES	250960
Premium Wall & Wood Primer	INT/EXT WATER-BASE PRIMER SEALER FOR ALL SURFACES	250960
Harmony Wall Primer	ZERO VOC PRIMER	291072
Extreme Bond Primer	URETHANE MODIFIED ADHESION BONDER	307143
Drywall Primer	Zinsser Drywall Primer	1501
White Pigmented Shellac Primer	SHELLAC-BASE PRIMER STAIN BLOCKER	255711
White Synthetic Shellac Interior Stain Blocking Primer	Zinsser BIN Advanced Primer/Sealer	270976
Fast Drying Primer	INT/EXT OIL-BASE PRIMER & STAIN BLOCKER	3651, 3820, 344655
Multi-Purpose Interior Oil-Based Primer	INT/EXT OIL-BASE PRIMER & STAIN BLOCKER	3651, 3820, 344655
All Surface Enamel Latex Primer	INT/EXT WATER-BASE PRIMER SEALER FOR ALL SURFACES	250960
All Surface Enamel Oil Primer	INT/EXT OIL-BASE PRIMER & STAIN BLOCKER	3651, 3820, 344655
Water Blocking Primer/Finish	Zinsser Water Tite LX	270267
Loxon Concrete & Masonry Primer	Zinsser Lock Down Primer	322989
PrimeRx Peel Bonding Primer	HIGH BUILD BONDER	307140
Loxon Conditioner	Zinsser Lock Down Primer	322989
Drywall Conditioner	WATER-BASE PROBLEM SURFACE SEALER	255646
A-100 Exterior Fast Dry Stain Blocking Alkyd Wood Primer	INT/EXT OIL-BASE PRIMER & STAIN BLOCKER	3651, 3820, 344655

RECAP

Thank You!