

10 pointers for painters

A Primer On Stain Blocking

(NAPSA)—Water leaks, grease splatters—even sticky-fingered children—can cause common stains on painted surfaces in and around your home.

Unfortunately, if you try to cover a stain with a fresh coat of paint, the stain will probably bleed through—no matter how many coats of paint you apply. Fortunately, high-quality stain-killing primers are specifically formulated to permanently block stains and prevent them from ruining your new paint job.

Which primer should you use? It depends on the stain. Just follow this advice from the stain-blocking experts at Zinsser.

Oil-Soluble Stains: For oil-soluble stains like kitchen grease, crayon, lipstick, graffiti, tar and asphalt stains, use a water-base stain-killing primer, like Zinsser's Bulls Eye 1-2-3®. It's great for blocking oil-soluble stains on any paintable surface—inside and outside your home.

Water-Soluble Stains: If you try to block a water-soluble stain—like common water stains and stains from markers, ink, food, nicotine, rust—with a water-base primer, the stain is likely to "rewet." Oil-base stain-killing primers, like Cover Stain®, are specially formulated to block water-soluble stains in just one coat. And because Cover Stain is an interior/exterior primer-sealer stain killer, it's great for trapping tannins and preventing bleed-



You don't have to let stubborn stains ruin your beautiful paint job. There are stain-blocking primers that can help.

through from high-tannin-content wood like cedar and redwood. *Tip from the pros:* To cover water and other common overhead stains, use a vertical aerosol like COVERS UP™ Stain Sealing Ceiling Paint. It matches most acoustic ceiling tiles, so it's great when you want to cover a spot or two.

Severe Stains: For the most severe stains—like stains from fire, smoke and severe water stains—use a shellac-base primer-sealer stain killer, like B-I-N®. The natural shellac resins in B-I-N permanently block the most severe stains better than any oil-base or water-base primer. It's the ultimate performance primer!

For more information on Zinsser's complete line of primers and for more helpful home improvement tips—visit www.zinsser.com. Or call 732-469-8100.