

Paint Like A Pro For A Look That Lasts

(NAPSA)—One of the easiest home improvement projects—one that will add the most value to your home for the least amount of money—is painting. It's easy to keep your paint job looking great so it continues to add value to your home for years to come. Just do what professional painters do: Use one coat of primer and one coat of paint instead of two coats of paint. Here's why:

- **Primers hide previous colors—even the darkest blues and deepest reds—far better than paint alone and prevent them from showing through or changing the color of the top-coat.** They'll make your new color look more vibrant and even. Here's a little secret: By tinting your primer toward your paint color, you'll use less paint—plus get all the benefits of priming. Just ask your paint store or home center associate to add one half the same colorant they use to mix your paint.

- **Primers work hard to block stains.** 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. Quality primers seal in stains and prevent them from ruining your paint job.

- **Primers prevent common paint problems.** Because primers are formulated to prevent problems such as cracking, peeling and blistering, they'll make any painted surface more durable, washable—and last much longer.



Prime before you paint to keep your paint job looking great for years.

- **Primers provide a sound base for paint.** Paint is formulated to provide rich, beautiful color—but don't expect it to do a primer's job. High-quality primers are rich in resin and provide a firm base for paint to adhere. Primers such as Zinsser Bulls Eye 1-2-3® even stick to glossy, hard-to-paint surfaces without sanding, so you can paint paneling, cabinets, glossy paints, vinyl siding and more.

For more information on the complete line of Zinsser primers—and for more helpful home improvement tips to make your next painting or home improvement project faster and easier—visit www.zinsser.com.