

10 pointers for painters

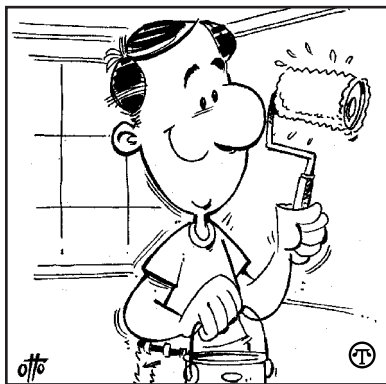
Start Your Next Paint Job With A Fresh "Canvas"

(NAPSA)—Professional painters recognize that a quality paint job starts with surface preparation. Just like an artist, who carefully prepares a canvas before he begins to paint, a good painter prepares the surface to ensure that existing colors, stains and imperfections don't compromise his work. The use of a quality stain-killing primer is an essential part of his "prep."

Whether you're painting a new house or an old apartment, it's important to use a high-quality primer-sealer such as ZINSSER's Bulls Eye 1-2-3 Primer-Sealer, before you paint. Here's why:

- A quality primer creates a sealed, consistent surface so paint spreads further and will be more uniform in color and sheen. If the surface has been previously painted, priming will help keep the previous color from showing through and create a more uniform finish. If you're painting new dry-wall or painting over "builder's flat," a paint that's often found in new homes, priming seals these porous surfaces. That means you'll use less paint and create a more even, consistent finish. Hint: Tinting your primer toward the color of your paint will help the topcoat cover in just one coat.

- A quality stain-killing primer blocks stains and prevents them from bleeding through the topcoat. Ever try to paint over a water stain, crayon mark or kitchen grease? It's almost impossible to cover them completely without priming before you paint. Water-based stain-killing primers,



Priming before you paint can help assure a smooth, even finish with uniform color and sheen.

such as ZINSSER's Bulls Eye 1-2-3 Primer-Sealer, are great at sealing oil-soluble stains like kitchen grease, lipstick and crayon. For water stains or other water-soluble stains, like smoke or ink, use a shellac-based primer, such as ZINSSER's B-I-N Primer-Sealer or an oil-based primer, such as Cover Stain Primer-Sealer.

- These primers are formulated to stick to glossy surfaces without sanding. Unlike ordinary paint, which will not stick to glossy paint or other slick surfaces, these bonding primers are formulated to stick to glossy surfaces without sanding. That means you can paint over ceramic tile, enamel paint—even Formica cabinets—when you use a primer as your first coat.

For more information about primer-sealers and helpful home improvement tips, visit www.zinsser.com or call 732-469-8100.