

# THE INSIDE JOB

## Tips For A Professional Paint Job

(NAPSA)—Ask professional painters how they get consistently beautiful results every time and you'll get one consistent answer: First prime, then paint.

In fact, research shows that one coat of tinted primer and one coat of paint will give you a better looking, longer lasting paint job than two coats of paint. Here's why:

- **Primers provide a foundation for paint.** Ordinary paint is formulated to provide rich, beautiful color in your home—but don't expect paint to do a primer's job. High-quality primers like ZINSSER's Bulls Eye 1-2-3 are much richer in resin than ordinary paint and stick to the surface to provide a firm base for paint. Plus, Bulls Eye 1-2-3 sticks to glossy, hard-to-paint surfaces—paneling, cabinets, glossy paints and vinyl siding—without sanding.

- **Primers make your colors look better.** Because they create a sealed, stain-free surface for paint, primers make your colors look vibrant and beautiful. They hide previous colors—even dark blues and reds—and prevent them from showing through your new paint job.

- **Primers prevent common problems.** Because primers are specifically formulated to prevent problems like cracking, peeling



and blistering, they'll make any painted surface more durable, washable—and last much longer!

- **Primers save you money.** One gallon of high-quality paint costs more than one gallon of high-quality primer. By tinting your primer towards your paint color, you'll use less paint and get all the benefits of priming, without adding an extra step. And tinting a primer is easy! Bulls Eye 1-2-3 (for light and pastel colors) and Bulls Eye 1-2-3 Deep Tint (for medium and dark colors) are specially formulated for tinting. Just ask your paint store or home center clerk to add the same colorant they use to mix your paint to your primer.

For more helpful "tips" for a professional quality paint job, visit [www.zinsser.com](http://www.zinsser.com). Or, call ZINSSER at 732-469-8100.