

## Advanced Water-Base Primer-Sealer

All surface, all purpose primer, sealer & stainkiller

- Low odour, water based formula.
- Primer, sealer and stainkiller.
- Based on Hydro Pliolite® resin.
- Blocks the toughest of stains – even water and smoke.
- For any interior / exterior surface.
- Dries in 30 mins, recoat in 1 hour.
- 12.5pH Alkali resistant with Ultra low VOC.



## Shellac-Base Primer-Sealer

Ultimate Performance Stain Killer

- Ultimate performance primer-sealer.
- Permanently blocks odours.
- Unparalleled adhesion to any surface without sanding.
- For interior and spot exterior use.
- Seals knots and sap streaks.
- Dries in just 15 minutes.
- Recoatable in 45 minutes.
- Tintable to mid tone colours.



## Water-Base Primer-Sealer

All surface, all purpose primer, sealer & stainkiller

- Interior and exterior.
- Adheres to all surfaces without sanding.
- Seals stains, graffiti and tannin bleed.
- Mould and mildew resistant film.
- Rust inhibitive – great for new metal.
- Dries in 30 minutes, recoatable in 1 hour.
- Tintable to mid tone colours.



## Oil-Base Primer-Sealer

Sticks to all surfaces without sanding

- Interior and exterior.
- Adheres to all surfaces without sanding.
- Seals water, smoke and nicotine stains.
- Our best exterior wood sealer.
- Blocks cedar and redwood bleed.
- Touch dry in 35 minutes.
- Recoatable in 2 hours.
- Tintable to mid tone colours.



**ZINSSER** makes it easy.  
QUALITY SINCE 1849



**Repainting Kitchen Cabinets** - Start by removing all doors, drawers, handles and hardware. Wipe surfaces clean and allow to dry. Prime with one coat of B-I-N® Primer-Sealer to form a sound base for the topcoat, block dark stains or colours and seal knots and sap streaks. B-I-N® cures fully through faster than any water-base or oil-base primer - allowing you to get back to using your cabinets. Let B-I-N® dry for about an hour then apply two coats of an oil-base topcoat in the colour of your choice.



**Painting dense, glossy surfaces** - Before you can tackle projects like painting GRP, wrought iron, metal ductwork, glossy panelling, bathroom tile - or other dense, glossy surfaces - prime with a Zinsser primer-sealer. They are formulated to stick to hard, slick or glossy surfaces without tedious sanding, so they create a uniform surface that allows paint to grip and cover evenly.



**Painting Panelling** - Don't expect ordinary paint to stick to panelling alone. Clean panelling thoroughly to remove any wax or oil. Fill any nail holes and grooves with Ready Patch™ filling compound and sand smooth. Prime with B-I-N® Primer-Sealer to hide dark colours and create a reliable base for your topcoat. Finish with one or two coats of quality paint.

*Tip from the Experts: Have your retailer tint the primer toward the colour of your paint and you will use less paint! Research shows that one coat of tinted primer and one coat of paint will give you a better paint job than two coats of paint.*

**Solve other common paint problems with these ZINSSER products...**



William Zinsser (UK) Ltd., Portobello Industrial Estate, Birtley,  
Chester-le-Street, County Durham, DH3 2RE.  
Tel: +44 (0)191 410 6611 • Fax: +44 (0)191 492 0125  
Email: enquiries@tor-coatings.com • www.zinsseruk.com

An RPM Company

**ZINSSER**  
QUALITY SINCE 1849

**ZINSSER**  
QUALITY SINCE 1849

Specialist primers, sealers & stain killers

# For a great paint job...



Prime with...  
**ZINSSER**  
first

## Why should you use a Primer-Sealer?

### To seal porous surfaces

- Builder's flat paint • Bare drywall • Stucco
- Concrete/masonry • Raw wood
- Weathered aluminium • Filled areas

**Benefit:** Uniform colour and sheen with one topcoat.

### To permanently block stains

- Water stains • Knots and sap streaks • Tannin bleed
- Nicotine • Mildew stains • Food/beverage • Pet stains
- Graffiti • Ink • Crayon

**Benefit:** Prevents stains from bleeding through the topcoat and ruining the job.

### To hide dark colours and surfaces

- Decorative colours • Faux finishes • Panelling
- Wallcovering • Borders • Stained cabinets

**Benefit:** Prevents colours from showing through or changing the colour of the topcoat. Try tinting the primer for even better results.

### To adhere to glossy, hard-to-paint surfaces without sanding

- Finished woodwork • Old glossy paints • Glass
- Ceramic tile • PVC piping • GRP/shutters
- Formica® • Finished metals • Decorative tile

**Benefit:** Develops a strong, reliable base to which your topcoat can adhere.

### To extend topcoat longevity, washability and durability

- Improves flexibility and adhesion of topcoat.
- Prevents cracking, peeling, chalking, blistering and bleed-through.

**Benefit:** Helps prevent frequent, costly repainting.

## Water-Base



Zinsser Bulls Eye 1-2-3 Plus Primer-Sealer is a next generation interior/ exterior primer that offers the performance of a solvent-based primer in an advanced water-based formula. Containing Hydro Pliolite™, a revolutionary resin with powerful stain blocking capabilities and excellent adhesion, it combines incredible stain blocking power with quick drying convenience,

exceptional flow and levelling and outstanding adhesion to glossy surfaces – interior and exterior.

### Seals & traps smoke & water stains



Water stains      Smoke Stains

- Graffiti ■ Markers ■ Grease ■ Rust ■ Cedar & Redwood tannin ■ Creosote ■ Cigarette smoke ■ Soot ■ Bitumen stains

### Mould & mildew resistant



Ceramic tiles      Recoat in 1 hour

- Bath & Laundry rooms ■ Panelling & Trim ■ Chalked aluminium ■ Ultra low VOC

### Excellent adhesion - Rust inhibitive



Wax-free varnishes      Steel & galvanised metal

- Enamel paints ■ Woodstain ■ Formica® ■ PVC ■ Fibreglass ■ Vinyl

### Primer for all projects - interior & exterior



Exterior surfaces      Interior surfaces

- Wood ■ Varnished surfaces ■ Plaster ■ Concrete ■ Gloss enamels ■ Hardboard ■ Glass ■ PVC ■ Ceramic tiles.

## Shellac-Base



The original stain-killing Primer-Sealer. Introduced in 1946 and still unmatched in performance. 100% white pigmented shellac, B-I-N blocks the worst stains, seals in the toughest odours and bonds tightly to glossy and dense surfaces. B-I-N seals in knots and sap streaks, grease stains, fire odour, and seals new wood. It's great as a general primer and

as a spot primer. No other primer performs as effectively or dries and cures as quickly as B-I-N.

### Blocks tough stains



Water stains      Graffiti

- Knots ■ Severe Smoke & Fire Damage ■ Rust ■ Soot ■ Food / Beverage ■ Interior Cedar/Redwood bleed

### Penetrates & seals in odours



Fire Damage      Musty mould & mildew

- Pet odours ■ Moth balls ■ Fireplace odours ■ Nicotine

### Spot primer



Filler repairs      Knots

- Bare wood ■ Greasy, oily areas ■ Make-up ■ Ink, Crayon stains

### Best over / under glossy paints



Kitchen cabinets      Trim & Doors

- Shelving ■ Panelling ■ Bare wood ■ Tile ■ Metal ■ Varnished trim ■ Formica®

## Water-Base



Introduced in 1982, Bulls Eye 1-2-3 was the first truly effective water-base primer-sealer, and today it is still the most effective water-base primer and bond coat. Bulls Eye 1-2-3 is an outstanding all-purpose, all surface primer, which is great for all interior and exterior surfaces. Its unique acrylic, latex formula sticks to the glossiest

surfaces and blocks difficult stains from appearing on your interior and exterior painted surfaces.

### Flexible - Bleathable - Durable



Exterior wood      GRP/shutters

- Masonry / concrete ■ Brick ■ Stucco ■ Aluminium

### Penetrates & seals porous surfaces



Bare drywall      Chalky aluminium siding

- Builder's flat paint ■ Bare wood ■ Cinder block ■ Masonry/Concrete ■ Stucco ■ HardiPlank®

### Adheres to hard-to-paint surfaces without Sanding



Ceramic tiles      Panelling

- Formica® ■ Glass ■ PVC piping ■ Metal doors ■ Gutters/Downspouts

### Low odour - Soap & water clean up



Homes      Workplaces

- Schools ■ Hotels ■ Hospitals

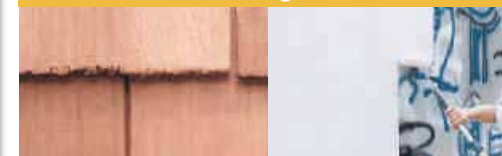
## Oil-Base



This unique oil-based primer is formulated to be recoated in only two hours and yet remain flexible and durable enough for priming a variety of interior/exterior surfaces. Cover-Stain is breathable for top exterior performance and is an effective stain barrier. For painters who prefer and need oil-base performance, Cover-Stain will provide top

quality results and has great application properties.

### Blocks tough stains



Cedar / redwood      Exterior graffiti

- Nicotine/Tobacco stains ■ Water stains ■ Minor smoke and fire damage ■ Crayon, ink, pencil

### Penetrates & seals porous surfaces



Wood siding      Wood trim

- Panelling ■ Unfinished furniture ■ Filled areas

### Adheres to hard-to-paint surfaces without Sanding



Formica®      Metal cabinets

- Finished metals ■ Panelling ■ Glossy Finishes ■ Shelving/Bookcases

### Ideal primer for use under textured and Artex finishes



Artex ceilings      Textured walls

## Product Selector

Recommended primer application information.

### Interior Surfaces

	B-I-N®	Bulls Eye® 123 Plus	Cover Stain®	Bulls Eye® 123
Drywall	E	E	E	E
Plaster (1)	G	E	G	E
Limewash / Lime Plaster	NR	E	NR	E
New Wood Trim / Doors	E	E	E	G
Plywood	G	G	E	G
Brick	NR	E	NR	E
Concrete (1)	G	E	G	E
Galvanised New (3) / Old	NR	E	NR	E
Aluminium/Stainless Steel	G	E	G	E
Plasticol™	E	E	E	E
Fibreglass / GRP	NR	E	NR	E
Glossy Paints / Glass	E	E	E	E
Varnish / Woodstain	E	NR	NR	NR
Clear Finishes	E	G	G	G
Wood Panelling / Laminates	E	G	G	G
Ceramic Tiles	G	E	G	E
Formica®	E	G	G	G
Wallcovering (non-porous)	E	E	E	E
Powder Coatings	E	E	E	E
Acoustic Tiles	NR	E	E	E

### Exterior Surfaces

Cedar & Redwood	*	G	E	G
Plastisol™	*	E	E	G
Pressure Treated Wood	*	E	E	E
Brick	*	E	NR	E
Concrete / Stucco	*	E	G	E
Glossy Paints / Glass	*	E	E	E
Galvanised New (3) / Old	*	E	NR	E
Aluminium / Stainless Steel	*	E	G	E
Wrought Iron / Cast Iron / Copper	*	E	E	NR
Lead / Asbestos	*	E	NR	E
PVC	*	E	G	E
Powder Coatings	*	E	E	E

### Stains & Odours

Tannin Bleed	E*	G	E	NR
Knots & Sap	E*	NR	NR	NR
Flash Rusting	E*	E	G	E
Smoke & Fire Damage	E*	E	E	NR
Water Damage	E*	G	E	NR
Nicotine / Tobacco	G	G	E	NR
Mildew / Mould Stains (2)	E*	NR	E	NR
Grease	E*	E	E	E
Tar / Bitumen / Asphalt	NR	E	NR	E
Creosote	NR	E	NR	G
Odour Sealing	E*	NR	NR	NR
Lipstick / Crayon	E*	E	G*	E

E = Excellent (Best recommendation) G = Good (May be used on this surface) NR = Not Recommended.  
**Notes:** \* Use B-I-N for spot priming on exterior surfaces. 1) Allow new plaster/cement & stucco to cure 60-90 days before coating. 2) Use Blackfriar Fungicidal Wash to remove mould/mildew before priming. 3) Degrease new galvanised steel with methylated spirit before priming. Read instructions on product container for further information.