

ZINSSER'S PRIMED FOR THE FUTURE.





The 1940's Zinsser® factory & offices, New York City.



A LEGACY OF LEGENDARY INNOVATION.



A 1930's Zinsser® Bulls Eye Shellac poster.



Mr William Zinsser.

Founded by William Zinsser (left) in 1849, ours is the pioneering brand that introduced shellac finishes to the US market.

The success of our shellac based products led to the launch of a groundbreaking 4-in-1 primer named Bulls Eye – now known as B-I-N® – that is universally respected by professional painters the world over.

For nearly 175 years, Zinsser® has been at the forefront of specialist primer technology and is responsible for many market firsts including Bulls-Eye® 1-2-3, the world's first all-purpose water-based primer-sealer.



An original 1982 US Zinsser® Bulls Eye® 1-2-3 pack design.



THE LEGEND CONTINUES.

At Zinsser®, we're committed to creating innovative and top-quality paint products that have minimal environmental impact, all while meeting the needs of professional painters.

In depth research and development over the last decade has led us to the launch of our newest innovation: **B-I-N® AQUA**.

B-I-N® AQUA is a groundbreaking, water-based, 4-in-1 primer, that offers the same trusted performance advantages as our renowned B-I-N® and more.

"B-I-N® AQUA has the lowest practicable level of VOCs. It offers the same trusted performance as Zinsser B-I-N® in a water-based formula."

Andy Shaw,
Technical Director, Zinsser(UK).

MAXIMUM PERFORMANCE. TRACE VOCs.

As regulations and the environmental consciousness of painters evolve, manufacturers like us are challenged to reduce the amount of volatile organic compounds (VOCs) in our products. We're fully committed to this cause for the long term.

Our mission with **B-I-N® AQUA** was to achieve the lowest practicable VOC level and we've succeeded. With less than 0.1% VOCs, **B-I-N® AQUA** achieves the British Coatings Federation's Trace VOC Globe, highlighting the product as having the lowest practicable level of VOCs.

As a manufacturer certified to ISO14001:2015, our commitment to environmentally responsible practices has been further acknowledged with our 2021 Silver EcoVadis medal in recognition of sustainability.

Through the adoption of a water base and the replacement of shellac (the active component in our original B-I-N® formula) with a highly durable and robust resin, we've been able to maintain the same level of excellent performance, while offering the added advantage of outdoor use. This is limited to spot application in the original Zinsser® B-I-N®.



KINDER TO THE ENVIRONMENT.

The innovative water-based formula contains only trace elements of VOCs (<0.1%).



KINDER TO YOUR PAINTBRUSH.

Easy soap & water clean-up that's less abrasive to your brush or roller.



A BREATH OF FRESH AIR.

Ultra-low odour makes for more comfortable paint application.



4-in-1 PRIMER-SEALER.

Effectively primes, seals, blocks stains & locks in problem odours.



START FAST, FINISH FASTER.

Lightning fast drying time of 25 minutes, recoatable in 45 minutes.



EXCELLENCE INSIDE & OUT.

Suitable for a wide range of interior/exterior applications.

MULTI-SURFACE. MULTI-PURPOSE.



VARNISH.

With an advanced, high-hiding formulation, **B-I-N® AQUA** can be used as a full-surface primer on varnish, glossy paint, wood panels, building boards, PVC, plywood, concrete & more.



STAINS & TANNIN BLEED.

B-I-N® AQUA's specialist, stain-killing formula efficiently blocks tannin bleed & water, grease, oil, mildew, crayon & lipstick stains.



KNOTS & SAP STREAKS.

B-I-N® AQUA delivers effective knot blocking & seals resin and sap streaks.



SMOKE & FIRE.

Brilliant for priming damaged surfaces, **B-I-N® AQUA** blocks smoke stains & seals odours from fire damage, nicotine, soot, fireplaces & heaters.

HOW DOES B-I-N AQUA MEASURE UP?

B-I-N® AQUA	BULLS EYE 123®	BULLS EYE 123+®	B-I-N®	COVERSTAIN®	Interior
EX	EX	EX	EX	EX	Drywall
EX	EX	G	G	G	Plaster(1)
EX	EX	NR	NR	NR	Lime Plaster
EX	G	EX	EX	EX	New Wood Trim/Doors
VG	G	VG	G	EX	Plywood
EX	EX	EX	G	G	Brick
EX	EX	G	G	G	Concrete(1)
EX	EX	NR	NR	NR	Galvanised Metal New (3)/Old
EX	EX	G	G	G	Aluminium/Stainless Steel
EX	EX	NR	NR	NR	Fibreglass/GRP
EX	EX	EX	EX	EX	Glossy Paints/Glass
EX	NR	VG	EX	NR	Varnish/Clear Finishes
EX	NR	VG	EX	EX	Woodstain
EX	VG	VG	EX	G	Wood Panelling/Laminates
EX	EX	EX	G	G	Ceramic Tiles
EX	G	EX	EX	G	Formica®
EX	EX	EX	EX	EX	Wallcovering (non-porous)
EX	EX	EX	NR	NR	Powder Coatings
EX	EX	EX	NR	NR	Acoustic Tiles

B-I-N® AQUA	BULLS EYE 123®	BULLS EYE 123+®	B-I-N®	COVERSTAIN®	Exterior
VG	G	VG	*	EX	Cedar & Redwood
EX	G	EX	*	NR	Plastisol™
VG	G	VG	*	EX	Pressure Treated Wood
EX	EX	EX	*	G	Brick
EX	EX	EX	*	G	Concrete / Stucco
EX	EX	EX	*	EX	Glossy Paints
EX	EX	EX	*	NR	Galvanised Metal New (3)/Old
EX	EX	EX	*	G	Aluminium/Copper
NR	G	NR	*	EX	Wrought Iron/Cast Iron
EX	EX	EX	*	NR	Lead/Asbestos
EX	EX	EX	*	G	PVC(4)
EX	EX	EX	*	NR	Powder Coatings

B-I-N® AQUA	BULLS EYE 123®	BULLS EYE 123+®	B-I-N®	COVERSTAIN®	Stains & Odours
EX	NR	VG	EX*	EX	Tannin Bleed
EX	NR	NR	EX*	NR	Knots & Sap
NR	EX	NR	EX*	G	Flash Rusting
VG	NR	VG	EX*	EX	Smoke & Fire Damage
VG	NR	G	EX*	EX	Water Damage
VG	NR	G	EX	EX	Nicotine/Tobacco Stains
VG	NR	G	EX*	EX	Mildew/Mould Stains(2)
G	G	G	EX*	EX	Grease
EX	EX	EX	NR	NR	Tar/Bitumen/Asphalt
EX	G	EX	NR	NR	Creosote
EX	NR	NR	EX*	NR	Odour Sealing
EX	EX	EX	EX*	G	Lipstick / Crayon

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 Zinsser Mould Killer & Remover to remove mould / mildew before priming.
- 3) Degrease new galvanised steel with Zinsser Universal Degreaser & Cleaner, ensuring all traces of oil & surface contamination are removed.
- 4) Unweathered powder coatings, Plastisol®, UPVC & fibreglass to be abraded & degreased thoroughly before priming. Read instructions on product container for further information.





LEGENDARY MARKETING.

Zinsser is known by decorators worldwide for its trusted performance and the newest product launch is no exception - making it a must stock product for paint retailers.

Following extensive market research, **B-I-N® AQUA** has been developed as the results showed a gap in the decorating industry for a water-based alternative to our most renowned shellac product.

Formulated directly based on this research, **B-I-N® AQUA** will be invaluable to decorators everywhere. The ground-breaking water-based formula delivers ultra-low odour, exceptional odour blocking, stain-killing technology and lightning-fast drying times.

The launch will be supported by a major cross-channel marketing campaign both in-store and online. Retailers will receive mounted displays, sell sheets and a dedicated brochure. Alongside magazine advertisements and editorial, we will be creating social media advertisements, a social media competition, email marketing campaigns and a limited-edition sample box for press and content creators.



Bus stop shelf signage.

B-I-N AQUA

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- The innovative water-based formula contains only trace elements of VOCs (<0.1%).
- Ultra-low odour makes for more comfortable paint application.
- Lightning fast drying time of 25 minutes, recoatable in 45 minutes.
- Easy soap & water clean-up that's less abrasive to your brush or roller.
- Effectively primes, seals, blocks stains & locks in problem odours.
- Ideal for a wide range of interior/exterior substrates & applications.

Speak to your paint specialist now & get primed for the future with Zinsser.

ZINSSER.COM @ZINSSERUK

A4/A3 sell sheets & posters.

ZINSSER'S GOT A LOT OF BOTTLE.

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Online competitions.

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Counter top point of sale.

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Indoor/outdoor banners.

Pop-up banners.

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Promotional press-packs.



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