



KILZ CLEAN START® PRIMER PRODUCT FACT SHEET

PRODUCT DESCRIPTION:

Masterchem Industries, makers of America's most-trusted primer brand, introduces KILZ Clean Start® primer at The Home Depot, a zero volatile organic compound (VOC) *, high performance interior/exterior water-based primer, sealer and stainblocker, perfect for at-home paint enthusiasts and professionals alike. The zero VOC and low-odor formula addresses indoor air quality concerns related to VOCs while delivering the quality performance expected from other KILZ brand primers.

In addition to its sealing and stainblocking power, starting a paint project with a quality primer like KILZ Clean Start primer allows for fewer top coats. It is intended for use on most interior and exterior surfaces, including woodwork, drywall, plaster, paneling, masonry, brick, painted metal and properly prepared glossy surfaces.

PRODUCT FEATURES:

- Zero VOCs
- Sealing and stainblocking power
- Low odor during and after application
- Interior/exterior multi-purpose application
- Excellent adhesion and hide
- Easy soap and water clean up
- Blocks tannin bleed
- Mildew-resistant finish
- Improves and strengthens top-coat paint appearance
- This quality primer allows for fewer top coats

AVAILABILITY/PRICING:

KILZ Clean Start can be found at Wal-Mart and The Home Depot stores nationwide. Suggested pricing is between \$21-\$25/gallon depending on location.

WEB SITE:

For more priming and painting information, visit www.kilzcleanstart.com

FOR MORE INFORMATION:

Please contact Christiana Basso at 312-616-2471 or cbasso@c-k.com

About Masterchem Industries, LLC

Masterchem Industries, founded in 1954 in St. Louis, MO., is committed to developing, manufacturing and marketing the highest quality and most innovative specialty coatings available to consumers and professional contractors. The company specializes in architectural paints and primers as well as waterproofers, concrete care products, applicators and stains. Masterchem Industries' brands include KILZ[®], KILZ 2[®], KILZ[®] Casual Colors[®], HAMMERITE[®], Rust Cap[®] and others.

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* Per EPA Test Method #24. See product label for more details.