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## **KILZ CLEAN START® PRIMER NOW AVAILABLE NATIONWIDE**

*Zero VOC\* Interior/Exterior Primer Addresses Indoor Air Quality Concerns from VOCs without Compromising Performance*

**ST. LOUIS, MO (June 1, 2010)** – Masterchem Industries, maker of KILZ® brand products announced the availability of KILZ Clean Start® primer, a zero volatile organic compound (VOC), high performance interior/exterior water-based primer, sealer and stainblocker, at select Wal-Mart® and The Home Depot® stores nationwide. KILZ Clean Start is 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.

“To meet a growing demand for products that are mindful of the environment, we have developed KILZ Clean Start primer, which has zero VOCs, yet produces the quality results our customers have come to trust,” says Jason Long, KILZ brand manager for Masterchem Industries. “We’re excited offer KILZ Clean Start nationwide – this will give our customers a one stop shop for all their remodeling needs.”

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.

KILZ Clean Start primer can be found at select retailers nationwide. For more information, visit:

[www.kilzcleanstart.com](http://www.kilzcleanstart.com)

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



**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<sup>®</sup>, KILZ 2<sup>®</sup>, KILZ<sup>®</sup> Casual Colors<sup>®</sup>, HAMMERITE<sup>®</sup>, Rust Cap<sup>®</sup> and others.

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