



Water Damage

Mold & Mildew
Solutions





You've got water damage.

What now?

Water damage to walls, floors and ceilings is common after a hurricane or other natural disasters.



When water from heavy rain and flooding enters a home it leaves behind surface discolorations, unsightly deposits, and musty, lingering odors, long after the water is gone.

Excessive moisture and high humidity can also create the ideal environment for the growth of mold & mildew. Left unchecked it can destroy drywall, produce foul, musty odors, and become a potential health hazard.

What should you do? Our experts at Zinsser are here to offer advice.





Surface PREPARATION

To restore walls and ceilings, follow these easy steps:

1 EVALUATE surface to make sure it is sound. Water can weaken existing walls and ceilings, so it's very important to determine if the paint is durable before applying another coating.

- Make an "X" into the paint film using a razor blade
- Firmly press duct tape into the "X".
- Yank tape away quickly. If the paint comes off with the duct tape it must be removed by scraping or sanding

It's important to identify and fix the source of moisture to prevent more water damage. You may have to replace severely damaged surfaces.

2 CLEAN to remove dirt, grime and residue.

- Use **Jomax® Virus & Mold Killer Concentrate** to clean surface mold and mildew
- Remove stains with a solution of bleach and water. Avoid flooding the area.

3 DRY surfaces thoroughly.

- Small spaces - use a hair dryer
- Larger areas may require a dehumidifier, heater or fan
- Insulation and framing must be thoroughly dry to avoid structural damage
- When in doubt, use a moisture meter to test moisture in the wall or ceiling





Surface RESTORATION

1

PRIME surface with B-I-N®, a high-hiding, stain-blocking primer-sealer that has a unique shellac-base formula.

- Dries quickly
- Completely seals and covers the worst water stains to prevent bleeding through new paint
- Shellac resin in B-I-N® seals odors permanently and completely
- Available in gallons, 5-gallon pails, quarts and a convenient aerosol spray for small or hard to reach areas



2

PAINT surfaces with two coats of PERMA-WHITE® Mold & Mildew-Proof® Interior Paint.

- Unlike ordinary paints, PERMA-WHITE has a 5-year guarantee against the growth of mold & mildew
- Low odor, water based
- Stain and moisture resistant formula prevents cracking, peeling and blistering
- Dries to a beautiful, white finish - eggshell, satin and semi-gloss sheens
- Tintable to any off-white, pastel or medium earthtone color
- Backed by a lifetime durability guarantee



* This product contains a mildewcide to prevent the growth of mold & mildew on the paint film only.

Basement, foundation walls & masonry surfaces

Even small amounts of water or moisture can create unwelcome conditions for mold & mildew growth. Left unchecked, it can damage cinder block, concrete or other masonry surfaces.

This can be remedied in two simple steps:

1

PREPARE the surface by cleaning to remove contaminants.

- Remove mold & mildew, and efflorescence (a powdery white deposit found on many concrete surfaces) with a simple solution of bleach and water- 1 cup bleach to 1 gallon of water
- Etch the surface with **WATERTITE® Etch & Cleaner**
- Remove existing paint and patch all holes and cracks, especially those showing signs of active leaks, with **WATERTITE® Hydraulic Cement**



2

PAINT surface with two coats of **WATERTITE®** or **WATERTITE® LX Mold & Mildew Proof Waterproofing Paint**.

- The only waterproofers guaranteed to prevent the growth of mold & mildew on the paint film for 5 years
- Backed by extended waterproofing guarantees!
- **WATERTITE** can be applied to damp or dry surfaces to take care of water problems immediately, while **WATERTITE LX** is recommended for application to dry surfaces



Exterior SOLUTIONS

Exterior mold & mildew grow best in warm, humid climates. And, after a natural disaster, such as a hurricane, flood or even excessive rainfall, exterior mildew can be a real problem.

Mildew can make the exterior of your home look dirty and unattractive. Left unchecked it can damage paint, wood, roofs and siding.

1

ASSESS the surface.

Is it mildew or simply dirt?

Mildew is usually black, so it's often mistaken for dirt. If in doubt, apply a drop of bleach to the discolored area. If the discoloration disappears, it's mildew.

Removing mold & mildew used to mean countless hours of scrubbing or power washing - but now there's a way to effectively remove exterior mold & mildew - and keep it from coming back.

2

RESTORE your home's aluminum siding, vinyl, painted wood and other exterior surfaces with **JOMAX® House Cleaner and Mildew Killer**.

- EPA-registered to kill mold & mildew fast
- Features a specially-formulated detergent
- Great for loosening tough mold & mildew stains and dirt
- Easy to apply, without scrubbing or power washing
- Unlike bleach, it won't damage home or surrounding plants, grass and shrubs



3

CLEAN roof in one, easy step. JOMAX® Roof Cleaner and Mildew Stain Remover

- Gets rid of black streaks, dirt and mildew stains from asphalt shingled roofs
- Kills mold & mildew on tile, slate, metal and other non-porous roofs, too
- Fast-acting - one scrub-free step
- One gallon makes 20 gallons of solution when mixed with water
- Enough to clean a 2,000 sq. ft. roof



Mold & Mildew Proof* EXTERIOR PAINTS

4

PERMA-WHITE® Mold & Mildew-Proof* Exterior Paint

Two coats of PERMA-WHITE® after mold & mildew removal, beautifies as it protects.

- A premium quality paint that contains mildewcide protection.
- Backed by a lifetime durability guarantee
- Keeps your paint job clean and fresh-looking, longer
- PERMA-WHITE® is a premium quality exterior paint that's guaranteed to resist cracking, fading, peeling and blistering for 15 years after application
- Guaranteed to prevent the growth of mold & mildew on painted surfaces for 5 years!



REMEMBER: WATERTITE® or WATERTITE® LX Mold & Mildew-Proof Paint for water leakage problems from above-grade exterior foundation walls. Protects retaining walls and other outdoor masonry from water leakage and the growth of mold & mildew - apply two coats of Waterproofing Paint to damp or dry surfaces.

Beautiful results!

The PERMA-WHITE® formula can be tinted to a variety of off-white, pastel or medium-tone exterior colors for beautiful results - that last!

* These products contain a mildewcide to prevent the growth of mold & mildew on the paint film only.

PRODUCT	SIZES				
	Spray	Qt.	Gal.	3 Gal.	5 Gal.
B-I-N Stain Blocker Odor Sealer	✓	✓	✓		✓
PERMAWHITE® Mold & Mildew-Proof Interior Paint		✓	✓	✓	
WATERTITE® Mold & Mildew-Proof* Waterproofing Paint			✓	✓	✓
PERMAWHITE® Mold & Mildew-Proof Exterior Paint		✓	✓	✓	
JOMAX® House Cleaner & Mildew Killer		✓	✓		
JOMAX® Virus & Mold Killer Concentrate			✓		

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Remember...



If you need more information about mold & mildew, visit www.zinsser.com

or call us at (800) 323-3584.

Contact your insurance carrier, contractor, local building department, or disaster relief agency for more help. A mold specialist can detect mold in unseen places and on other types of surfaces.

 **RUST-OLEUM**
CORPORATION

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