



HIDZ™

MULTI-PURPOSE PRIMER & SEALER

ZINSSER HIDZ is a multi-purpose, interior/exterior primer that is great for use on multiple different surfaces like drywall, cured plaster, paneling, new and previously painted wood (including exterior plywood and T1-11), concrete, masonry, brick, stucco, trim, clean galvanized or painted metal, glossy laminates and more.

ZINSSER HIDZ is ideal for hiding previous colors and sealing porous surfaces. It blocks common stains like crayon and oily handprints and provides excellent adhesion even on hard to paint surfaces. Perfect for remodeling especially where transitions of new and existing work meet. Apply ZINSSER HIDZ with a brush, roller or sprayer. Guaranteed to work with any architectural topcoat paint.

- **Seals & Blocks**
- **Great Adhesion**
- **Blocks Common Stains**
- **Helps Transition New to Existing Drywall**
- **Interior/Exterior**



Hides Previous Colors



Blends Existing & New Drywall (seams, patched areas, etc.)



Exterior Siding & Trim



HIDES GREAT!!!

ZINSSER HIDZ OUTPERFORMS LEADING BRANDS IN HIDE

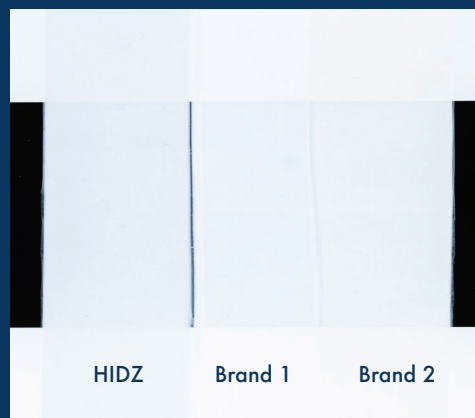
HIDE* (ASTM D2805 Contrast Ratio)

HIDZ
96.1

Brand 1
94.8

Brand 2
94.7

* 100 is complete hide



For Commercial Painters

ZINSSER HIDZ offers great adhesion that maximizes grip between the substrate and topcoat even on hard to paint surfaces.

For In-House Maintenance Painters

ZINSSER HIDZ features an ultra low odor, great hiding formula with easy clean up that reduces disruption in occupied, ready to be occupied or adjacent to occupied environments.

For New Construction Painters

ZINSSER HIDZ dries to the touch in just 30 minutes. Formulated with great flow and leveling properties that resist grain raise. It sands quickly and easily leaving a smooth flat finish with great enamel holdout.

For Multi-Family & Property Management Painters

ZINSSER HIDZ offers great adhesion and hide, saving time when painting previously painted doors, trim or walls.

For Remodelers, Residential Painters & DIYers

ZINSSER HIDZ does it all! It's the all-surface interior/exterior primer that is great for both new and remodeled areas.

Water Base, Interior/Exterior, Primer, Sealer and Stain Blocker

Recommended For: New or previously painted interior or exterior surfaces including drywall, wood (pine, fir, poplar, plywood or T1-11), concrete, masonry, brick, stucco, paneling, trim, clean or painted metal, laminates and more.

Application Data

Apply with a brush, roller or airless sprayer (.017" tip @ 2000-2500 PSI).

Coverage: 400 sq. ft. (37m²) per gallon

Conditions: 50° - 90°F (10° - 32°C), RH < 85%

Dry Time @ 75°F / 50% RH

Touch: 30 minutes

To Sand: 1 hour

Topcoat: 1 hour

Full Cure: 7 days

Tinting: Up to 2 oz of universal colorants

Item#	Description	Case	UPC
373693	HIDZ Quart	4	020066 192310
373358	HIDZ Gallon	2	020066 189976
373694	HIDZ 5-gallon	1	020066 192778



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