



NEWS RELEASE

Behr Paint Expands Product Offerings for Professionals

2016-01-21

New primer, paints and services available as Behr continues its commitment to professional market.

As an expansion of its BEHR PRO™ professional grade paint line, Behr Paint has added a variety of quality coatings to its product lineup in 2016—BEHR PREMIUM® Interior/Exterior Direct-To-Metal Paint, BEHR PRO™ Dryfall Paint, BEHR PRO Block Filler Primer™, KILZ 2® Latex Gray and BEHR PREMIUM® Granite Grip™ Coating. These new products, along with the BehrPro paint line that launched in 2015, provide a full breadth of products for the professional at the right price and at quality levels that exceed expectations. Additionally, professionals have access to enhanced service capabilities at SuperCenter distribution locations across the country that can provide product specs, color-matching, high-volume order fulfillment and detailed account management to tackle any size project from residential to commercial.

"With the launch of our BEHR PRO™ Professional paint line and the development of these new products, Behr is giving professionals the tools that they need to get the job done right—no matter what type of substrate they're working with," said Kelly Kambs, Senior Vice President of Professional Products & Services for Masco Coatings Group. "This, coupled with our enhanced service offerings and high-speed tinting capabilities at SuperCenters across the nation, demonstrates our commitment to all professional market segments."

The new BEHR Paint products that professionals will have access to include:

BEHR PREMIUM® Interior/Exterior Direct-To-Metal Paint – Available Now

This 100 percent acrylic paint provides excellent corrosion and flash rust resistance. The durable product is engineered for excellent adhesion to a variety of properly prepared or primed residential and light-commercial metal surfaces, including ferrous and non-ferrous metals and wood.

BEHR PRO™ Dryfall Paint — Available Now

This high-hide, high-reflectance acrylic coating is formulated specifically for airless spray application and offers flash rust resistance. It settles into a sweepable dust within ten feet from ceiling surfaces. BEHR PRO Dryfall Paint is ideal for use on drywall/gypsum board, concrete, plaster, wood, ferrous and non-ferrous metals in warehouses, retail outlets, sports venues and other commercial spaces.

BEHR PRO™ Block Filler Primer — Available Now

This 100 percent interior/exterior latex primer is formulated to fill and seal porous masonry surfaces, while reducing pinholing and producing a smooth, even topcoat finish that prevents peeling. It is designed for use on vertical and horizontal poured or precast concrete, cement-board, brick, stucco and plaster surfaces. This primer also meets Federal Standard TT-C-555B.

KILZ 2® Gray Primer — Available Now

This fast drying, water-based, multi-surface primer-sealer and stain blocker is best used under dark, rich and vibrant colored topcoats. KILZ 2® Gray Primer helps achieve more accurate color with fewer coats of paint and also improves hiding of previous colors, with excellent adhesion, sealing properties and a very mild odor. Effectively blocks "medium" stains including water stains, rust, grease, ink, pencil and felt marker. Use on interior and exterior surfaces including woodwork, drywall, plaster, paneling, masonry, brick, painted metal and properly prepared glossy surfaces. Use under or over latex or oil-based paints.

BEHR PREMIUM® Granite Grip™ Coating — Available Now

A premium floor coating offering a unique multi-speckled finish for horizontal concrete & masonry surfaces. It fills in hairline cracks and resists dirt, grease and household stains. Use this coating to transform weathered concrete surfaces into a decorative granite look with a protective long lasting finish. Granite Grip Coating is available in two pre-mixed colors (Tan and Gray), but can be tinted to 16 custom colors. Granite Grip Coating is available for purchase in either one-gallon or five-gallon containers.

All of these products may be found at select U.S. Home Depot locations or on www.homedepot.com. For other product questions or high-capacity order needs, professionals can contact Behr Pro Sales Representatives with access to BEHR SuperCenters across the country to fulfill orders. You can also visit behr.com/pro or follow on Twitter at twitter.com/BehrPro and on Facebook at facebook.com/BehrPro.

About Masco Coatings Group

Masco Coatings Group, home to Behr Process Corporation and Masterchem Industries LLC, the makers of BEHR® and KILZ® Brands respectively, is one of the largest suppliers of paint, primers, stains and surface finish products. From high-performing KILZ Primer to handle the toughest stain challenges to award-winning BEHR Paint and primers in one, Masco Coatings Group is dedicated to meeting the coating and color needs of architectural and design professionals with an unwavering commitment to quality, innovation and value. Our Professional Products & Services Program offers business solutions, tools, and resources such as direct-to-job-site delivery from our nationwide distribution centers (restrictions apply), factory tinting, color matching, renderings, and expert support. For more information, visit Behr.com and KILZ.com.