

# **BEHR ULTRA™ SCUFF DEFENSE™ FAQs**

BEHR ULTRA™ Scuff Defense™ Interior Extra Durable Flat Paint & Primer in One delivers a paradigm shift in flat sheen performance. Scuff Defense features innovative technology to deliver a rich flat finish that is truly durable enough for high-traffic areas. Simply stated, it eliminates the compromises needed between the look desired and the durability required.

## **What are the key features of this product?**

Innovative combination – Rich Flat Finish with Scuff/Burnish Resistance of a Gloss

## **Do we really need another flat? What's so different?**

This is not just another flat, but a paradigm shift in performance for a flat sheen. It offers Semi-Gloss performance with the look of a rich Flat.

## **What's the secret recipe to making Scuff Defense so unique?**

It's the combination of innovative new technologies and formulation processes that delivers this whole new paradigm in flat sheen performance. It's not just different raw materials, but new ways of working with them.

## **Does it take any special application technique to apply this unique Flat Finish formula?**

Absolutely not. Scuff Defense applies with excellent flow & leveling, great coverage, and ease of application. Use, apply, enjoy just like the rest of the excellent BEHR ULTRA Interior paint finishes.

## **Will this Extra Durable Flat replace the existing BEHR ULTRA Matte?**

No. This is a new unique sheen that looks like a flat, but performs like a semi-gloss. Excellent touch-up due to the flat sheen; excellent durability due to the semi-gloss similar performance.

## **How does the suggested retail price point line up?**

Scuff Defense is priced at semi-gloss performance level, but delivers desired flat sheen appearance.

- MSRP: Gallon \$36.97, Quart \$16.98, 5-Gallon \$166

## **What other features / benefits does this product offer?**

- Stain-Blocking Paint & Primer in One
- Advanced scuff & mar resistance / Exceptional burnish resistance
- Easy-clean finish, to avoid harming surface or appearance
- Outstanding durability for high traffic areas
- Antimicrobial-mildew resistant finish
- Tintable into full range of BEHR color palettes

## **Are there any interior areas that will benefit the most from Scuff Defense?**

The key to Scuff Defense is the combo of the rich flat appearance with the performance of a gloss. So high traffic areas, like hallways, entrance areas, bedrooms and family rooms will definitely benefit, or any room in the home or office where a rich flat appearance is desired.

## **Where is this product currently available for purchase?**

Scuff Defense is currently available for purchase in 307 stores, in twelve (12) selected market test areas - Boston, Buffalo, Cincinnati, Columbus, Hartford/S Conn, Kansas City, Milwaukee, Minnesota, New Hampshire, New Jersey, Pennsylvania, and Pittsburgh.

## **Is this product available for order online?**

Not at this time but we look forward to making that available as soon as this product expands to full national launch.