



Subject | Eddie Del Valle Title | VP, Del Valle Painting Project | Dolphin Mall

“It’s one thing for a paint to have a good price point but it’s another for it to perform. BEHR’s got it all.”

More than a lot of other paint contractors, Eddie Del Valle knows paint. Having grown up working in his father’s paint and waterproofing business, then working as an outside sales rep for a paint manufacturer, he understands the business, the science, and the value of quality paint and products.

So when his client, Dolphin Mall, the largest mall in Miami County, asked him to use BEHR®—a paint he had limited experience using—for the exterior of the building, he brought both a discerning and critical eye to the project.

“For me, it’s all about value,” says Del Valle. “It’s one thing for a paint to have a good price point but it’s another for it to perform. BEHR’s got it all.”

As Del Valle’s crews used BEHR PREMIUM PLUS ULTRA® paint, they were particularly mindful of three factors: coverage, color and sheen retention, and low odor.



“BEHR’s coverage is very, very good,” says Del Valle. “The fact that it’s a paint and primer in one is a big time- and labor-saver to start, but the coverage it provides adds even more value. And I tell you honestly that I’m old school. I wasn’t convinced an all-in-one could really do the job but BEHR ULTRA does. It covers, it adheres, and the colors and sheen hold up even in the Miami sun. A lot of other paints simply don’t retain their color down here but BEHR does.”



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While Del Valle’s crews try to work during off-peak hours, the public is always coming and going around their work area. “That’s one of the things I really like about the ULTRA,” notes Del Valle. “There’s very low odor. It’s ideal for a public space job like this.”

In addition to the mall’s exterior, Del Valle handles interior work for the complex. “Just like the exterior product, ULTRA interior covers and performs the way it needs to in such a high-use area. The paint-and-primer formulation actually works better than the old two-step prime-then-paint approach.”

Del Valle admits that prior to the Dolphin Mall job, he had very little experience with Behr products.

“Now it’s my preferred paint. If a job lets me make the choice, I choose BEHR 99% of the time,” says Del Valle. In addition, Del Valle has shared his experience with other contractors in the community and convinced them to give BEHR® a try. “So far, nobody’s come back to complain!” adds Del Valle.



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