

Company | Bay Cal Contractors, Inc. Project | Oakland Coliseum

“The reason that we choose BEHR products for a lot of our projects is the durability and affordability ...”

When Bill Codde and Paul Schieber of Bay Cal Contractors, Inc. first landed a job at the Oakland Coliseum in 2006, they were pretty excited.

With 30 years in the commercial painting business, they had earned a solid reputation for dependability and performance. Unfortunately, the paint being used for the job wasn't performing to their standards.

Presented with the opportunity to try BEHR PREMIUM PLUS ULTRA® paint in the West Side Club—a large bar and restaurant facility in the Coliseum—the Bay Cal team jumped at the chance.

“We had been wanting to try BEHR® paint for some time,” says company owner Bill Codde.

“We needed to cover an existing dark gray,” explains Codde.

“(and) we needed an enamel that adhered really well.”



The West Side Club was truly the right scale and scope to put Behr's products and services to the test.

Citing the professionally produced drawdowns and renderings provided by BehrPro™ at the start of the job, Codde says they, “were really, really helpful ... especially with the before and after images.”

Director of Operations Paul Schieber was equally enthusiastic about BehrPro's ability to match and mix large volumes of colors. “Consistency is always important and BehrPro was able to provide it ... plus, if I place an order one day, it's there the next.”





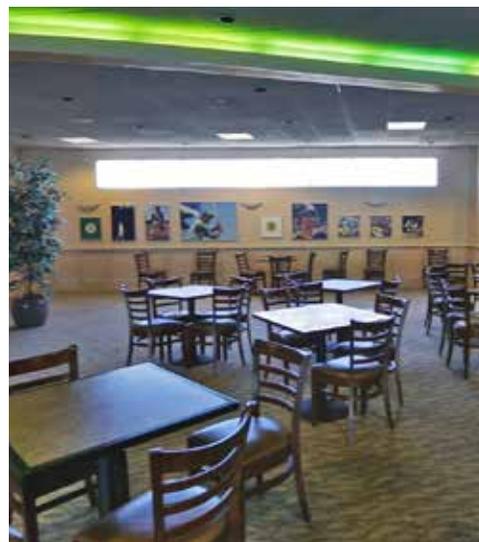
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But of course the ultimate test is performance. In restaurant settings, washability and durability are key.

Not only did BEHR PREMIUM PLUS ULTRA® paint exceed expectations on those fronts, the coverage was also better than expected. “We saved a lot of money with Behr products,” says Codde, and, “we’re very happy with the outcome.”

Schieber agrees, “It’s holding up beyond our expectations.”

Noting that BEHR is now their paint of choice, Schieber adds, “The reason that we choose Behr products for a lot of our projects is the durability and affordability . . . we also like the fact that Behr is willing to stand behind their products. They offer warranties on a lot of their commercial products, where other manufacturers will not.”



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3400 West Segerstrom Avenue, Santa Ana, CA 92704 USA
behr.com behrpro.com kilzpro-x.com

