

# PRODUCTS & SERVICES

## BEHR PRO® PROFESSIONAL PRODUCTS & SERVICES PROGRAM

Serving the needs of professional painters, contractors, remodelers and property owners/managers is the foundation of the BEHR PRO Professional Products & Services Program and the core of our mission. Since our inception, we have been dedicated to delivering high-quality products and personalized service to meet the needs of our customers nationwide.

When you work with the BEHR PRO Professional Products & Services Program, you will have access to a dedicated BEHR PRO Rep who will help you get the most out of the many professional painter services we provide.

### WE PROVIDE:

- Call, Text, or E-Mail Your Orders
- Arrange Will Call and Schedule Delivery\*
- Custom Color Matching
- Project and Order Record Management
- Job Walks
- Project Submittal Packages
- Specification Services
- Digital Color Renderings, Color Books and Full-Size Drawdowns

\*Where available. Some limitations may apply.





**PAINT REWARDS**

### JOIN THE HOME DEPOT® PRO XTRA PROGRAM

- Save up to 20% on Paints, Stains and Primers
- A Lifetime of Color History by Job
- Flexible Credit Options

See [HomeDepot.com/Credit](https://www.homedepot.com/Credit) for more details

**Sign up Today – It's FREE!**

[HomeDepot.com/ProXtra](https://www.homedepot.com/ProXtra)



**GREENGUARD® CERTIFIED**

Behr offers coatings that meet stringent GREENGUARD certification standards that help earn points toward LEED® certification. GREENGUARD certified products conform to GREENGUARD emission standards to help reduce indoor air pollution and the risk of chemical exposure.

GREENGUARD is a registered trademark of UL LLC. For more information, visit [ul.com/gg](https://ul.com/gg). Certificates can be found on: [spot.ul.com](https://spot.ul.com). See [usgbc.org/LEED](https://usgbc.org/LEED) for details.



**MPI-APPROVED**

Behr has coatings that meet or exceed environmental and performance requirements established by Master Painters Institute® (MPI).

To learn more about MPI or view the most up-to-date MPI-approved BEHR Products, visit the MPI website at [paintinfo.com](https://paintinfo.com).

MPI is a registered trademark of Master Painters Institute®.


GREENGUARD and MPI trademarks and related logos are property of their respective owners and are used with permission.

Paint colors represented herein are approximations and are not exact matches. No guarantee is intended and approval for final color selections and color placement is the responsibility of the property owner, owner's representative or project manager. Testing your paint color on the surface is highly recommended.

COVER PHOTO (Accents from left to right):  
• wall: SILKY BAMBOO PPU8-14°, • accent 1: TANZANITE P530-7°, • accent 2: NEW AGE BLUE PPU15-05°

Your BEHR PRO Rep/Your Painting Contractor

For more information on our products and services, visit [behrrpro.com](https://www.behrpro.com).



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Santa Ana, CA 92705 U.S.A.

Exclusively at



CP-BEHRPRO-PRO-PREMIUM-PLUS-LINE  
Item No. 50007289  
8/21



## DURABILITY AT A GREAT VALUE





# INTERIOR PAINTS



BEHR PREMIUM PLUS® INTERIOR  
PAINT & PRIMER# DELIVERS  
A DURABLE, LONG-LASTING FINISH  
AT A GREAT VALUE.

BEHR PREMIUM PLUS® INTERIOR

FLAT | EGGSHELL | SATIN | SEMI-GLOSS | HI-GLOSS | CEILING FLAT



PRODUCT CERTIFIED  
FOR LOW CHEMICAL  
EMISSIONS:  
UL.COM/GG  
UL 2818

Durable and Washable Finish

Enables repeated cleaning

Low Odor

Ideal for painting occupied spaces

Tintable to a Full Range of Colors

Expands color options

Excellent Touch-up

Extends the time between repaints

Mildew Resistant Paint Finish

Provides effective protection from mold and mildew on the dried paint film

Paint & Primer Formula#

Removes the step of using a separate primer†

Zero-VOC\*s

Meets the most stringent VOC regulations nationwide

\*• This product, like most Zero VOC paints, emits very low amounts of VOCs.

• Most emissions occur during painting and for 48 hours after. Some continue for two weeks or longer.

• While VOC emissions are very low, sensitive groups such as babies and asthma/allergy sufferers should minimize exposure.

\*Paint and Primer Formula applies to Flat, Eggshell, Satin and Semi-Gloss sheens. A primer coat may be needed on some surfaces. See Technical Data Sheet for details.  
†Certain substrates and/or surface conditions would warrant the use of a specific primer, e.g. metal substrates, tannin-rich wood, concrete and masonry with high pH, etc.  
‡Zero-VOC applies only to Flat, Eggshell, Satin and Semi-Gloss sheens.

IDEAL APPLICATION	Flat	Eggshell	Satin	Semi-Gloss	Hi-Gloss
Ceilings	●				
Family Rooms/Living Rooms/Bedrooms	●	●	●		
Dining Rooms/Offices	●	●	●		
Kids' Rooms/Hallways		●	●	●	
Kitchens/Bathrooms			●	●	●
Doors/Windows/Shutters			●	●	●
Cabinets/Trim/Furniture			●	●	●

These are commonly used paint sheens for room types or surfaces listed above. Sheen may be affected by texture, porosity of the surface, application method and atmospheric conditions. Please contact a BEHR PRO® Representative or your local store for specific product availability.

● wall: ULTRA PURE WHITE®  
● accent 1: FLAMING TORCH PPU3-03<sup>‡</sup>  
● accent 2: DEEP FIRE M180-7<sup>‡</sup>

‡This color requires multiple coats. Use with a custom tinted primer coat for improved hiding.

● wall: JACKFRUIT PPU6-07<sup>‡</sup>  
● trim: ULTRA PURE WHITE®


● wall: MINED COAL PPU18-18<sup>‡</sup>  
● ceiling: SILKY WHITE PPU7-12<sup>‡</sup>

# EXTERIOR PAINTS

BEHR PREMIUM PLUS® EXTERIOR  
PAINT & PRIMER# DELIVERS  
DEPENDABLE PERFORMANCE  
AT A GREAT VALUE.

BEHR PREMIUM PLUS® EXTERIOR

FLAT | SATIN | SEMI-GLOSS | HI-GLOSS



PRODUCT CERTIFIED  
FOR LOW CHEMICAL  
EMISSIONS:  
UL.COM/GG  
UL 2818

Durable, Long-Lasting Finish

Reduces the painting cycle time

Resists Fading & Stains

Finish looks new longer

Tintable to a Full Range of Colors

Expands color options

Application Down to 35°F

Extends the painting season

Mildew Resistant Paint Finish

Provides effective protection from mold and mildew on the dried paint film

Paint & Primer Formula#

Removes the step of using a separate primer†

Easy Application

Saves time on the project

Low VOC (< 50 g/L excluding colorants)

Meets the most stringent VOC regulations nationwide

\*Paint and Primer Formula applies to Flat, Satin and Semi-Gloss sheens. A primer coat may be needed on some surfaces. See Technical Data Sheet for details.  
†Certain substrates and/or surface conditions would warrant the use of a specific primer, e.g. metal substrates, tannin-rich wood, concrete and masonry with high pH, etc.

IDEAL APPLICATION	Flat	Satin	Semi-Gloss	Hi-Gloss
Stucco/Masonry/Brick	●	●		
Siding (Aluminum/Fiber Cement/Wood/Vinyl)	●	●		
Doors/Windows/Shutters		●	●	●
Garage Doors/Gutters		●	●	●
Wrought Iron Gates/Railings		●	●	●
Soffit/Fascia/Eaves	●	●	●	●
Fences	●	●	●	●

These are commonly used paint sheens for surfaces listed above. Sheen may be affected by texture, porosity of the surface, application method and atmospheric conditions. Please contact a BEHR PRO® Representative or your local store for specific product availability.

● body: ROMAN PLASTER PPU7-10<sup>‡</sup>  
● accent: HIDDEN TREASURE N300-5<sup>‡</sup>  
● trim: POLAR BEAR 75<sup>‡</sup>

● body: ULTRA PURE WHITE®

From left to right: ● body 1 EUCALYPTUS WREATH N390-5<sup>‡</sup>  
● body 2 JUNGLE CAMOUFLAGE N350-4<sup>‡</sup>  
● body 3 BOREAL N420-5<sup>‡</sup>  
● trim: WHITE 52<sup>‡</sup>