



# THE RIGHT PRIMER FOR YOUR PAINTING PROJECT

WITH BEHR® AND KILZ® PRIMER COATINGS



# MULTI-SURFACE PRIMERS

Designed For Use On A Wide Variety Of Substrates.



**BEHR® DRYWALL PLUS  
PRIMER & SEALER  
NO. 73**

An interior water-based primer with 100% acrylic formula that seals porous surfaces such as new drywall, bare wood and uncoated bricks, promoting a uniform finish for topcoats.

#### **Excellent Sealing Properties**

Provides a uniform finish

#### **High Hide**

Saves time and labor

#### **Easy Application**

Helps turn jobs around faster

#### **Fast Drying**

Ready to topcoat in one hour\*\*



**BEHR® KITCHEN,  
BATH & TRIM PRIMER  
& SEALER NO. 75**

An interior water-based low odor primer that sands easily, adheres to glossy surfaces and blocks medium to heavy stains.

#### **Outstanding Stain-Blocking Properties**

Blocks most stains from coming through the painted surface

#### **Great Enamel Holdout**

Provides uniform appearance of higher sheen topcoats

#### **Suitable for Under Wallpaper Sizing**

Promotes easier installation of wallpaper

#### **Fast Drying**

Ready to topcoat in one hour\*\*

#### **Zero VOC\* (excluding colorants)**

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.



**BEHR® MULTI-SURFACE  
PRIMER & SEALER  
NO. 436**

An interior/exterior water-based primer that is excellent for stain-blocking and adhesion over multiple substrates.

#### **Excellent Adhesion**

Provides a sound anchor for topcoats

#### **Outstanding Stain- and Tannin-Blocking**

Great at blocking out most stains including water, tannin, ink, markers, and more

#### **Alkali and Efflorescence Resistant**

Can be applied to concrete and masonry surfaces with pH level as high as 13 and helps prevent the migration of white salts to the surface

#### **Application Down to 35°F**

Extends the painting season

#### **Fast Drying**

Ready to topcoat in one hour\*\*



**BEHR® ACRYLIC-ALKYD  
ENAMEL UNDERCOATER  
NO. 437**

An interior/exterior water-based easy soap and water cleanup, alkyd primer formulated to be used with water-based alkyd topcoats.

#### **Excellent Tannin Stain-Blocking**

Prevents stain bleed-through on new wood

#### **Outstanding Flow & Leveling**

Provides a smooth, uniform surface for enamel topcoats

#### **Easy to Sand**

Sands easily to a smooth surface for topcoating

#### **Corrosion Resistant**

Protects metal substrates against rust and corrosion

#### **Fast Drying**

Ready to topcoat in one hour\*\*



**KILZ 2® ALL-PURPOSE  
PRIMER NO. 2000**

An interior/exterior water-based primer that provides exceptional value and flexibility in a primer, sealer and stainblocker.

#### **Excellent Adhesion**

Provides a sound anchor for topcoats

#### **Versatile Multi-Surface Stainblocker**

Effectively blocks light to medium stains such as ink, grease, rust and minor water stains

#### **Ideal for Color Changes**

Hides previous colors, scuffs, marks and light stains

#### **Fast drying, Low Odor and Low VOC**

Ready to recoat in one hour with < 50 g/L VOC.



**KILZ 3® PREMIUM PRIMER  
NO. 1300**

A high hiding, heavy-duty interior/exterior water-based primer, sealer and stainblocker.

#### **High Hiding**

A whiter primer with thicker consistency helps hide imperfections for better results

#### **Exceptional Adhesion**

Provides a sound anchor for topcoats

#### **High Performance Stainblocker**

Formulated to block medium to heavy stains including marker, nicotine, water and tannin

#### **Very Low VOC (< 5 g/L excluding colorants)**

Meets the most stringent VOC regulations nationwide

#### **Mildew Resistant Finish**

Helps prevent mildew growth on the primer film

# SUBSTRATE-SPECIFIC PRIMERS

Designed For Use On Specific Substrates.



**BEHR® METAL PRIMER  
NO. 435**

An interior/exterior water-based primer suitable for direct application to clean, sound rusty metal<sup>†</sup>.

#### **Direct-to-Rust Application**

Helps reduce time spent on surface preparation

#### **Rust-Inhibitive**

Provides effective protection against rust and corrosion

#### **Excellent Adhesion to Ferrous and Non-Ferrous Metals**

Flexibility for use on most metal surfaces

#### **Fast Drying**

Ready to topcoat in one hour\*\*



**BEHR PRO® CONCRETE  
& MASONRY PRIMER  
NO. PR060**

An interior/exterior water-based primer for use on concrete, stucco, fiber cement, brick, plaster and other above-grade masonry surfaces.

#### **Alkali and Efflorescence Resistant**

Can be applied to concrete and masonry surfaces with pH level as high as 13 and helps prevent the migration of white salts to the surface

#### **Excellent Adhesion**

Provides a sound anchor for topcoats

#### **Application Down to 35°F**

Extends the painting season



**KILZ® PVA DRYWALL  
PRIMER NO. PX010**

An interior water-based primer that helps achieve a more uniform, professional quality finish on new drywall.

#### **Seals New Uncoated Drywall**

Helps provide a uniform finish on drywall

#### **High Hide**

Saves time and labor

#### **Fast Drying**

Topcoat can be applied in as little as two hours

# OIL-BASED PRIMERS

Provides Superior Stain-Blocking, Sandability And Application Performance.



**KILZ® ORIGINAL  
INTERIOR  
NO. 1000 (MAX VOC 450 g/L)  
NO. 1003 (MAX VOC 350 g/L)**

An interior oil-based primer that is a proven performer as a sealer, stain and odor-blocker.

#### **Excellent Stain and Odor-Blocking**

Blocks heavy interior stains and seals persistent odors

#### **Easy to Sand**

Sands easily to a smooth surface for topcoating

#### **Excellent Adhesion**

Provides a sound anchor for topcoats

#### **Available in 13 fl. oz. Aerosol**



**KILZ® ORIGINAL  
INTERIOR/EXTERIOR  
NO. 1008 (MAX VOC 450 g/L)  
NO. 1009 (MAX VOC 350 g/L)**

An interior/exterior oil-based primer that offers powerful stain-blocking and wood penetration.

#### **Excellent Stain and Odor-Blocking**

Blocks heavy stains including tannin to prevent bleed-through and seals persistent odors

#### **Deep Penetrating Oil Formula**

Deeply penetrates wood fibers resulting in excellent adhesion and sealing of wood

#### **All-Weather Multi-Surface Versatility**

Durable primer film is designed for use in both interior and exterior projects

#### **Available in 13 fl. oz. Aerosol**



**KILZ® ORIGINAL LOW  
ODOR INTERIOR  
NO. 1004 (MAX VOC 350 g/L)**

An interior oil-based primer that offers low odor, making it ideal for indoor applications where sensitivity to solvent or strong odors is a concern.

#### **Excellent Stain-Blocking**

Blocks heavy interior stains

#### **Fast Odor Dissipation**

Helps minimize lingering odor (proper ventilation required)

#### **Lower Odor than Typical Oil-Based Primers**

Ideal for use in occupied spaces where low odor products are preferred

#### **Available in 13 fl. oz. Aerosol**

<sup>†</sup>A rusted metal surface is considered sound when only adherent material remains. Rust, mill scale, and paint are considered adherent if they cannot be removed by lifting with a dull putty knife using moderate pressure.

# SOLUTION-DRIVEN PRIMERS

Designed To Address Unique Project Challenges Not Offered By Conventional Primers.



BEHR® BONDING PRIMER  
NO. 432

An interior/exterior water-based primer specifically formulated to bond to a variety of “tough-to-paint” surfaces.

#### Advanced Adhesion

Reduces the need for sanding most glossy surfaces

#### Excellent Coverage

Reduces the amount of material required for the project

#### Fast Drying

Ready to topcoat in one hour\*\*



BEHR PRO® HIGH BUILD  
PRIMER NO. PR040

An interior water-based primer that combines skim-coating and priming steps into one spray application.

#### High Build

Helps hide minor surface defects, minimizes joint banding and photographing on new drywall

#### Level 5 Primer/Surfacer

Takes a level 4 drywall finish to a level 5 without the need to skim coat by hand

#### Ideal for Commercial Applications

Great for schools, hospitals, and retail offices



BEHR PRO® BLOCK FILLER  
NO. PR050

An interior/exterior water-based primer for use on above-grade Concrete Masonry Units (CMU), such as concrete block and cinder block.

#### Excellent Filling Properties

Fills pinholes and seals voids for a smoother, uniform topcoat

#### Can be Applied to Interior and Exterior

Convenience of using a single primer for interior and exterior applications

#### Ideal for Commercial Applications

Great for schools, hospitals, and retail offices



KILZ® MOLD & MILDEW  
PRIMER NO. L2046

An interior/exterior water-based primer specially designed for residential surfaces prone to moisture and humidity.

#### Mold and Mildew Resistant Primer Film

Helps prevent the growth of mold and mildew on the surface of the primer film

#### Powerful Stain-Blocking Formula

Blocks and seals medium to heavy stains such as felt marker, grease, ink, pencil, tannin and water stains

#### Very Low VOC

(< 5 g/L excluding colorants)

Meets the most stringent VOC regulations nationwide



KILZ® RESTORATION  
PRIMER NO. L2002

A maximum stain and odor blocker in an interior water-based formula that performs like a oil and shellac-based primer without the solvent clean-up.

#### Maximum Stain-Blocking

Blocks tough and severe stains including felt marker, nicotine, heavy water and smoke as well as fire damage stains

#### Excellent Odor-Blocking

Blocks and seals-in unwanted and persistent pet and smoke/nicotine odors

#### Subcoat for Carpet and Flooring

Can be used to block odors from subfloor when replacing carpet or wood flooring



KILZ® KLEAR  
PRIMER NO. L2201

An interior/exterior water-based clear primer designed to bond and seal porous and chalky surfaces with little change to color.

#### Bonds and Seals Chalky Surfaces

Improves penetration and adhesion of subsequent topcoats; also suitable for sealing torn drywall facing paper

#### Alkali-Resistant

Can be applied to concrete and masonry surfaces with pH level as high as 12.5 and helps prevent the migration of white salts to the surface

#### Transparent

Effective for same-color painting and ideal for sealing highly porous surfaces with a transparent, flat finish

\*\*If using with epoxies, lacquers, products containing xylene or other hot solvents, allow to dry for 24 hours before topcoating; test for compatibility in a discrete area first before full coat application.

# PRODUCTS & SERVICES

## BEHR® PROFESSIONAL PRODUCTS & SERVICES PROGRAM

Serving the needs of professional painters, contractors, remodelers and property owners/managers is the foundation of the BEHR 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 Professional Products & Services Program, you will have access to a 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
- Will Call & Same-Day or Next-Day 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 restrictions may apply. Requested delivery time subject to availability. Hazardous materials not eligible.






### JOIN PRO XTRA, THE HOME DEPOT'S LOYALTY PROGRAM BUILT FOR PROS

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SCAN TO JOIN



BEHR   KILZ		Drywall/Gypsum Board	Wood	Cedar, Redwood & Other Tannin-Staining Woods	Medium Density Fiberboard (MDF) & High Density Fiberboard/Hardboard	Composite Wood	Stucco	Concrete, Plaster, Brick	Concrete/ Cinder Block (CMU)	Fiber Cement	Ferrous Metal	Shop-Primed Metal	Galvanized Metal	Aluminum	Vinyl	PVC, Architectural Plastics	Formica*, Plexiglas*	Fiberglass	Glass	Chalky Surfaces	Glossy Surfaces	Previously Painted Surfaces	Kynar®-coated Surfaces	GREENGUARD® Gold Certified*	
<b>INTERIOR ONLY</b>																									
BEHR® Drywall Plus Primer & Sealer No. 73		•	•					•																•	
BEHR® Kitchen, Bath & Trim Primer & Sealer No. 75		•	•	•				•	•				•	•	•	•						•	•	•	
BEHR PRO® High Build Primer No. PR040		•																						•	
KILZ RESTORATION® Interior No. L2002		•	•	•	•	•		•	•	•									•		•	•		•	
KILZ® ORIGINAL Interior No. 1000		•	•	•	•	•		•	•	•	•			•						•	•	•			
KILZ® ORIGINAL Low Odor Interior No. 1004		•						•	•	•										•	•	•			
KILZ® PVA Drywall Primer No. PX010		•																						•	
<b>INTERIOR/EXTERIOR</b>																									
BEHR® Bonding Primer No. 432		•	•*		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
BEHR® Metal Primer No. 435											•	•	•	•								•			
BEHR® Multi-Surface Primer & Sealer No. 436		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•		•	
BEHR® Acrylic-Alkyd Enamel Undercoater No. 437		•	•	•	•	•					•	•			•							•	•		
BEHR PRO® Block Filler No. PR050									•															•	
BEHR PRO® Concrete & Masonry Primer No. PR060								•	•		•														
KILZ 2® ALL-PURPOSE Primer No. 2000		•	•					•	•	•		•	•	•								•	•	•	
KILZ 3® PREMIUM Primer No. 1300		•	•	•				•	•	•		•	•	•	•	•						•	•	•	
KILZ KLEAR® Primer No. L2201		•	•					•	•	•			•	•	•	•		•		•	•	•		•	
KILZ® MOLD & MILDEW Primer No. L2046		•	•	•				•	•	•		•	•	•	•	•						•	•	•	
KILZ® ORIGINAL Interior/Exterior No. 1009		•	•	•	•			•	•	•	•	•	•	•						•	•	•			

\*For interior only.

**IMPORTANT:** On glossy and other 'tough to paint' surfaces, such as Kynar®-coated surfaces and certain types of architectural plastics, it is recommended that a small area be tested for adhesion prior to beginning the job. While not needed in most situations, maximum adhesion of the primer is obtained by sanding or dulling the surface with an abrasive cleaner.

**NOTE:** The above-listed substrates should not be construed as all-inclusive of those encountered in painting projects. Please contact your local BEHR® Pro Representative for other substrate-specific primer recommendations.

## 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.

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## 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](http://paintinfo.com).

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Santa Ana, CA 92705 U.S.A.

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