



# DURABILITY AT A GREAT VALUE

WITH BEHR PREMIUM PLUS® INTERIOR AND EXTERIOR PAINTS



# INTERIOR PAINTS



BEHR PREMIUM PLUS® Interior Paint & Primer<sup>◇</sup> Delivers a Durable, Long-Lasting Finish at a Great Value.

## BEHR PREMIUM PLUS INTERIOR

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



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<sup>◇</sup> Formula

Removes the step of using a separate primer<sup>†</sup>

### MPI Approved in Flat, Eggshell, Satin, Semi-Gloss and Hi-Gloss Sheens

Meets performance and environmental requirements of commercial specifications

### Zero VOC<sup>\*§</sup>

Meets the most stringent VOC regulations nationwide

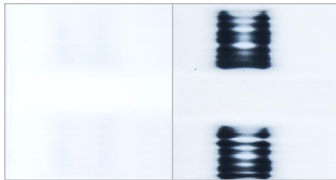
- \*This product, like most Zero VOC paints, emits very low amounts of VOCs.
- Most emissions occur during painting and for 48 hours after. Some continue for two weeks or longer.
- While VOC emissions are very low, sensitive groups such as babies and asthma/allergy sufferers should minimize exposure.

<sup>◇</sup> A primer coat may be needed on some surfaces. See Technical Data Sheet for details.

<sup>†</sup> 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.

<sup>§</sup> Zero VOC applies only to Flat, Eggshell, Satin and Semi-Gloss sheens.

## SCRUB RESISTANCE

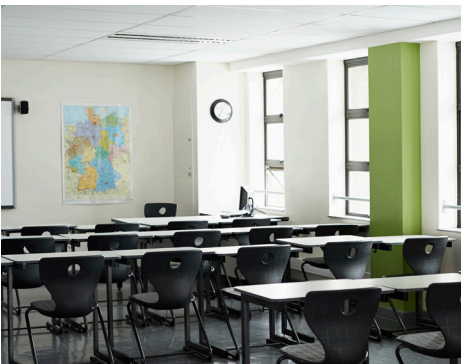


BEHR PREMIUM PLUS Interior Satin      NATIONAL BRAND Interior Satin

Photo of actual test panel shown to the left.

A 7 mil drawdown of untinted BEHR PREMIUM PLUS and a National Brand paint is applied side-by-side on a panel and allowed to dry for seven days. The panel is then subjected to repetitive scrubbing with a bristle brush. After a few hundred scrubs, BEHR PREMIUM PLUS paint film remains intact, while the National Brand paint film breaks.

The above test example is a photograph of the actual results. The actual results may be viewed by appointment at Behr Process LLC.



wall: EVEN BETTER BEIGE DC-010  
accent: FRESH ARTICHOKE M340-5



back wall: SILVER ASH GR-W11  
forewall: BIKING TRAIL N350-3  
trim: WINTER WHITE DC-004



wall: MINED COAL PPU18-18  
ceiling: SILKY WHITE PPU7-12

# EXTERIOR PAINTS



BEHR PREMIUM PLUS® Exterior Paint & Primer<sup>◇</sup> 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

**Tintable to a Full Range of Colors**  
Expands color options

**Rain Resistant in 60 Minutes**  
Paint with peace of mind. Paint in the morning even when rain showers are expected in the afternoon

**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

**MPI-Approved in All Sheens**  
Meets standard, high performance, and environmental requirements of commercial specifications

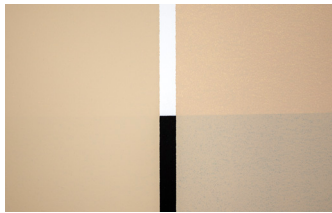
**Paint & Primer<sup>◇</sup> Formula**  
Removes the step of using a separate primer

**Excellent Hide, Easy Application**  
Saves time on the project

**Low VOC (< 50 g/L, excluding colorants)**  
Meets the most stringent VOC regulations nationwide

<sup>◇</sup> A primer coat may be needed on some surfaces. See Technical Data Sheet for details.

## EXCELLENT HIDE



BEHR PREMIUM PLUS Exterior Flat | NATIONAL BRAND Exterior Flat

Photo of actual test panel shown to the left.

The panel is painted white on the top half and black on the bottom half to demonstrate hide over light and dark colors. The left side of the panel is then painted with BEHR PREMIUM PLUS and the right is painted with a national brand, both tinted to a beige from the manufacturers' color palette. BEHR PREMIUM PLUS has better coverage while the National Brand was not able to hide the previous color, requiring at least one additional coat for full coverage.

The above test examples are photographs of the actual results. The actual results may be viewed by appointment at Behr Process LLC.



body: ROMAN PLASTER PPU7-10  
accent: HIDDEN TREASURE N300-5  
trim: POLAR BEAR 75



body: ULTRA PURE WHITE<sup>†</sup>



From left to right:  
body 1: EUCALYPTUS WREATH N390-5  
body 2: JUNGLE CAMOUFLAGE N350-4  
body 3: BOREAL N420-5  
trim: WHITE 52

# PRODUCTS & SERVICES



**BEHR PREMIUM PLUS® PAINT & PRIMER<sup>◇</sup> HAS A PORTFOLIO OF INTERIOR & EXTERIOR PRODUCTS THAT OFFER EXCEPTIONAL DURABILITY AT A GREAT PRICE.**

Scan QR code for additional product and color information.

<sup>◇</sup>A primer coat may be needed on some surfaces. See Technical Data Sheet for details.

## 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
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- 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.

## 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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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.



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Santa Ana, CA 92705 U.S.A.

COVER IMAGE:  
all walls: CASUAL KHAKI N300-3

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



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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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Item No. 50007289  
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