

PRODUCTS & SERVICES



BEHR PRO® PRODUCTS & SERVICES PROGRAM

Serving the needs of professional painters, contractors, remodelers and property owners/managers is the foundation of the BEHR PRO 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 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.

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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/Clay 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*
INTERIOR ONLY																							
BEHR® Drywall Primer No. 73	•	•																					•
BEHR® Kitchen, Bath & Trim Primer 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	•																						•
INTERIOR/EXTERIOR																							
BEHR® Acrylic-Alkyd Primer No. 437	•	•	•	•	•					•	•			•							•	•	
BEHR® Bonding Primer No. 432	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BEHR® Metal Primer No. 435										•	•	•	•										•
BEHR® Multi-Surface Primer No. 436	•	•	•	•	•		•	•	•	•	•	•	•	•	•						•	•	•
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 and Kilz 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://www.paintinfo.com).

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Santa Ana, CA 92705 U.S.A.

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CP-BEHRPRO-PRIMERS
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THE RIGHT PRIMER FOR YOUR PAINTING PROJECT

MULTI-SURFACE PRIMERS

DESIGNED FOR USE ON A WIDE VARIETY OF SUBSTRATES.



BEHR® Drywall Plus Primer & Sealer No. 73

An interior water-based primer that seals uncoated and previously painted interior drywall, wallboard, wood, and brick to promote 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



BEHR® Kitchen, Bath & Trim Primer & Sealer No. 75

An interior water-based primer that promotes excellent adhesion 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 Sizing Walls**
Promotes easier installation of wallpaper
 - ▶ **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 – 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



BEHR® Acrylic-Alkyd Enamel Undercoater No. 437

An interior/exterior water-based primer formulated to provide a sealed and sandable surface for BEHR PREMIUM® Urethane Alkyd Enamels and other BEHR premium topcoats.

- ▶ **Excellent Tannin Stain-Blocking**
Prevents stain bleed-through on new wood
- ▶ **Outstanding Flow & Leveling**
Provides enamel topcoat with a smooth finish
- ▶ **Great Enamel Holdout**
Provides uniform appearance of higher sheen topcoats
- ▶ **Easy to Sand**
Sands easily to a smooth surface for topcoating



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 Stain-Blocker**
Effectively blocks light to medium stains such as ink, grease, rust and moderate water stains
- ▶ **Ideal for Color Changes**
Hides previous colors, scuffs, marks and light stains



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 Stain-Blocker**
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

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 or sound rusted metal[†].

- ▶ **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**
Provides a sound anchor for topcoats



BEHR PRO® Concrete & Masonry Primer No. PR060

An interior/exterior water-based primer that seals and adheres to 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

PROVIDE 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-Blocking 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



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-Blocking 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



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

[†]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 or potentially eliminates the need for sanding dense, glossy surfaces
- ▶ **Excellent Coverage**
Reduces the amount of material required for the project
- ▶ **Fast Drying**
Topcoat can be applied in as little as 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 an oil and shellac-based primer without the solvent chemical clean-up.

- ▶ **Maximum Stain-Blocking**
Blocks tough and severe stains including felt marker, nicotine, heavy water and smoke as well as pet stains
- ▶ **Excellent Odor-Blocking**
Blocks and seals-in unwanted and persistent pet, food and smoke/nicotine odors
- ▶ **Subcoat for Carpet and Flooring**
Can be used to block odors from subfloor when replacing carpet or wood flooring
- ▶ **Ideal for Restoration and Disaster Recovery**
Restoration-grade severe stain and odor blocking primer saves time and money



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
- ▶ **Transparent**
Effective for "same color" painting

**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.