

BEHR 

product

selection guide



BEHR MARQUEE® *paint and primer*



MARQUEE® Interior

One-Coat Hide Guaranteed*

Advanced Stain-Blocking Paint & Primer

Superior Durability & Stain Resistance

Scrubable, Easy-Clean Finish

* Valid only when tinted with colors from the exclusive MARQUEE interior one-coat color collection. For details visit behr.com/marqueeguarantee.

Available in these finishes:



MATTE



EGGSHELL ENAMEL



SATIN ENAMEL



SEMI-GLOSS ENAMEL

• Anti-Microbial Mildew Resistant Finish

• Low VOC, 100% Acrylic

BEHR MARQUEE® is Behr's most advanced paint and primer, ever. Utilizing advanced technology and the finest raw materials, MARQUEE® paint delivers exceptional performance, beauty and protection, inside and out.



MARQUEE® Exterior

Exceptional Resistance to Dirt & Fading

Excellent Hide in Fewer Coats

Advanced Stain-Blocking Paint & Primer

Resists Rain Shortly After Application

Low Temperature Application

Available in these finishes:



FLAT



SATIN ENAMEL



SEMI-GLOSS ENAMEL

• Anti-Microbial Mildew Resistant Finish

• Low VOC, 100% Acrylic

BEHR PREMIUM PLUS ULTRA® *paint and primer in one*



PREMIUM PLUS ULTRA® Interior

Stain-Blocking Paint & Primer In One

Excellent Durability & Hide In Fewer Coats

Stain & Scuff Resistant

Washable, Easy-Clean Finish

Available in these finishes:



MATTE



EGGSHELL ENAMEL



SATIN ENAMEL



SEMI-GLOSS ENAMEL

• Anti-Microbial Mildew Resistant Finish

• Low VOC, 100% Acrylic

BEHR PREMIUM PLUS ULTRA® Paint & Primer in One is a high performance product that offers excellent hide in fewer coats, stain-blocking, and moisture resistance. The extra protective shell, featuring NANOGUARD® Technology, offers a **STAYS LOOKING NEW LONGER®** Finish for excellent durability.



PREMIUM PLUS ULTRA® Exterior

Stain-Blocking Paint & Primer In One

Excellent Durability & Hide In Fewer Coats

Extra-Protective Shell Guards Against
Damage from Sunlight & Moisture

Low Temperature Application

Available in these finishes:



FLAT



SATIN ENAMEL



SEMI-GLOSS ENAMEL

• Enhanced Mildew Resistant Finish

• Low VOC, 100% Acrylic

BEHR PREMIUM PLUS® *quality paint, excellent value*



PREMIUM PLUS® Interior

Paint & Primer In One Seals Uncoated and Previously Painted Surfaces

GREENGUARD Gold Certified, Low Odor & Zero VOC

Durable, Long-Lasting Finish

Available in these finishes:



FLAT



EGGSHELL ENAMEL



SATIN ENAMEL



SEMI-GLOSS ENAMEL



HI-GLOSS ENAMEL

• Excellent Hide

• Mildew Resistant Finish

BEHR PREMIUM PLUS® paint is a premium quality product offered at an excellent value. Delivering great durability and hide, PREMIUM PLUS® is 100% acrylic, provides a mildew resistant finish and is backed by a lifetime warranty.



PREMIUM PLUS® Exterior

Paint & Primer In One Seals Uncoated and Previously Painted Surfaces

Helps Resist Moisture, Fading & Stains

Enhanced Adhesion Helps Resist Peeling

Available in these finishes:



FLAT



SATIN ENAMEL



SEMI-GLOSS ENAMEL



HI-GLOSS ENAMEL

• Excellent Hide

• Mildew Resistant Finish

BEHR PREMIUM PLUS® primers

Interior Drywall Primer & Sealer #73



- Seals Uncoated Drywall and Wood
- 100% Acrylic, High Hide White

Interior All-In-One Primer & Sealer #75



- Blocks Medium to Heavy Stains
- Sticks to Glossy Surfaces
- Excellent on Multiple Interior Surfaces

BEHR® Primers are ideally suited and recommended for the following conditions:



Heavy Stains

Covering stains with a coat of paint won't stop them from reappearing. Stains must be "locked in" with a primer coat to prevent bleeding through the paint.

Recommended:



Porous Surfaces

Porous surfaces, such as uncoated drywall, will absorb paint making the finish blotchy or dull. Sealing the surface with a primer first will result in a smooth, uniform paint finish.

Recommended:



For best results, we recommend pairing **BEHR PREMIUM PLUS® Primers** with **BEHR PREMIUM PLUS Paints**.

Interior/Exterior Multi-Surface Primer & Sealer #436



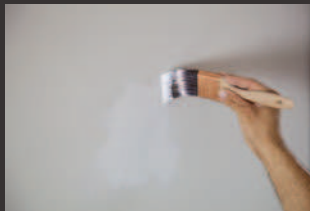
- Excellent Adhesion, Helps Resist Peeling
- Blocks Medium to Heavy Stains
- Corrosion & Rust Resistant



Hard / Glossy Surfaces

Without a primer, paint may not adhere effectively to glossy surfaces such as metal or high-gloss cabinets and may result in peeling, flaking or blistering.

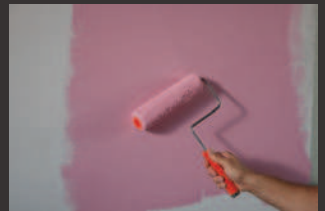
Recommended:



Patch Repairs

Priming over patched areas and other repairs will help create a uniform surface for painting.

Recommended:



Drastic Color Changes

When making a dramatic color change, tinted primers can reduce the number of paint coats and provide the best possible color accuracy.

Recommended:



Choose *the right paint*

INTERIOR PAINT Performance Attributes



MARQUEE®



PREMIUM PLUS ULTRA®



PREMIUM PLUS®

Hides dark colors easily			
Superior scrubbability			
Seals drywall and previously painted surfaces			
Paint and primer in one performance			
Resists stains			
Blocks stains			
Guaranteed 1-coat coverage*			
VOC content	Low VOC, Low Odor	Low VOC, Low Odor	Zero VOC Lowest Odor
Available in 8 oz. samples	Matte	Matte, Eggshell Enamel**, Satin Enamel	Flat

*With the Exclusive BEHR MARQUEE® Color Collection

**Available in select markets

EXTERIOR PAINT

Performance Attributes



MARQUEE®



PREMIUM PLUS ULTRA®



PREMIUM PLUS®

Seals uncoated and previously painted surfaces			
Adheres to multiple surfaces			
Hides dark colors easily			
Paint and primer in one performance			
Blocks stains			
Dirt & mildew resistant finish			
Fade protection			
Early rain resistance			
Available in 8 oz. samples	Flat	Flat Satin Enamel	Flat

Try a sample today!



Have a paint or product question?

Visit behr.com or call 1-800-854-0133 Ext. 2 (U.S.).

Visit www.behr.com/products to learn more.



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CP-BEHR-PRODUCT-GD
Item No. 50003049
04/18

