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## **Behr Paint introduces improved zero VOC version**

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In today's real estate market, professional remodelers, contractors and painting contractors are constantly encouraged to meet evolving green product standards by seeking out environmentally friendly materials.

To help meet environmental trends, Behr has introduced a new and improved zero VOC version of its popular Behr Premium Plus Interior Paint. This paint is classified as zero VOC (volatile organic compounds) and Greenguard Indoor Air Quality certified. Greenguard certified products must meet strict chemical emission limits to help create healthier indoor-living environments. The zero VOC, interior paint is low odor which allows for faster odor dissipation after application to lessen lingering paint smells. This enables tenants to occupy and enjoy the painted space sooner. Behr Premium Plus paint meets additional environmental qualifications, such as MPI X-Green certification, collaborative for High Performance Schools (CHPS) guidelines and contributes towards earning points needed for LEED certification.

In addition to meeting high environmental standards, Behr Premium Plus, Zero VOC Interior Paint provides high-quality coverage. The robust self-priming paint seals uncoated and previously painted surfaces without the need for a separate primer—helping professionals hide surface imperfections and provide excellent coverage. The paint also offers exceptional hide, a mildew resistant finish, washability, stain resistance and a uniform appearance.

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