BEHR

COPPER FORCE™

REDEFINES HOW PAINT PROTECTS

INTERIOR EGGSHELL ENAMEL

BEHR

COPPER FORCE™

PAINT & PRIMER®

Kills 99.9% of Viruses† and Bacteria‡

on the Painted Surface Within Two Hours
of Exposure and Lasts For Up to Six Years

CORNING
GUARDIANT™

ANTIMICROBIAL COPPER
CORE TECHNOLOGY

† SARS-CoV-2 and Feline calicivirus (EPA proxy for Human Norovirus)
‡ Staphylococcus aureus (Staph) and Pseudomonas aeruginosa

INTERIOR SEMI-GLOSS ENAMEL

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EPA-REGISTERED VIRUCIDAL† & ANTIBACTERIAL‡ PAINT*

KILLS 99.9% OF VIRUSES† AND BACTERIA‡ WITHIN TWO HOURS OF CONTACT ON THE PAINTED SURFACE AND LASTS FOR UP TO SIX YEARS△

BEHR COPPER FORCE™ INTERIOR PAINT
EGGSHELL | SEMI-GLOSS

GREENGUARD
PRODUCT CERTIFIED FOR
LOW CHEMICAL EMISSIONS
UL.COM/GG
UL 2818

Virucidal† & Antibacterial‡
Provides an additional layer of protection against viruses† and bacteria‡ on painted surfaces

Paint & Primer Formula◊
Removes the step of using a primer

Durable & Washable Finish
Enables repeated cleaning

Low Odor
Ideal for painting occupied spaces

Excellent Hide
Saves time and labor

MPI-Approved
Meets performance and environmental requirements of commercial specifications

Zero-VOC§
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.

*EPA Registration No. 32273-10
†SARS-CoV-2 and Feline calicivirus (EPA proxy for human noroviruses)
‡Staphylococcus aureus (Staph) and Pseudomonas aeruginosa
△Effective for up to 6 years based on EPA test protocol as long as the integrity of the surface is maintained and is one part of a comprehensive infection control and hygiene program. Periodic cleaning to remove dirt and stains is necessary for good sanitization and to assure the effective virucidal and antibacterial performance of the painted surface.
◊A primer coat may be needed on some surfaces (see Technical Data Sheet for details)

IDEAL APPLICATION	Eggshell	Semi-Gloss
Ceilings		
Family Rooms/Living Rooms/Bedrooms	●	
Dining Rooms/Offices		
Kids' Rooms/Hallways		●
Kitchens/Bathrooms		
Doors/Windows/Shutters		●
Cabinets/Trim/Furniture		

CONFORMANCE & COMPLIANCE (AS OF 4/2022)			
SCAQMD Super-Compliant Coating	YES	AIM	YES
SCAQMD	YES	GREENGUARD	YES
CARB SCM 2007	YES	LEED v. 4.1	YES
CARB	YES	CHPS	YES
OTC Phase II	YES	NAHB/ICC NGBS	YES
OTC	YES	MPI	YES

These are commonly used paint sheens for room types or surfaces listed above. Sheen may be affected by texture, porosity of the surface, application method and atmospheric conditions.
Please contact a BEHR PRO® Representative or your local store for specific product availability.

wall: LOFT LIGHT MQ3-09™
trim: CAMEO WHITE MQ3-32™
accent: OFFSHORE MIST PPU13-16™

wall: MOURNING DOVE OR-W12™
accent: CARIBE PPU13-01ᴰ
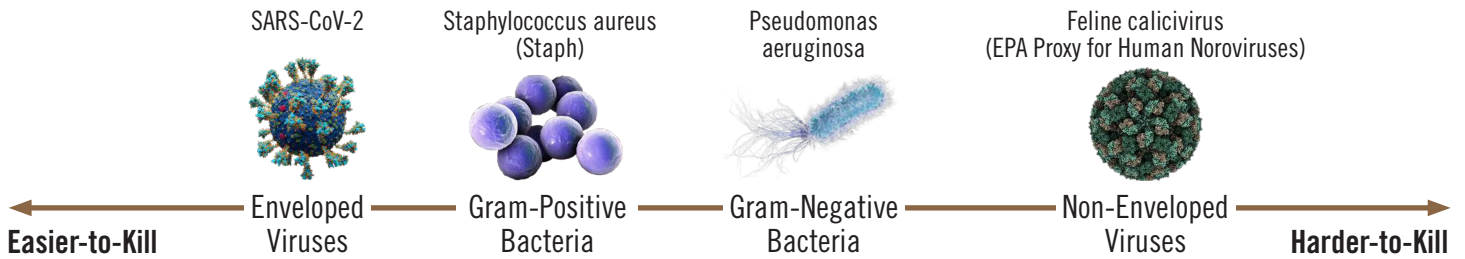

walls: PAINTER'S WHITE PPU18-08™
trim: DOLPHIN FIN 790C-3™
accent: MONET PPU15-17™

CONTINUOUS PROTECTION WITH COPPER FOR PAINTED SURFACES

Not all **MICROBES** are created equal.

Not all **ANTIMICROBIAL COATINGS** are created equal.

BEHR COPPER FORCE™ Paint kills 99.9% of the following viruses and bacteria within two hours of contact on the painted surface:
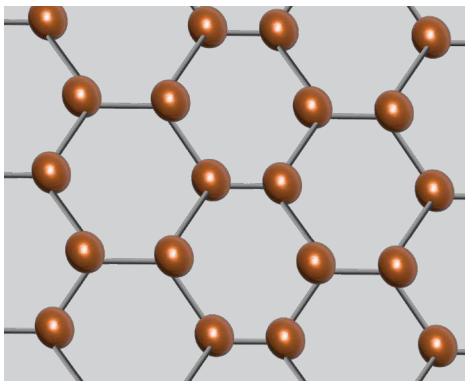
SARS-CoV-2

Staphylococcus aureus (Staph)

Pseudomonas aeruginosa

Feline calicivirus (EPA Proxy for Human Noroviruses)

← **Easier-to-Kill**   Enveloped Viruses — Gram-Positive Bacteria — Gram-Negative Bacteria — Non-Enveloped Viruses   **Harder-to-Kill** →

An antimicrobial coating is only as good as its breadth of effectiveness. The most common viruses and bacteria fall into four categories that exist within a spectrum of difficulty-to-kill.

THE PROVEN POWER OF COPPER

CORNING
GUARDIANT™
ANTIMICROBIAL COPPER ION TECHNOLOGY

Copper is one of the world's oldest known natural antimicrobial substances. Traditionally the favored material for hospital equipment and other metal fixtures, it inhibits the growth of microorganisms including viruses, bacteria, and fungi.

BEHR COPPER FORCE Paint harnesses the long-established antimicrobial properties of copper in the form of encapsulated copper ions (Cu⁺), which are steadily released from the painted surface, subsequently killing viruses[†] and bacteria[‡] within two hours of contact on the painted surface.

Surface is painted with BEHR COPPER FORCE Paint.
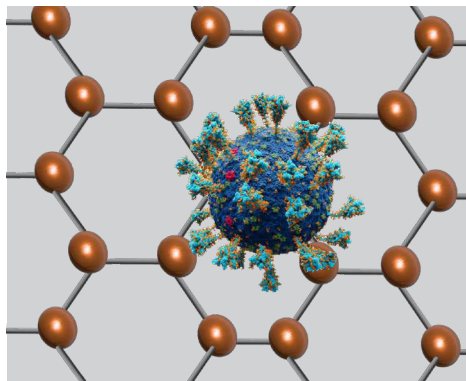
When SARS-CoV-2 lands on the painted surface, active copper ions destroy its spike proteins.
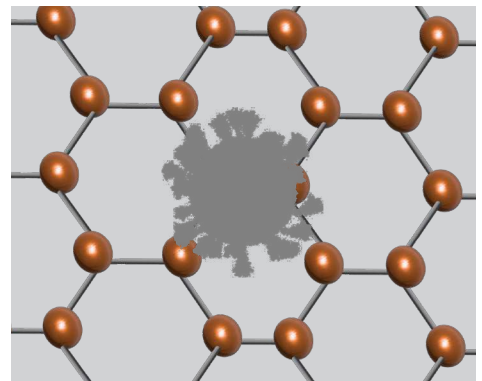
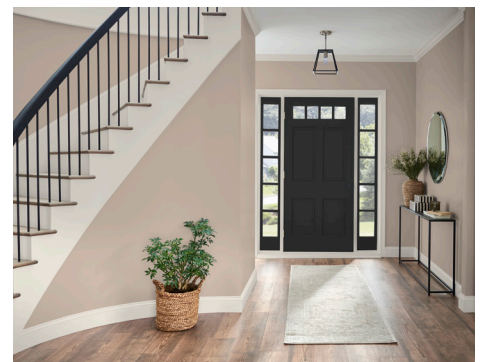The virus is destroyed and no longer viable and able to function.

[†]SARS-CoV-2 and Feline calicivirus (EPA proxy for human noroviruses)
[‡]Staphylococcus aureus (Staph) and Pseudomonas aeruginosa

walls: NAVAJO WHITE 22™
trim/ceiling: DIAMOND'S THERAPY BWC-30™

walls/ceiling: WEATHERED WHITE HDC-NT-21™

walls: CREAMY MUSHROOM PPU5-13™
trim: SMOKY WHITE BWC-13™
door: BLACK℗

COLOR PALETTE

The BEHR COPPER FORCE™ Palette includes more than 2,000 colors as well as custom color matching.

Scan QR code to see available colors.

To learn more about BEHR COPPER FORCE Paint, visit behrpro.com/copperforce.

Due to the brownish hue that copper imparts, highly-chromatic colors (clean & vivid) and some of the lightest off-white colors will not be available.

CUSTOM COLOR MATCHING

Have a specific color in mind? Bring your inspiration to The Home Depot® — a sample of the color that's about 1" x 1" in size: a paint chip from a surface, a piece of fabric, a competitor's paint swatch or even leftover paint — and we'll match it. The color you want is the color you'll get.

BEHR® COLOR STUDIO

Visit Behr's Color Studio at **behr.com/colorstudio** where you will find inspiration, color tools, design advice, and other features to help you find the perfect color for your project.
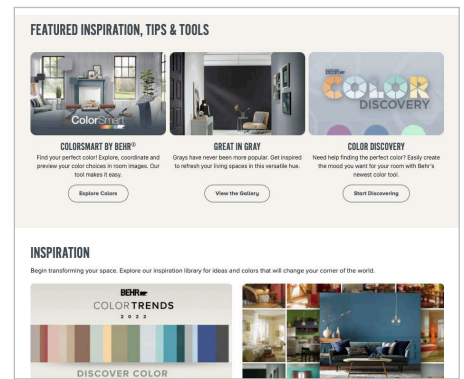
GREENGUARD® CERTIFIED

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.

GREENGUARD is a registered trademark of UL LLC. For more information, visit ul.com/gg. Certificates can be found on: spot.ul.com. See usgbc.org/LEED for details.

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.**

MPI is a registered trademark of Master Painters Institute®.

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Your BEHR PRO® Rep/Your Painting Contractor

For more information on our products and services, visit **behrpro.com**.

Exclusively at