

A'18

A'18MENU**Navigating Paint Failures: What Went Wrong?**

Favorite



1 Likes



Notes

**CODE**

EL701B

**DATE & TIME**

Thursday, June 21, 2018

2:15pm - 3:15pm (EDT)

Behr Process Corporation: Booth 1227LL

W 35th Street & 11th Avenue, New York, NY 10001  (<http://maps.google.com/maps/?q=W%2035th%20Street%20%26%2011th%20Avenue%2C%20New%20York%2C%20NY%2010001>)

**DESCRIPTION**

One of the final, most important components of a commercial or residential project is paint. Whether you're going for a bold, dramatic, soft, comfortable, or naturalistic design aesthetic, paint selection is critical to the tone of the space.

What happens when you enter the space and the application isn't what you envisioned or expected? How do you define what went wrong?

Join us for an in-depth look at the root causes of paint failure-and how better specification can prevent this from happening to you.

**SPEAKERS**Michelle Estes

Speaker

Mike Murphy

Speaker

Behr Process Corporation**SESSION FILTERS**Expo creditGBCI

---

[RIBA](#)

---

[Materials](#)

---

[Technology](#)

---

[Javits Center](#)

---

**EXPORT**

---

 [Export Session](#)

---

---

  
Home

  
My Schedule

  
Maps

  
Search

  
More

Copyright ©2013-2018 Experient, Inc. All Rights Reserved. | Our Clients Meet With Success | [Diagnostics](#)