

A'18

A'18MENU**Primer & Paint-or Primer & Paint in One?**

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Notes

**CODE**

EL702A

**DATE & TIME**

Thursday, June 21, 2018

12:30pm - 1:30pm (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)  (<http://maps.google.com/maps/?q=W%2035th%20Street%20%26%2011th%20Avenue%2C%20New%20York%2C%20NY%2010001>)

**DESCRIPTION**

Technology advancements have taken the traditional roles of primers and integrated them into a more efficient and durable solution: Primer-and-paint-in-one. This combination coating provides coverage in fewer coats and offers excellent durability. It can also deliver labor and material cost savings on your projects. But is it right for every project? Come to this session for insights into the chemistry behind primer-and-paint-in-one vs. traditional separate primer and paint. You'll review project specifications and gain insights into low versus "zero" primer. You'll also explore the benefits and limitations of each product application.

**SPEAKERS**[Michelle Estes](#)

Speaker

**SESSION FILTERS**[Expo credit](#)[GBCI](#)[RIBA](#)[Technology](#)

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