

# New Additions to **BEHR** .com

*Premium Plus Ultra® has been added to [BEHR's Web Site](#).*

**Explore Color.**

**Get Inspired.**

**Organize Projects.**



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## New Premium Plus Ultra® Color Center

### Includes:

- 386 exclusive Premium Plus Ultra designer colors available online for the first time
- Customers can preview and interact with Premium Plus Ultra color swatches and brochures
- Premium Plus Ultra Interior/Exterior interactive sheen guide
- Printer friendly PDF's of Ultra magazines and mood cards

The image displays two screenshots of the BEHR Premium Plus Ultra Color Center website. The top screenshot shows the main interface with a large color palette grid on the left, a search bar, and navigation tabs for 'explore color', 'inspiration', and 'project center'. The right side features the BEHR Premium Plus Ultra logo and the text 'Premium Plus Ultra® Color Center' with a prompt to 'Click on any color card or brochure'. The bottom screenshot shows the same interface with an 'Interior Elegance' brochure preview on the right, including a 'Download it' button circled in blue. The brochure preview shows a living room scene and lists 'COLOR IDEAS FOR INTERIORS' with sub-sections: PERSONAL PLACE, FORMAL SPACES, SOCIAL SPACES, and WORKING STYLES. The 'Download it' button is labeled '4471kb PDF'. The website footer includes 'Workbook', 'Login to access your projects. New Visitor? Register to create your workbook now.', 'My Color Samples (0)', and copyright information for 2010 Behr Process Corporation.



## New BEHR Online Shopping Experience

### Includes:

- Premium Plus Ultra 8 oz samples now available online
- New sample jar designs that match the branding used in The Home Depot
- Free FedEx Ground Shipping for samples orders of 3 or more
- New online retail price for color samples at \$3.94 each
- Customers can also add convenient, easy to use Mini Roller and Tray Sets to their sample orders for \$1.99 each

The screenshot shows the BEHR website's 'Explore Color' section. At the top, there is a navigation bar with links for 'Join Our Email List', 'Cart (0)', 'Search', 'Products', 'Contact Us', 'About Behr', 'Careers', and 'Safety'. Below this is a main header with the BEHR logo and three menu items: 'explore color', 'inspiration', and 'project center'. The main content area features a headline: 'Buying Behr® Color Samples is Easy and Convenient!'. Below the headline, it states: 'Behr Color Samples are the most accurate way to test out your color choices. Choose from 386 exclusive Premium Plus Ultra® colors and over 2,000 Premium Plus® colors.' To the left, two jars of color samples are shown: one labeled 'BEHR PREMIUM PLUS COLOR SAMPLE' and another 'BEHR PREMIUM PLUS ULTRA Color Sample'. Below the jars, it says 'Large 8 oz. sample size.' To the right, there are three interactive boxes: 'Browse Virtual Color Centers' (with a sub-header 'Get started by choosing your color'), 'Browse Image Galleries', and 'Start ColorSmart by Behr™'. Below these boxes, there is a search bar with the text 'Already have a Color in Mind?' and 'Enter color name or code' next to a 'Search' button. At the bottom of the main content area, there is a 'Workbook' section with a 'Login to access your projects. New Visitor? Register to create your workbook now.' link and a 'My Color Samples (0)' dropdown menu. The footer contains links for 'Store Locator', 'Privacy Policy', 'Terms of Use', 'Promotions', and 'Submit Rebate', along with the copyright notice 'Copyright © 2010 Behr Process Corporation'.

Join Our Email List

Cart (0) Search Products Contact Us About Behr Careers Safety

**BEHR**

explore color inspiration project center

Explore Color / Buying Behr® Color Samples is Easy ...

### Buying Behr® Color Samples is Easy and Convenient!

Behr Color Samples are the most accurate way to test out your color choices. Choose from 386 exclusive Premium Plus Ultra® colors and over 2,000 Premium Plus® colors.

Large 8 oz. sample size.

**\$3.94** each **FREE SHIPPING!** with purchase of 3 or more samples

Get started by choosing your color

Pick your colors from our online collection of swatch cards and brochures

Get inspired by rooms and homes with our ready-to-use color combinations

Coordinate colors and paint room images, including your own photos, online

Browse Virtual Color Centers

Browse Image Galleries

Start ColorSmart by Behr™

Already have a Color in Mind?

Enter color name or code

Workbook Login to access your projects. New Visitor? Register to create your workbook now. ^

My Color Samples (0) ^

Store Locator Privacy Policy Terms of Use Promotions Submit Rebate

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## New 2010 Design & Color Trends Magazine

### Includes:

- BEHR Virtual Color Center updated with the new 2010 Design & Color Trends Magazine
- Printer friendly PDF version of the magazine

The screenshot displays the BEHR website interface. At the top, there is a navigation bar with links for "Join Our Email List", "Cart (0)", "Search", "Products", "Contact Us", "About Behr", "Careers", and "Safety". Below this is a secondary navigation bar with "BEHR" logo and three main categories: "explore color", "inspiration", and "project center".

The main content area features a central "Design & Color TRENDS" brochure card. To the left of the card is a "Virtual Color Center" section with a grid of color swatches and a "Back to All Colors" link. Below the grid is a search bar for colors with the text "Search for a color:" and a "Search" button.

To the right of the brochure card is a "Brochure Card: Design & Color Trends" section. It includes a "Print" button and a "Did you know..." promotional box. The promotional box states: "You can get 8 oz. samples of Behr Premium Plus Ultra and Behr Premium Plus paint. Just add colors to your cart. \$3.94 each. FREE SHIPPING! with purchase of 3 or more samples." Below this is another box titled "What you should know about viewing color online".

At the bottom of the page, there is a "Workbook" section with a "Login to access your projects. New Visitor? Register to create your workbook now." link, and a "My Color Samples (0)" section. The footer contains links for "Store Locator", "Privacy Policy", "Terms of Use", "Promotions", and "Submit Rebate", along with the copyright notice "Copyright © 2010 Behr Process Corporation".



## New Color Summary and Promotion

### Includes:

- New larger color chips highlighting your selected color
- Customers can purchase 8 oz samples, preview in ColorSmart or save to My Color Samples
- BEHR Color Samples at \$3.94 each (reduced from \$6.95) with free shipping on purchases of 3 or more

Join Our Email List | Cart | Search | Products | Contact Us | About Behr | Careers | Safety

BEHR | explore color | inspiration | project center

**Behr® Color Samples**  
Reduced Price! ~~\$6.95~~ **\$3.94** each  
Choose from 386 exclusive Premium Plus Ultra® colors and over 2000 Premium Plus® colors  
Learn More >  
**FREE SHIPPING!**  
with purchase of 3 or more

**Color Summary**

Egyptian Nile 420F-6

Visualize colors with **ColorSmart**

Behr® Color Samples **\$3.94** each  
**FREE SHIPPING!**  
with purchase of 3 or more

Get the complete look - featured colors

- Egyptian Nile 420F-6
- Wild Honey 760C-3
- Baked Brie 780C-2
- Swiss Coffee 2012

Visualize Colors | Save Colors | Buy Samples

Workbook | Login to access your projects. New Visitor? Register to create your workbook now. | My Color Samples (0)

Store Locator | Privacy Policy | Terms of Use | Promotions | Submit Rebate | Copyright © 2010 Behr Process Corporation



## ColorSmart by BEHR™ with Premium Plus Ultra® Colors

### Includes:

- BEHR Premium Plus Ultra colors now available in ColorSmart by BEHR and Paint Your Place applications
- Customers can visualize and coordinate Ultra colors
- BEHR Color Samples at \$3.94 each (reduced from \$6.95) with free shipping on purchases of 3 or more

The screenshot displays the BEHR ColorSmart web application interface. At the top, there is a "View Cart" button and a "Close Window" button. The main header features the BEHR logo and the text "BEHR PREMIUM PLUS ULTRA".

The interface is divided into several sections:

- YOUR COLORS:** A section titled "YOUR COLORS" with the instruction "CLICK any color below that you wish to modify:". It lists three color swatches: "AGED PARCHMENT UL150-10", "GALLERY WHITE UL200-15", and "DARK TRUFFLE UL140-2". Below the swatches are buttons for "Add Color" and "Order Samples".
- PREVIEW COLORS:** A section titled "PREVIEW COLORS" with two steps: "STEP 1: Click a Color" and "STEP 2: Click an area". It includes buttons for "Undo last step" and "Clear all colors".
- Color Selection:** A vertical column of color swatches with buttons for "ADD Color", "Modify color", and "Coordinate".
- Image Preview:** A large image of a house with a porch, showing the selected colors applied to the exterior.
- Navigation:** At the bottom, there are buttons for "BACK" (with a note "select previous type"), "Order Samples", and "Print options".

At the bottom of the page, there is a disclaimer: "Colors that appear on the site match Behr Premium Plus® if to the stripe cards located in the In order to print project, please..."

