# Interior Coatings

## DuraPoxy
**Epoxy-Like Durability**
- Washable & Scrubbable Finish
- Stain & Mildew Resistant
- Excellent Hide
- Self-Priming

**Description:**
Super-premium 100% acrylic enamels designed for use on walls, trim, and accents where a durable and washable epoxy-like finish is desired.

**Perfect For:**
- High Traffic Areas
- Hallways
- Kitchens
- Bathrooms

## AcryPlex
**Luxurious Appearance**
- Low Spatter
- Very Low Odor & VOC
- Self-Priming

**Description:**
Premium quality 100% acrylic paints and enamels designed for use on walls, trim, and ceilings where a luxurious, self-priming finish is desired at a very low VOC.

**Perfect For:**
- Living Rooms
- Bedrooms
- Offices
- Hospitals

## 550
**Trusted Performance**
- Easy Application
- Great Touch-Up
- Self-Priming

**Description:**
Premium quality latex paint designed for use on walls where a high-end finish and easy application is desired.

**Perfect For:**
- Living Rooms
- Bedrooms
- Offices
- Classrooms

## Inspire
**Beautiful Finish**
- Smooth Application
- Great Hide
- Low Odor & VOC
- Self-Priming
- Easy to Clean

**Description:**
High quality interior paints and enamels designed to provide a smooth, beautiful finish with lasting durability. The self-priming, high-hide formula allows for easy application in fewer coats.

**Perfect For:**
- Living Rooms
- Bedrooms
- Offices
- Retail Spaces

## Premium Professional
**Premium Results**
- Easy Application
- Great Touch-Up
- Very Low Odor & VOC
- Self-Priming

**Description:**
High quality latex paints and enamels designed for use on walls, ceilings, and trim where premium performance, easy application, and very low VOC is desired.

**Perfect For:**
- Residential Homes
- Commercial Buildings
- Retail Spaces
- Schools

## Kel-Pro
**Dependable Quality**
- Decorative Finish
- Good Touch Up
- Low Odor
- Very Low VOC

**Description:**
Professional quality latex paints and enamels designed for use on walls, ceilings, and trim where dependable performance and very low VOC is desired.

**Perfect For:**
- Offices
- Classrooms
- Apartments
- Retail Spaces
**EXTERIOR COATINGS**

**DuraPoxy**

**Ultimate Protection**
- Excellent UV Protection
- Superior Hide & Coverage
- Resists Rain & Moisture [1 Hour]
- Self-Priming
- Dirt & Mildew Resistant
- Easy to Clean

**Description:** Designed to provide outstanding hide, excellent UV protection, and rapid moisture resistance. This quick-drying formula is suitable for areas with unpredictable weather and can resist rain or fog in as little as one hour.

**Perfect For:**
- Wood Siding
- Cement Board
- Stucco
- Brick

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**Envy**

**Perfect Appearance**
- High Build Application
- Exceptional Weathering
- Self-Priming
- Dirt & Mildew Resistant

**Description:** Super-premium 100% acrylic paints and enamels designed with exceptional weathering, durability, coverage, and application characteristics. Intended for use on walls, trim, accents, and doors made of stucco, masonry, metal, wood, and hardboard.

**Perfect For:**
- Rough Wood
- Stucco
- Brick
- Concrete

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**AcryShield**

**Lasting Impression**
- Excellent Color & Gloss Retention
- Self-Priming
- Dirt & Mildew Resistant

**Description:** Premium quality 100% acrylic paints and enamels designed with excellent weathering for a lasting impression. Intended for use on walls, trim, accents, and doors made of stucco, masonry, metal, wood, and hardboard.

**Perfect For:**
- Wood
- Cement Board
- Stucco
- Aluminum Siding

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**Inspire Exterior**

**Attractive Quality**
- Smooth Application
- Easy Touch-Up
- Self Priming
- Mildew Resistant

**Description:** High quality exterior paints and enamels designed to provide a smooth, beautiful finish with lasting durability. The self-priming, easy to touch up formula reduces application time. The mildew and UV resistant finish keeps surfaces looking better for longer.

**Perfect For:**
- Wood
- Concrete
- Stucco
- Aluminum Siding
SPECIALTY COATINGS

Ceiling Paint - Interior

Flawless Dead Flat Finish
Diffuses Light to Hide Imperfections
Easy Application & Low Spatter
Great Hide & Self-Priming
Non-Bridging for Acoustic Tiles
Very Low Odor & VOC

Description:
Premium quality interior flat that provides easy application, great hide, and a uniform appearance on ceiling surfaces. Designed with a self-priming, low spatter formulation that diffuses light and hides imperfections for a flawless finish look.

Perfect For:
Ceilings

Acrylic Elastomeric - Exterior

Flexible Smooth Finish
100% Acrylic Durability
Bridges Hairline Cracks
Uniforms Rough Surfaces
Waterproofing

Description:
High quality 100% acrylic elastomeric coating designed as a smooth flexible finish for use on above grade concrete, stucco, and masonry. Can be used to develop a waterproofing system.

Perfect For:
Concrete Block
Tilt Up Concrete
Stucco Homes
Commercial Buildings

Siding & Fence Stain - Exterior

Solid Color & Semi-Transparent
Showcases Wood Texture & Grain
Excellent Weather Resistance
Self-Priming
Water Clean-Up

Description:
Premium quality waterborne stain that provides outstanding hide, superior UV protection, and excellent moisture resistance to exterior wood surfaces while preserving the natural texture and grain.

Perfect For:
Fences
Siding
Shingles
Vertical Wood

LIGHT INDUSTRIAL COATINGS

DTM - Interior/Exterior

Direct to Metal
Primer and Finish Coating
Excellent Adhesion
Flash Rust Resistant
Inhibits Corrosion
Protects Against UV Damage

Description:
High performance, single-component waterborne coating that provides a smooth, durable finish over a variety of metal surfaces including iron, steel, galvanized and aluminum.

Perfect For:
Galvanized
Aluminum
Ferrous Metals

Dry Fall - Interior

Dryfall Within 20 feet
Good Adhesion
Use on Various Substrates
Non-Bridging
Water Clean-Up

Description:
Professional quality interior flat latex designed with a dry fall characteristics for use on wall and ceiling surfaces.

Perfect For:
Warehouses
Commercial Buildings
Parking Structures
# INTERIOR / EXTERIOR COATINGS

## DuraPoxy HP

**High Performance**
- Fast Drying
- Factory-Like Finish
- Durable & Easy to Clean
- Resists Sticking & Blocking
- Flash Rust Inhibitive

**Description:**
High Performance one-component waterborne acrylic urethane enamels designed for use in architectural and light industrial applications where a fast drying, durable finish is desired.

**Perfect For:**
- Cabinets
- Entry Doors
- Furniture
- Hand Rails
- DTM Applications

## Epic Finishes

**Ultra-Smooth Finish**
- Self-Leveling
- Excellent Durability
- Resists Yellowing
- Water Clean Up

**Description:**
Super-premium waterborne urethane-alkyd enamels designed for use on trim and accent areas where a smooth, self-leveling and durable finish is desired.

**Perfect For:**
- Doors & Moldings
- Railings
- Fine Finish
- Light Industrial

# DRYWALL PRIMERS

## AcryPlex PVA - Interior

**Great Hide, Low Odor**
- Minimizes Joint Banding
- Fast Drying
- Excellent Enamel Holdout
- High Hide
- Very Low VOC

**Description:**
Premium quality interior primer and sealer designed to provide excellent uniformity and enamel holdout on wallboard.

**Perfect For:**
- Drywall
- Concrete
- Porous Plaster

## Kel-Bond PVA - Interior

**Seals Drywall & Wallboard**
- Minimizes Joint Banding
- Fast Drying
- Good Enamel Holdout
- White in Color

**Description:**
High quality interior drywall primer and sealer designed to provide good enamel hold out, minimize joint banding, and form a tight seal on new wallboard.

**Perfect For:**
- New Drywall
- Tape Lines
- Patching Compound
- Texture

## Drywall Primer - Interior

**Dependable PVA**
- Uniforms Surfaces
- Good Enamel Holdout
- Fast Drying

**Description:**
High quality interior PVA primer and sealer designed to uniform surfaces and provide good enamel holdout for an even topcoat appearance.

**Perfect For:**
- New Drywall
- Patching Compound
- Texture

## Level 5 - Interior

**High Build Easy Sand Primer**
- PVA Wallboard Primer/Surfacier
- Heavy Bodied and High Solids
- Easy Spray Application
- Helps Achieve a Level 5 Drywall Finish
- Uniforms Substrate with Little to No Sanding

**Description:**
High quality interior PVA primer surfacer designed to smooth imperfections and uniform wallboard surfaces.

**Perfect For:**
- New Drywall
- Rough Wallboard
# WOOD PRIMERS

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Type</th>
<th>Description</th>
<th>Perfect For</th>
</tr>
</thead>
<tbody>
<tr>
<td>AcryPlex Enamel Undercoater</td>
<td>Interior</td>
<td>Premium quality interior primer designed to provide excellent uniformity,</td>
<td>Wood, Composite</td>
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<tr>
<td></td>
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<td>tannin blocking, and enamel holdout on wood.</td>
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</tr>
<tr>
<td>Kel-Bond Quick Sand</td>
<td>Interior</td>
<td>Fast-drying primer designed for interior surfaces where a smooth finish and</td>
<td>Wood, Composite, Drywall, Masonry</td>
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<td></td>
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<td>uniform topcoat are required. It sands with minimal effort and can be used</td>
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<td>on most unpainted interior substrates.</td>
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<tr>
<td>AcryShield Wood</td>
<td>Exterior</td>
<td>Premium quality acrylic primer designed with excellent adhesion, sealing,</td>
<td>Wood, Composite</td>
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<tr>
<td></td>
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<td>and tannin resistance on bare wood.</td>
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</tbody>
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# MASONRY PRIMERS

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Type</th>
<th>Description</th>
<th>Perfect For</th>
</tr>
</thead>
<tbody>
<tr>
<td>AcryShield Masonry</td>
<td>Exterior</td>
<td>Premium quality acrylic primer designed with excellent adhesion and alkali</td>
<td>Masonry, Stucco, Cement Board, Concrete</td>
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<td>resistance &lt;13 PH on concrete, masonry, stucco, and fiber cement board.</td>
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<tr>
<td>Multi-Seal</td>
<td>Interior/Exterior</td>
<td>High quality clear penetrating sealer designed for use on wood, masonry,</td>
<td>Concrete Block, Poured Concrete, Stucco, New Wood, Bare Metal</td>
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<tr>
<td></td>
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<td>concrete, stucco, and metal in a wide variety of applications.</td>
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</tr>
<tr>
<td>Prime &amp; Fill Block Filler</td>
<td>Interior/Exterior</td>
<td>High quality interior and exterior primer designed with a heavy body to fill porous masonry and create a smooth surface.</td>
<td>Concrete Block, Poured Concrete, General Masonry</td>
</tr>
</tbody>
</table>
# Multi-Purpose Primers

## Kel-Bond Restore Ultra - Interior/Exterior
- **Seal & Bond**
  - High Build Application
  - Smooths Rough Substrates
  - Reduces Cracking of the Surface
  - Speeds Surface Preparation
- **Description**: High-build, interior and exterior flexible bonding primer designed to save time and reduce surface preparation. The thick applying formula can be used to seal and smooth rough, aged, cracked, and weathered surfaces.
- **Perfect For**: Wood, Composite, Drywall, Masonry
- **Code**: 2205 Primer

## Kel-Bond Adhesion Plus - Interior/Exterior
- **Superior Adhesion**
  - Smooth Application
  - Easy to Sand
  - Water Clean-Up
  - Low Odor & VOC
- **Description**: High performance, interior and exterior bonding primer that provides maximum adhesion to hard, dense, and glossy surfaces. The easy to apply formula also sandable to a smooth finish with minimal effort.
- **Perfect For**: Wood & Composite, Aluminum & Galvanized, Fiberglass & Tile, Cabinets & Doors, Hard to Stick Surfaces, Previously Painted Surfaces
- **Code**: 2207 Primer

## Kel-Bond Hybrid - Interior/Exterior
- **Alkyd Resin**
  - Water Clean Up
  - Excellent Adhesion
  - Seals Porous Surfaces
  - Stain Blocking
  - Easy to Sand
- **Description**: Premium quality interior and exterior waterborne alkyd primer for use on new or previously painted wood, composite, drywall, and ferrous metal surfaces. Designed to block stains, promote adhesion, and sand easily.
- **Perfect For**: Wood, Composite, Drywall, Ferrous Metal
- **Code**: 265 Primer

## Kel-Bond Universal - Interior/Exterior
- **General Purpose for Various Substrates**
  - Great Adhesion
  - Excellent Enamel Holdout
  - Resists Tannin Bleed
  - Seals in Stains
  - Alkali Resistant
  - Flash Rust Resistant
- **Description**: Premium quality interior and exterior acrylic primer for general use on wood, masonry, drywall, and non-ferrous metal surfaces. Designed to block stains, promote adhesion, and develop a uniform topcoat appearance.
- **Perfect For**: Wood, Masonry, Drywall, Galvanized, Aluminum
- **Code**: 295 Primer

## General Purpose Primer - Interior/Exterior
- **For Various Substrates**
  - Fast Drying
  - Promotes Adhesion
  - Blocks Mild Stains
  - Aids in Changing Color
  - Mildew Resistant
- **Description**: High quality interior and exterior primer designed to seal new surfaces, block mild stains, and aid in changing topcoat colors.
- **Perfect For**: Wood, Masonry, Drywall, Galvanized, Aluminum
- **Code**: 200 Primer
PROFESSIONAL SERVICES

Kelly-Moore Paint App

Architectural Specification Services
Kelly-Moore Architectural Representatives service architects, interior designers, specification writers, and general contractors. We provide one-on-one personal consultation and job-site inspections to identify the ideal paint system to meet your exact performance and color requirements. Our representatives do not work on commission; they are a resource for technical product information, Material Safety Data Sheets, product quality definitions, industry cross-overs, finish recommendations, VOC regulatory considerations, problem potentials, analysis and solutions.

COLOR Studio Rendering Services
We provide digital color scheme renderings, property management color palette books, a professional COLOR Kit, curated fandecks, and COLOR Swatch samples to help you choose your color schemes with confidence.

KELLY-MOORE PAINTS