BEHR Paint Company

THROUGH THE DECADES

1947
Otho Behr Jr. and his chemist father founded Linseed Oil Products Company from their family garage.

1948
The company relocates from the family garage to an 800-square-foot Quonset hut in Pasadena, California.

1956
A land purchase in Orange County, California resulted in the company's first corporate, manufacturing and distribution facility.

1979
Partnership with The Home Depot begins.

1984
Behr named The Home Depot Partner of the Year for the first time.

1986
Behr enters the paint category, introduces BEHR PREMIUM PLUS® Interior Paint. Behr Canada becomes the company's first facility outside of the United States.

1986
Behr introduces color matching technology at retail, an industry first.

1994
Partnership with The Home Depot Canada begins.

1999
Public company, Masco, acquires Behr, marking the end of Behr's 52 year run as a private company.

2000
Masco acquires Masterchem Industries Inc., the maker of the KILZ® brand.

2003
KILZ® brand enters the paint category with the introduction of KILZ® CASUAL COLORS at Walmart.

2003
Behr introduces the Color Solutions Center in The Home Depot stores in the U.S. and Canada.

2006
Behr opens a Research and Development center in Pune, India.

2008
The U.S. Pro Paint segment becomes a strategic priority.

2009
Behr enters Mexico and Chile and begins distribution in Latin America.

2011
COLORSMART BY BEHR® mobile application is released.

2012
Behr expands distribution to China.

2013
BEHR MARQUEE® paint line launches.

2016
MAGNOLIA HOME byJOANNA GAINES® paint line launches.

2016
Behr PRO® Paint Line launches.

2019
Behr launches the first all plastic, 100% recyclable container with Simple Pour lid.

2019
Behr launches eCommerce initiative, BEHR® EXPRESS.

2020
Behr enters the paint applicator business via Masco's acquisition Work Tools International and its brands, WHIZZ® and Elder and Jenks®.

2020
Behr enters the aerosol category with launch of BEHR® PREMIUM™ Spray Paint.

2020
Behr re-enters the interior wood stain category with launch of BEHR PREMIUM™ Interior Wood Stains.

2021
Behr enters the caulks & sealants category.

2021
BEHR DYNASTY® Interior Paint line launches.

2023
BEHR DYNASTY® Exterior Paint launches across the U.S.