

OUR HISTORY



1947
Linseed Oil Products Company founded by Otho Behr Jr.

1948
The company relocates from Otho Behr's garage to an 800-square-foot Quonset hut in Pasadena, California

1950's
Sales team grows to five members, the company relocates to Alhambra, California. Behr purchases land for the Alton facility, moves to Santa Ana, California.

1954
Linseed Oil Products Company becomes Behr Process Corporation.



1978
Behr enters a retail partnership with The Home Depot

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

1986
Behr enters the paint market, introduces BEHR® PREMIUM PLUS® Paint. Behr enters Canada market—the company's first facility outside of California.

1988
Behr introduces computer color matching



2000s
Behr introduces Color Solutions Center in The Home Depot stores. Behr expands into China. Behr enters the Professional market with Direct to Pro Service. BEHR PREMIUM PLUS ULTRA® Interior Paint introduced to market. Behr enters the Mexico market.



2010s
COLORSMART® mobile app is launched. Behr's groundbreaking new product BEHR MARQUEE® Exterior Paint and Primer and BEHR DECKOVER® Coatings are introduced. The 100% recyclable BEHR® Simple Pour lid is announced. BEHR® Express launches as an all-in-one paint kit delivery.



BEHR

1960's
Behr developed the first oil/ water combination product and successfully launched a series of interior and exterior stains and clear coating products.



1994
Behr enters a retail partnership with The Home Depot Canada

1999
Masco Corporation purchases Behr Process Corporation



KILZ

2000s
Masco acquires Masterchem; Behr and Masterchem form the Masco Coatings Group. With the introduction of KILZ® CASUAL COLORS®, Masterchem enters the paint and specialty category.



2010s
KILZ® Brand partners with Joanna Gaines to create the MAGNOLIA HOME BY JOANNA GAINES® line of paint. KILZ® Primers get a new label design to make the shopping experience faster.

