



## A LITTLE ABOUT PROCHALK®

### ALL MARKING CHALK IS NOT CREATED EQUAL

Keson is the only company making marking chalk in the United States. We have formulated our colors to meet the diverse needs of our customers. The color and the amount of the pigment determines the vividness and permanence of the line. We believe we have created the best marking chalk in the world. It sticks to your line until you decide you want it to stick to something else. Over the years, we've fine-tuned our formulas to produce chalk that performs with consistent excellence, batch after batch.

### FIVE LEVELS OF INTENSITY

We've engineered a range of colors with five variations of intensity.

**ProChalk Standard** for your basic chalk line needs that are easier to clean up or let wear away naturally.

**ProChalk High Visibility** which include our Glo-Orange, Glo-Lime and Yellow formulations for highly visible applications that will wear or wash away naturally in a few days.

**ProChalk Semi-Permanent** for weather- and water-resistant lines that hit and stick for a long time but will eventually wear away naturally.

**ProChalk Permanent** for weatherproof and waterproof lines that aren't going to go away any time soon. Most users are choosing this level of intensity for applications that are going to be covered. This level is engineered for more extreme conditions.

**ProChalk Ultimate Dye** which is almost 100% pigment for lines that are intended will be laid down once. Period.



Permanency	Standard		High-Visibility			Semi-Permanent		Permanent			Ultimate Dye	
Colors	Blue	White	Lime	Orange	Yellow	Black	Red	Black	Blue	Red	Blue	Red
Permanence Rank	1		2			3		4			5	
Best for	Interior/Exterior		Exterior			Exterior		Exterior			Exterior	
Applications Include:	Interior Layout, Roofing, Siding, Paneling		Corrections, Plumbing, Electrical, Roofing, Masonry			Exterior Layout, Concrete Layout, Roofing, metal Fabrication		Exterior Layout, Concrete Layout, Extreme Conditions, Long-Term Applications			Exterior Layout, Concrete Layout, Extreme Conditions, Long-Term Applications	