



## 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	

### ⚠️ WARNING!

This product (ProChalk) can expose you to chemicals including CRYSTALLINE SILICA and/or CARBON BLACK or FORMALDEHYDE which is known to the State of California to cause cancer or birth defects or reproductive harm. For more information, visit [www.p65Warnings.ca.gov](http://www.p65Warnings.ca.gov).

## PROCHALK® STANDARD

### INTERIOR OR EXTERIOR USE

Applications include interior layout, as well as roofing, siding, and concrete. For interior or exterior use.



**1 2 3 4 5**

Performance Ranking

MODEL	UPC 052837	COLOR	WEIGHT	SPECIAL FEATURES
8B	006120	blue	8 oz.	Best seller!
8W	006113	white	8 oz.	
103B	020584	blue	3 lbs	
105B	006328	blue	5 lbs	
105W	006311	white	5 lbs.	
125B	006526	blue	25 lbs.	
125W	006519	white	25 lbs.	Best seller!
148B	006625	blue	48 lbs.	
148W	006618	white	48 lbs.	Best seller!



## PROCHALK® HIGH VISIBILITY

### STRIKE ONCE, STRIKE BOLD!

Exterior applications include plumbing, electrical, roofing, and masonry.



**1 2 3 4 5**

Performance Ranking

MODEL	UPC 052837	COLOR	WEIGHT	SPECIAL FEATURES
8GL	006427	glo-lime	8 oz.	Glo-color!
8GO	006403	glo-orange	8 oz.	Glo-color!
8Y	006137	yellow	8 oz.	Glo-color!
103GO	020591	glo-orange	3 lbs.	Glo-color!
105GL	020188	glo-lime	5 lbs.	Glo-color!
105GO	006410	glo-orange	5 lbs.	Glo-color!
105Y	006335	yellow	5 lbs.	Glo-color!
125GO	006540	glo-orange	25 lbs.	Glo-color!
125Y	006533	yellow	25 lbs.	Glo-color!
148GO	006649	glo-orange	48 lbs.	Glo-color!
148Y	006632	yellow	48 lbs.	Glo-color!



## PROCHALK® SEMI-PERMANENT MARKING CHALK WATERPROOF

Exterior applications include concrete layout, roofing, metal fabrication.



1 2 **3** 4 5  
Performance Ranking

MODEL	UPC 052837	COLOR	WEIGHT	SPECIAL FEATURES
8BLACK	025954	black	8 oz.	
8R	006106	red	8 oz.	
103BLACK	026203	black	3 lbs.	
103R	020577	red	3 lbs.	Best seller!
105BLACK	026210	black	5 lbs.	
105R	006304	red	5 lbs.	Best seller!
125R	006502	red	25 lbs.	
148R	006601	red	48 lbs.	



## PROCHALK® PERMANENT WEATHERPROOF MARKING

Exterior applications include exterior layout, extreme conditions, concrete layout, long-term applications.



1 2 3 **4** 5  
Performance Ranking

MODEL	UPC 052837	COLOR	WEIGHT	SPECIAL FEATURES
PM8BLACK	021482	black	8 oz.	waterproof
PM8BLUE	021505	blue	8 oz.	waterproof
PM8RED	021529	red	8 oz.	waterproof
PM103BLACK	021499	black	3 lbs.	waterproof
PM103BLUE	021512	blue	3 lbs.	waterproof
PM103RED	021536	red	3 lbs.	waterproof
PM105BLACK	025299	black	5 lbs.	waterproof
PM105BLUE	025688	blue	5 lbs.	waterproof
PM105RED	025695	red	5 lbs.	waterproof



These are concentrated marking products. Lines snapped with ProChalk Semi-Permanent, Permanent, and Ultimate Dye grades may be visible as long as one year after striking. The colors also may bleed through light-colored paint.

## PROCHALK® ULTIMATE DYE

### WATERPROOF PERMANENT

Exterior applications include concrete layout, exterior layout, extreme conditions, long-term applications.



1 2 3 4 **5**

Performance Ranking

MODEL	UPC 052837	COLOR	WEIGHT	SPECIAL FEATURES
5BD	025916	blue	5 oz.	chalk-dye
5RD	026838	red	5 oz.	chalk-dye
5BLACKD		black	5 oz.	chalk-dye
103BD	026036	blue	3 lbs.	chalk-dye
103RD	026856	red	3 lbs.	chalk-dye
103BLACKD		black	3 lbs.	chalk-dye



Keson is proud to be a partner with TroopsDirect in its mission of helping American service members. We regularly donate pallets of glo orange and blue chalk to our troops in Afghanistan. Troops use the donation for marking and identifying IED lanes by temporarily discoloring their location with marking chalk, which allows troops and local residents to pass safely.