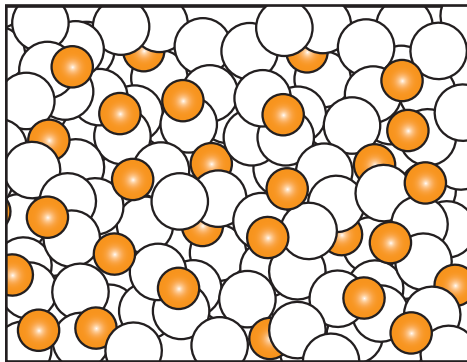




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All marking chalk is not created equal. The color and *the amount of the pigment determines the vividness and permanence of the line.* The pictures below give a basic idea of how marking chalk works and why Keson chalk is the best marking chalk in 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.

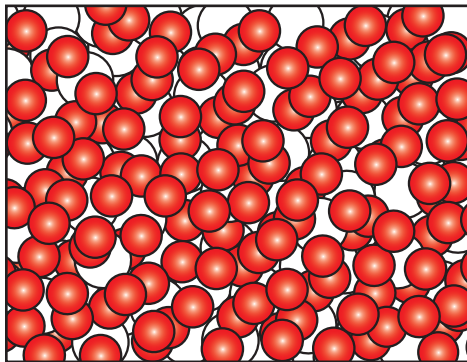
We've engineered a range of colors with two basic variations of intensity: ProChalk Plus, for lines that hit and stick for a long, long time; and standard ProChalk for your basic chalk line needs. Glo-Orange and Glo-Lime are highly visible versions of ProChalk that will wear or wash away naturally. ProChalk Ultimate is chalk dye, almost 100% pigment!



ProChalk® & ProChalk Glo Marking Chalks

ProChalk is formulated to achieve a perfect line every time. Brilliant color tones provide strong, sharp lines. From the brightest pigments in the industry, we produce standard colors plus our unique, fluorescent Glo-Orange and Glo-Lime for improved visibility.

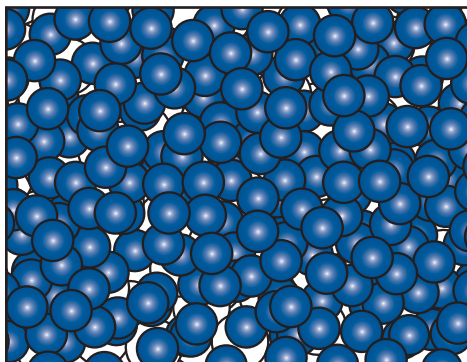
- Standard grade marking chalk.
- 4-5 strikes usual line yield.
- Brilliant color.
- Great flow for easy box fill-up.



ProChalk Plus—Professional Marking Chalk

There is a delicate balance that needs to be maintained with higher grade chalk: you need enough pigment to slap down a line that's not going anywhere and enough carrier to keep the chalk flowing. ProChalk Plus is formulated to achieve a perfect, lasting line every time.

- Professional grade marking chalk.
- 8-10 strikes usual line yield.
- Brilliant weather-proof color.
- Water-resistant lines hold your mark.
- Great flow for easy box fill-up.



ProChalk Ultimate—Professional Marking Dye

Sometimes called chalk dye, this product lays down a mark that stays. Our 5BD and 102BD, 103BD blue dyes are souped up even more than the ProChalk Plus grades.

- Premium grade marking dye.
- 12-15 strikes usual line yield.
- Brilliant weather-proof color.
- Water-resistant lines hold your mark.
- Great flow for easy box fill-up.



Sizes

- 4 oz.
- 8 oz.
- 12 oz.
- 3 lbs.
- 5 lbs.
- 25 lbs.
- 48 lbs.

Merchandiser

Colors (by popularity)

- Red
- Blue
- Glo-Orange
- Black
- ProChalk Plus—Blue, Red, Black
- White
- Blue Dye
- Yellow
- Glo-Lime

