

# Set Your Stores Apart and Deliver a Brilliantly Colorful Customer Experience



**Benjamin Moore®**

No matter the surface, Benjamin Moore has just the right coating for your facility.



## INTERIOR

- 1 Advance® Waterborne Interior Alkyd** delivers the flow and levelling of an alkyd, in a low-VOC formula that cures to a smooth, furniture-like finish.  
*Perfect for: Cabinets, display fixtures, doors, trim, shelving*
- 2 Aura® Interior Paint** is the ultra premium paint for unparalleled colour and stunning beauty that lasts, thanks to proprietary Colour Lock™ Technology.  
*Perfect for: Showrooms, offices, lounges and meeting spaces*
- 3 Insl-X® Chalkboard Paint** turns any paintable surface into a chalkboard of any size or shape.  
*Perfect for: Break rooms, eateries, pubs*
- 4 Corotech® Acrylic DTM Enamel** is a waterborne formula that fights rust on metal and provides a smooth, durable finish on wood, drywall and masonry.  
*Perfect for: Metal railings and trim*
- 5 Corotech® 100% Solids Epoxy Floor Coating** provides heavy-duty protection for floors exposed to shopper and employee foot traffic, moisture, spills and frequent cleaning.  
*Perfect for: Interior floors*
- 6 Corotech® Polyamide Epoxy** is a multi-use epoxy designed for substrates that require a durable coating in severe or exposed environments.  
*Perfect for: Parking garage walls and ceilings*
- 7 Corotech® Pre-Catalyzed Waterborne Epoxy** provides a tough, durable film for walls, ceilings and trim. The low-VOC formula makes this product ideal for use in occupied areas.  
*Perfect for: Kitchens, food service areas, restrooms and loading docks*
- 8 Corotech® Waterborne Amine Epoxy** produces an extremely durable, chemical-resistant floor coating with the benefit of low-VOCs and soap-and-water cleanup, allowing it to be applied in occupied areas.  
*Perfect for: Interior floors*
- 9 Stays Clear®** is a premium-quality coating that produces a durable and clear finish that dries quickly and does not scratch or yellow over time.  
*Perfect for: Hardwood floors*
- 10 Regal® Select** is the favourite paint for durability and washability. Trusted for generations, it stands up to everyday wear and tear.  
*Perfect for: Offices, lounges and meeting spaces*
- 11 Ultra Spec® 500** is a zero-VOC, professional-quality interior coating that completes large jobs with less effort. It dries quickly for faster job turnaround, and touch-ups blend seamlessly. It also qualifies for LEED® v4 credit, and is MPI-approved in multiple categories.  
*Perfect for: Offices and other interior walls*
- 12 Scuff-X®** delivers unmatched scuff-resistance in a single-component, high-performance, latex formula. Scuff-X will continue to resist scuffs in high-traffic areas long after other paints have failed, resulting in big savings.  
*Perfect for: Break rooms, common areas, fitting rooms, food courts, hallways, loading docks, lobbies, storage rooms*

## EXTERIOR

- 13 Corotech® Mastic Coating** is a high-solids, rust-inhibitive, surface-tolerant epoxy mastic that is excellent for protecting steel and concrete.  
*Perfect for: Tank exteriors and other exposed steel structures*
- 14 Corotech® Acrylic DTM Enamel** is a waterborne formula that fights rust on metal and provides a smooth, durable finish on wood, drywall and masonry.  
*Perfect for: Metal railings, trim and pipes*
- 15 Insl-X® Traffic Coatings** designed for application to interior or exterior masonry and asphalt surfaces and offers great durability. Available in Waterborne and Solvent Acrylic formulas.  
*Perfect for: Sidewalks, parking lots, courtyards and walkways*
- 16 Insl-X® TuffCrete® Concrete Coatings** are designed for application to interior or exterior masonry surfaces and offer great durability. Available in Waterborne and Solvent Acrylic formulas.  
*Perfect for: Sidewalks, courtyards and walkways*
- 17 Ultra Spec® EXT** provides maximum protection and adhesion to a variety of exterior surfaces. It offers superior coverage, easy application, and can be applied in temperatures as low as 4.4 °C (40 °F).  
*Perfect for: Wood, hardboard, vinyl, aluminum, fibre cement, stucco, cinder block and unglazed brick*
- 18 Ultra Spec® HP D.T.M. Acrylic Enamels** are professional-quality, high-performance paints that provide superior corrosion control and protection for metal substrates. The acrylic formula applies easily and offers excellent colour and gloss retention.  
*Perfect for: Pipes, railings and metal siding*

# Benjamin Moore

## Products for Retail Environments

Success in retail is all about the customer experience. For brick-and-mortar stores, that means making sure the brick and mortar—and every other surface—remain clean, attractive and inviting. Benjamin Moore is your single source for the high-performing paints and coatings that will help you keep your storefronts, foodcourts, outlets and warehouses operating cleanly, efficiently and effectively.

A leading manufacturer of premium-quality residential and commercial coatings, Benjamin Moore offers products that meet the specific needs for the retail sector, including:

- Scuff-resistant coatings for high-traffic shopping areas (YES! Even fitting rooms!)
- Premium paints for professional and welcoming interiors
- Durable coatings for selling floors
- Chalkboard paint for creative signage anywhere

Let Benjamin Moore help you maintain your brand and achieve increased cost-efficiency with excellent results.

# Your Partner in Facility Maintenance Coatings

When you choose to work with Benjamin Moore®, you will benefit from a true partnership in coatings management. The following support is available to you, in addition to our industry-leading product quality:

**COLOR SERVICES** from a recognized colour leader in the paint and coatings industry:

- 3,500+ Benjamin Moore colours
- Customized colour matching
- Detailed colour renderings
- Colour consultation, planning and tracking

**BUSINESS SERVICES** from dedicated and knowledgeable professionals:

- Product training
- Special promotions and incentives
- Specifications writing
- Updates on products and industry news

**DEDICATED SUPPORT** from hundreds of field representatives and architectural and design specialists, all dedicated to being your coatings problem-solver:

- Product recommendations
- Colour consultation
- On-site trouble-shooting

**EXCLUSIVE PARTNERSHIP** from an exclusive network of more than 8,500 locally owned and operated retailers:

- National brand with local service
- Product delivery
- Colour sampling

**INNOVATIVE PRODUCTS** from a research and development team that meet or exceed most environmental standards:

- Low- or zero-VOC
- MPI's Green Performance Standard
- CHPS low-emitting credit
- LEED® v4 Credit

Founded in Brooklyn in 1883, Benjamin Moore is the maker of North America's favourite paint, colour and coatings brand. Colour, innovation and leadership have defined Benjamin Moore for more than a century. We stand behind the quality of our products and back our reputation with unmatched service.



Speak with a Benjamin Moore representative today.  
Call 1-866-708-9180 or email [info@benjaminmoore.com](mailto:info@benjaminmoore.com).  
Learn more at [benjaminmoore.ca](http://benjaminmoore.ca).