



# SUSTAIN MOORE

2016 CORPORATE RESPONSIBILITY OVERVIEW



**Benjamin Moore®**

Paint like no other.™







# A LETTER FROM CEO MIKE SEARLES

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Benjamin Moore is known for an unwavering commitment to industry-leading quality, innovation and environmental responsibility. Our 1,600+ employees in the U.S. and Canada work hard every day to make sure that reputation endures. From developing innovative paints that are safer for your family and the environment, to manufacturing them safely and efficiently, to helping out in our communities, we care about the impact of our products and our actions.

We have identified four pillars that define corporate responsibility and make us who we are: paint, people, planet and partnerships. In the following pages, you'll learn about some of our recent accomplishments in each of these areas. For example:

- ▶ We have a major distribution center that has gone over 11 years without a lost time injury.
- ▶ In Flanders, New Jersey, the solar array generates more than 2.4 million kilowatt hours of renewable electricity, which is about 70% of the site's annual usage.
- ▶ We donated more than 7,000 gallons of paint last year to worthy organizations.

We are also very involved in the green building movement. We manufacture paints that qualify for credits from the U.S. Green Building Council's LEED® program, as well as those that meet Green Seal, asthma and allergy friendly™ certifications, and Cradle to Cradle standards. Our decision to pursue these certifications confirms our commitment to the long-term sustainability of the company, our employees, the environment and our communities. We plan to expand the number of products certified to these standards every year.

As Benjamin Moore continues to expand globally, our employees are the ones who will be paving the way, coming up with new ideas and making our products, our processes and our communities more sustainable. Our employees are ready to lead this company into the future. We hope you will join us in our journey.

Mike M. Searles, CEO







## PAINT

33 U.S. patents received  
for innovative products  
since 2005

## PEOPLE

41% of our employees have  
been with Benjamin Moore  
for 10+ years

## PLANET

826,000+ gallons of diesel  
saved by our truck fleet  
since 2009

## PARTNERSHIPS

7,000+ gallons of paint  
donated in 2015



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We work hard to reduce VOCs from our paints and are certifying many of our products to leading voluntary sustainability standards.

## **19/** People

Our employees are the heart of this company. Their safety and wellness are our top priority.

## **26/** Planet

Our employees strive to operate efficiently, save energy and protect the plants and animals at our sites.

## **30/** Partnerships

We support efforts that foster education, community outreach and preserve our architectural heritage.

### **VISION:**

Revolutionize how the world thinks about paint and why it matters.

### **MISSION:**

Lead the paint industry by relentless focus on those who use our products; unwavering commitment to the Independent Channel; development of best-in-class products, services and experiences; and continuous enhancement of our world-leading brands.

In the following pages, you will find an overview of Benjamin Moore & Co. corporate responsibility activities in the United States and Canada in 2015. Data presented with different dates is clearly indicated. This brochure was published in October 2016.

For comments or questions, please contact:  
[sustainmoore@benjaminmoore.com](mailto:sustainmoore@benjaminmoore.com)



# ABOUT BENJAMIN MOORE

*Founded in Brooklyn in 1883, Benjamin Moore & Co. is North America's favorite paint, color and coatings brand.*

Benjamin Moore paints deliver authentic colors available exclusively from our network of 5,000+ independent Benjamin Moore paint and decorating retailers across the U.S. and Canada.

Color, technology, innovation and leadership define Benjamin Moore. For more than a century, succeeding in these areas has motivated all who work here, and continues to inspire and direct our growth today. Since our founding, we've created and sold products that preserve, protect and beautify our homes, buildings and structures. We excel at creating a portfolio of products that our customers desire and demand.

With our acquisition in 2000 by Berkshire Hathaway, Benjamin Moore joined a family of companies under the direction of Warren Buffett. Berkshire Hathaway embodies success and is distinguished by brands that shine through the clutter of competition. Benjamin Moore continues to be at the forefront of product innovation, with a commitment to research and development unrivaled

in the architectural coatings industry. At Benjamin Moore laboratories and manufacturing facilities, our scientists and technicians work to exceed the already superior application, quality and environmental performance properties of our products. Our commitment to color inspires an ongoing search for the perfect hues, the ones that lead our customers to claim: "That's the color I want."

Independent retailers – our primary distribution channel – do more than sell our products. With our help, they provide the service and tools that give customers confidence about their product choices, color selections and their ability to get the best results possible. And we embrace a company tradition of giving back. Across North America, Benjamin Moore is preserving historic structures, protecting the environment and supporting programs that enrich our communities.

## J.D. POWER CUSTOMER SATISFACTION AWARDS

According to the J.D. Power 2016 Paint Satisfaction Study, Benjamin Moore achieved the highest numerical scores from consumers over all other brands among interior paints (836) and exterior stains (814) on a 1,000-point scale.

J.D. Power measures customer satisfaction in the paint and stain market across six factors: application, design guides, durability, price, product offerings and warranty/guarantee. For interior paints, we achieved the highest score in the segment in the application, durability and product offerings study factors, while exterior stains received the highest score in the application, durability, design guides and instructions, price, product offerings and warranty/guarantee offerings study factors within its segment.

### "Highest in Customer Satisfaction with Interior Paints and Exterior Stains"



Benjamin Moore received the highest numerical score among interior paints and exterior stains in the J.D. Power 2016 Paint Satisfaction Study, based on 16,128 responses measuring experiences and perceptions of customers who purchased and applied interior paint and exterior stain in the previous 12 months, surveyed in January and February, 2016.





*“Benjamin Moore’s  
prime objective:  
first-class paint at all  
times. Better tomorrow  
than yesterday.”*

*- Warren Buffett*  
CEO, Berkshire Hathaway

## MILESTONES

**1883** - Benjamin Moore is founded by the Moore Brothers in a small loft in Brooklyn, New York.

**1907** - Benjamin Moore & Co. hires its first chemist and establishes a research department.

**1982** - Moore’s® Computer Color Matching System is introduced, an industry first. Benjamin Moore retailers can now match the color of any sample. Color choice is no longer limited to chips.

**2000** - Benjamin Moore joins the Berkshire Hathaway family.

**2005** - Benjamin Moore introduces the industry’s first patented waterborne color system, Gennex®.



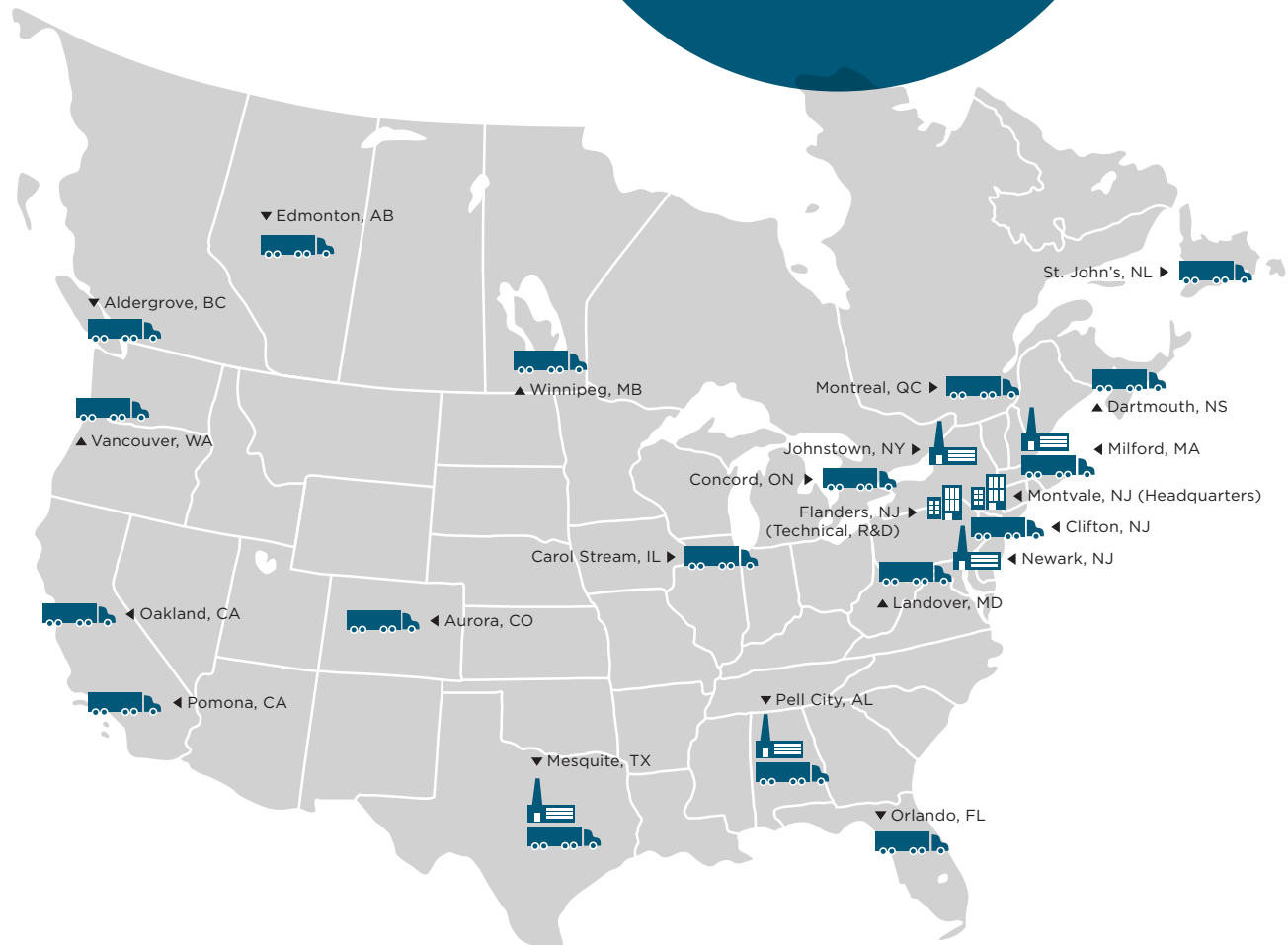
# BENJAMIN MOORE FACILITIES

## LOCATIONS

Benjamin Moore has five manufacturing facilities and 18 distribution centers in the U.S. and Canada as well as over 5,000 independent retailers across North America.

In addition to the U.S. and Canada, our paint is made available in over 49 countries through a network of over 477 outlets in the Caribbean, Europe, Asia and the Middle East. One of our distributors, B.M. Middle East, supplied paint for and opened a new outlet in the most sustainable building in the world: Dubai's The Change Initiative, a 4,000-square-meter space that garnered 107 out of 110 possible LEED® points. The building contains a retail area for environmentally preferable products from around the world and features Benjamin Moore paints.

Benjamin Moore also leases space in two LEED® Silver-certified logistics centers, in Landover, Maryland, and Oakland, California. The Landover site enhances service in the fast growing Mid-Atlantic and Southeast markets and supports distribution of an expanded line of Benjamin Moore & Co. latex products. The Oakland facility serves as the key hub for our growing network of West Coast and Asia-Pacific retailers and distributors.



## LEGEND







## RESEARCH & DEVELOPMENT

Benjamin Moore has eight research and development laboratories at our 80,000 square-foot facility in Flanders, New Jersey, where more than 100 chemists, chemical engineers, technicians and support staff ensure our formulations are best in class. Each lab focuses on a different area of expertise, from evaluating color standards to enhancing high-performance coatings designed for industrial facilities. Since 2005, Benjamin Moore has received 33 U.S. patents for innovative products.

