

PAINT

At the vanguard of our product portfolio, Benjamin Moore's premium paint lines include Aura®, Regal® Select, ben® and Natura®.

The better the resins and colorants, the better the paint. Benjamin Moore creates and manufactures our own resins – the binders that make the film and finish of a paint – and colorants – the pigments that give the paint its unique color and hiding characteristics. Then we take these proprietary ingredients and custom-formulate them to optimize their performance in each one of our products. This is a key component of our competitive advantage.

Each product is designed to perform, crafted to serve a specific role, and to deliver specific benefits. This is the secret behind the superior performance of Benjamin Moore coatings: extraordinary application properties, durability, scrubbability and longevity. More than a century of commitment to producing superior products and unrivaled colors has its rewards: Our paint is the number one choice of interior designers. People who choose our products know they'll get the inspiration and support to make their vision a reality. They depend on our extraordinary colors and product performance. Their trust defines Benjamin Moore.

We're committed to developing products that are safe and minimize our impact on the environment. Years before government requirements, we eliminated lead, formaldehyde and mercury from our paints.

REDUCING VOC EMISSIONS

Volatile organic compounds (VOCs) are chemicals that, along with oxides of nitrogen and sunlight, create ground level ozone, a major component of smog. Certain VOCs are also harmful when breathed in and pose indoor air quality concerns. Benjamin Moore submits several of our interior and exterior paints to third-party emissions testing to ensure they meet or exceed the strict VOC emissions standards set by California's Collaborative for High Performance Schools (CHPS) as well as Green Seal, Cradle to Cradle, Master Painters Institute and LEED®.

In 2005, with the introduction of our Gennex® patented waterborne colorant system, Benjamin Moore established a foundation for the growth of a greener portfolio of products. Starting with Aura®, which revolutionized the industry with its combination of high performance and low emissions, Benjamin Moore is redefining what is possible.

Overall, Benjamin Moore has been reducing VOC emissions from our paints by reformulating various product lines and discontinuing high VOC product lines. A majority of our architectural coating formulations range from 0-100 grams per liter (g/L) VOC, compared to previous formulations ranging from 100-250 g/L VOC.

Benjamin Moore's lowest VOC paints include Natura®, Aura®, Eco-Spec® WB, Ultra Spec® 500, ben®, Waterborne Ceiling Paint and Regal® Select.





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3RD PARTY CERTIFICATIONS

Benjamin Moore submits to a number of third-party certifications. These certifications allow our products to qualify for LEED® v4 points and meet a growing demand from our customers for products that reduce or eliminate negative human health and environmental impacts.

Health Product Declarations (HPDs) for all core products will be made available on Benjamin Moore's website by the end of 2016. HPDs disclose the chemical profile of a product, including both hazardous and non-hazardous ingredients.

LEED®

The U.S. Green Building Council (USGBC) is committed to transforming the way buildings are designed, constructed and operated through LEED, the top third-party verification system for sustainable structures around the world. LEED, or Leadership in Energy and Environmental Design, is a certification program for buildings and communities that guides their design, construction, operations and maintenance toward sustainability. It is based on prerequisites and credits that a project meets to achieve a certification level: Certified, Silver, Gold and Platinum. For example, to earn maximum LEED credits as a low-emitting product under the newest standard, LEED v4, flat paint must meet a VOC level of 50 g/L or less (100 g/L or less for non-flats), as well as be emissions certified.

In addition, LEED v4 awards transparency credits for construction projects that use materials for which an HPD and/or an Environmental Product

Declaration (EPD) is provided (among other options). An EPD provides a way of communicating the results of a life cycle assessment (LCA) in a standardized format. The American Coatings Association and the U.S. coatings industry have developed a standardized format for measuring the environmental impacts of architectural paint based on a defined set of criteria. Benjamin Moore is working on conducting an LCA that would allow certain brands to qualify for these LEED credits.

CRADLE TO CRADLE CERTIFIED™



The Cradle to Cradle Certified™ Product Standard guides designers and manufacturers through a continual improvement process that looks at a product through five quality categories:

material health, material reutilization, renewable energy and carbon management, water stewardship, and social fairness. A product receives an achievement level in each category — Basic, Bronze, Silver, Gold or Platinum — with the lowest representing the product's overall mark.

Product assessments are performed by a qualified independent organization trained by the Cradle to Cradle Product Innovation Institute, a nonprofit organization which manages the certification program. Every two years, manufacturers must demonstrate good faith efforts to improve their products in order to have their products recertified. Benjamin Moore has two paints Cradle to Cradle Certified Silver: **Ultra Spec® 500 Waterborne Interior Paint** (base formulation only for Flat,

Low-Sheen, Eggshell, Semi-Gloss, Gloss and Primer) and **Natura®** (base formulation only for Primer, Flat, Eggshell, Semi-Gloss and Pearl). Having achieved Silver Certification, these products can qualify for additional LEED v4 credits called optimization credits.

DECLARE AND THE LIVING BUILDING CHALLENGE

The Living Building Challenge Imperative 11 requires manufacturers to disclose the ingredients in their products to show they are free of “red list” chemicals and materials. The red list represents the “worst in class” materials, chemicals and elements known to pose serious risks to human health and the environment as defined by the Green Building Alliance. Declare supports the Living Building Challenge by providing a transparent materials database that project teams can select from to meet Imperative 11. A complete list of ingredients ensures that project teams are specifying materials that are red list-free or comply with a red list exception.

By offering a platform for public disclosure, Declare takes complex chemical analysis and raw material source location information and provides consumers with an easy-to-understand label. The Declare database features Benjamin Moore's **Sure Seal® Latex Primer Sealer, Ultra Spec HP® Acrylic Metal Primer HP04, Ultra Spec® 500 Interior Eggshell Finish N538, Ultra Spec® 500 Interior Flat Finish N536, Ultra Spec® 500 Interior Low Sheen Finish N537, Ultra Spec® 500 Interior Primer N534, and Ultra Spec® Exterior Flat Finish N447.**

GREEN SEAL

Green Seal is a nonprofit organization founded in 1989 to safeguard the health of people and the planet. Green Seal provides science-based environmental certification standards to help manufacturers, purchasers and consumers make responsible choices that positively impact business behavior and improve quality of life. Thousands of products and services in over 390 categories have been certified to meet Green Seal standards.

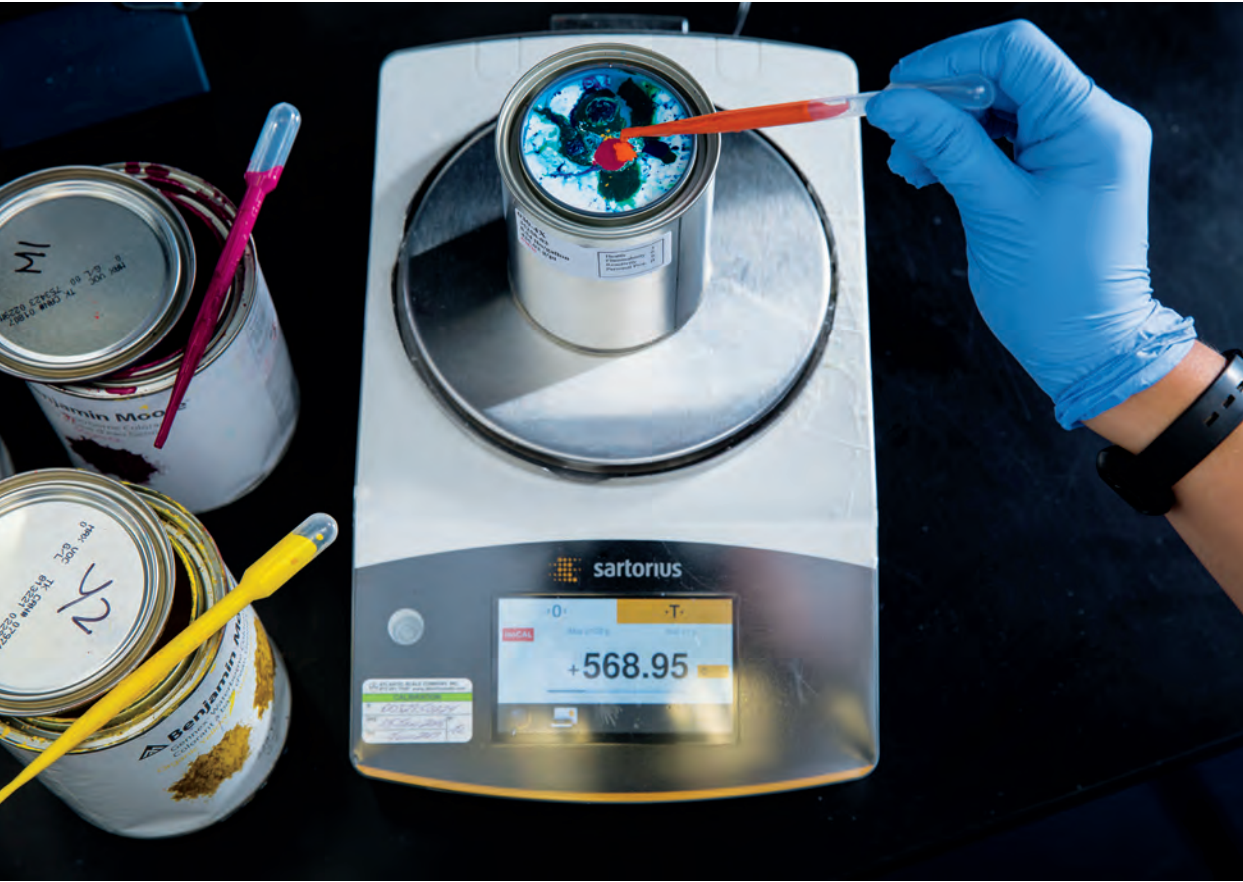
Benjamin Moore is in the process of certifying **Natura** to GS-11, Green Seal's standard for paints, coatings, stains and sealers. GS-11 establishes performance criteria for products and helps protect air quality, health and the environment by prohibiting harmful chemicals, limiting VOC content for base paint and colorants, and requiring consumer education measures regarding proper use, recycling and disposal. GS-11 sets limits on the amount of VOCs in both base paint and colorants, thereby ensuring that even a heavily tinted paint will still contain a low level of VOCs. Certification is expected in the fall of 2016.

MASTER PAINTERS INSTITUTE (MPI) GREEN PERFORMANCE® STANDARD

The MPI Green Performance Standard was established to challenge the thinking that VOC level alone should determine a “green” coating. Paints certified to MPI's Green Performance Standard provide performance and durability equal to their conventional counterparts; have eliminated or

contain only trace quantities of various undesirable chemical components such as phthalates; and have reduced VOC levels. MPI GPS 1 sets VOC levels aligned with LEED requirements; MPI's GPS 2 – the most stringent in North America when introduced in 2007 – has a maximum allowable VOC level of

50 g/L across the board for all paint types. Many of Benjamin Moore's products are certified to MPI's Green Performance Standard.



MILESTONES

Benjamin Moore was the first U.S. coatings company to comply with the new **Globally Harmonized System (GHS) for Hazard Communication's** label parameters, six months ahead of the June 1, 2015 deadline. The GHS includes criteria for the classification of health, physical and environmental hazards, and specifies what information should be included on labels of hazardous chemicals and safety data sheets.

All 1,600 product labels and 5,000+ safety data sheets have been revised to reflect this new hazardous material classification labeling system.

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CERTIFIED ASTHMA & ALLERGY FRIENDLY™

The asthma & allergy friendly™ Certification Program, administered by the Asthma and Allergy Foundation of America (AAFA) in partnership with the international research organization, Allergy Standards Ltd. (ASL), is an independent program created to scientifically test and identify consumer products that are more suitable for people with asthma and allergies.

Natura is asthma & allergy friendly™ certified and Cradle to Cradle Certified™ Silver and is expected to be Green Seal certified in the fall of 2016.



“We submit a number of our paints to rigorous testing and evaluation for third-party certifications. These voluntary certifications are an essential part of our strategy for developing high quality products.”

-Christian Connelly
VP, Brand and Product Strategy

