



Benjamin Moore®

Welcome Every Guest with
Clean and Colorful Accommodations



Your Partner in Industrial 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 color leader in the paint and coatings industry:

- Thousands of Benjamin Moore® colors
- Customized color matching
- Detailed color renderings
- Color 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
- Color consultation
- On-site trouble-shooting

EXCLUSIVE PARTNERSHIP from an exclusive network of more than 5,000 retailers:

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

INNOVATIVE PRODUCTS from a research and development team dedicated to meeting or exceeding 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 & Co. is the maker of North America's favorite paint, color and coatings brand. Color, 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.

Benjamin Moore & Co. Products for Hospitality

Hospitality is a demanding industry. Providing clean, comfortable accommodations for millions of visitors every year requires maintaining facilities in the face of high traffic and repeated washing—while maintaining a warm and welcoming appearance. Benjamin Moore & Co. is your single source for the high-performing paints and coatings that will keep your venue looking spotless and operating at peak efficiency.

A leading manufacturer of premium-quality residential and commercial coatings, Benjamin Moore & Co. offers various products that meet the specific needs of the hospitality industry, including:

- Chalkboard and dry erase paint for cafeterias, pantries and meeting rooms
- Durable and scuff-resistant coatings for hallways, loading areas and lobbies
- Low- and zero-VOC paint for guest rooms and offices
- Traffic paint for parking lots

Our coatings and colors establish a clean, professional environment where your customers will feel comfortable and confident in your capabilities to serve them. Let us help you protect and beautify your facility with minimal disruption, increased cost-efficiency and excellent results.

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



INTERIOR

- 1 **ADVANCE® Waterborne Interior Alkyd** delivers a smooth, furniture-like finish in a low-VOC formula that cleans up with soap and water.
Perfect for: Doors, trim, shelving
- 2 **Aura® Bath & Spa** provides a matte finish and mildew resistance for high-humidity environments such as pools and spas.
Perfect for: Bathrooms, pools, spas, locker rooms
- 3 **Aura®** delivers the ultimate performance for rich and everlasting color, thanks to its proprietary Color Lock® technology.
Perfect for: Offices, conference rooms, deep-color accent walls
- 4 **Benjamin Moore® Acrylic Knockdown** creates a durable, textured, uniform finish over patches, peeling and other imperfections.
Perfect for: Hallways
- 5 **ben® Chalkboard Paint** turns any paintable surface into a chalkboard of any size, color or shape.
Perfect for: Cafeterias, lounge/break rooms
- 6 **Corotech® Pre-Catalyzed Waterborne Epoxy** provides a tough, durable film for walls, ceilings and trim in a low-VOC formula.
Perfect for: Food service areas, restrooms
- 7 **Corotech® Waterborne Amine Epoxy** provides good chemical and abrasion resistance on a variety of surfaces, particularly concrete floors.
Perfect for: Kitchen floors, utility room floors
- 8 **Insl-X® Stix® Waterborne Bonding Primer** is an acrylic-urethane primer-sealer with unparalleled adhesion to the most challenging surfaces, including glossy tile and galvanized metals.
Perfect for: Priming metal railings, painting over glazed tiles or glossy enamels
- 9 **Lenmar® Floor Finishes** offer a wide portfolio of one- or two-component systems and water- or oil-based formulas to meet the unique needs of a variety of floors.
Perfect for: Hardwood floors, indoor athletic courts, gymnasium floors
- 10 **Notable® Dry Erase Paint** transforms virtually any substrate into a dry erase surface, in white or clear over any existing color.
Perfect for: Break rooms, conference rooms, eateries
- 11 **Regal® Select** is our classic brand that generations of painters have trusted for excellent hide and coverage and professional results.
Perfect for: Administrative offices, banquet halls
- 12 **Studio Finishes®** is a collection of creative glazes, metallics, faux finishes and unique effects that transform surfaces into works of art.
Perfect for: Lobbies, feature walls
- 13 **Ultra Spec®** offers a complete line of professional interior coatings for commercial spaces--Ultra Spec® 500 for easy application, SCUFF-X® to resist scuffing and chipping in high-traffic areas--all in single-component, latex formulas.
Perfect for: Hallways, stairwells, waiting rooms, loading docks, service areas. SCUFF-X® Semi-Gloss is ideal for metal doors, trim and baseboards.
- 14 **Waterborne Ceiling Paint** hides common ceiling imperfections with an ultra-flat finish.
Perfect for: Interior ceilings

EXTERIOR

- 15 **Corotech® Mastic Coating** is a high-solids, rust-inhibitive, moisture-resistant, surface-tolerant epoxy mastic that is excellent for ferrous and non-ferrous metals and concrete. When properly topcoated (see #21), it exhibits excellent chemical- and UV-resistance.
Perfect for: Tank exteriors, exposed steel structures
- 16 **Insl-X® Concrete Coatings** offer great durability and non-skid options for interior or exterior masonry surfaces, specifically walking surfaces. Sure Step® and Tuffcrete® are available in a variety of formulas to suit your needs.
Perfect for: Sidewalks, courtyards, walkways
- 17 **Insl-X® Traffic Coatings** include latex and alkyd formulas, as well as a fast-setting traffic paint for parking spaces, loading zones and other traffic markings.
Perfect for: Loading docks, parking lots, crosswalks
- 18 **Insl-X® Tru-Flex® Recreational Coatings** coat and line a variety of tennis and other outdoor sport courts.
Perfect for: Outdoor sports fields and courts
- 19 **Texcrete® Masonry Coatings** are a collection of exterior hardscape waterproofers, sealers and block fillers available in a variety of smooth and textured finishes.
Perfect for: Parking garage walls and ceilings
- 20 **Ultra Spec® EXT** provides easy application, superior adhesion and maximum protection to a variety of exterior surfaces and can be applied in temperatures as low as 40°F.
Perfect for: Wood, hardboard, vinyl, aluminum, fiber cement, stucco, cinder block, unglazed brick
- 21 **Corotech® Aliphatic Acrylic Urethane (V500/V510)** is an interior/exterior, multi-use, two-component urethane that offers superior abrasion, chemical and solvent resistance on both metal and masonry.
Perfect for: Interior and exterior floors, masonry and metal
- 22 **Coronado® Rust Scat®** offers a complete line of coatings for interior and exterior steel and metal surfaces, including primers and enamels in both waterborne acrylic and alkyd formulas.
Perfect for: Metal railings, doors, trim, siding
- 23 **Floor & Patio** is a premium quality, quick-drying latex floor enamel for interior or exterior use on unpainted concrete (new or old) and previously finished wood or concrete floors.
Perfect for: Interior and exterior floors
- 24 **Insl-X® Pool Paints** offer a variety of swimming pool solutions, including epoxy, rubber-based and waterborne formulas.
Perfect for: Swimming pools, fountains
- 25 **Ultra Spec® Masonry Int/Ext High-Build Block Filler** is a preparatory coating to create a less porous and smoother painting surface.
Perfect for: Parking structures, concrete and cement block
- 26 **Ultra Spec® HP D.T.M. Acrylic Enamels** provide superior corrosion control and protection for interior and exterior metal substrates.
Perfect for: Metal pipes, siding, mechanical equipment



Speak with a Benjamin Moore representative today.

Call 1-855-724-6802 (855-Paint-02) or visit benjaminmoore.com

