



Set Your Stores Apart and Deliver a  
Brilliantly Colourful Customer Experience



# About Benjamin Moore

Founded in Brooklyn in 1883, Benjamin Moore & Co. 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.

When you choose to work with Benjamin Moore, you will benefit from:

**COLOUR LEADERSHIP —** We are recognized as the colour leaders in the paint and coatings industry, with thousands of Benjamin Moore® colours in a variety of collections. We also provide customized colour planning and matching services, as well as colour consultation, colour tracking, and commercial renderings that support your facility's needs.

**BUSINESS SERVICES —** We offer product training and special promotions and pricing, and we can help you create specifications and stay up to date with industry regulations and news. Our field representatives are available to provide the products and services to help you complete even your most challenging maintenance projects.

**INNOVATIVE PRODUCTS —** We have been awarded more than 100 patents, earned by our Research and Development team that is committed to developing industry-leading interior, exterior, light industrial and specialty products for every project. Many of our products are low or zero-VOC, certified to MPI's Green Performance Standard and qualify for CHPS low emitting credit and LEED® v4 Credit. Other Benjamin Moore® paints have earned additional recognition.

**EXCLUSIVE PARTNERSHIP —** We work with an exclusive network of more than 5,000 retailers across the globe, all of which are independently owned, extremely knowledgeable and dedicated to delivering the products you need. Many Benjamin Moore retailers offer free delivery and sampling programs.

**DEDICATED SUPPORT —** We employ hundreds of field representatives and architectural and design specialists who are available to offer product recommendations, colour consultation and problem-solving. Our retailers and reps can help you execute your facility improvements with minimal disruption and quick return to service.

# Benjamin Moore & Co., Limited 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 & Co., Limited offers products that meet the specific needs of 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 and whiteboard paint for creative signage anywhere

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



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





## INTERIOR

- 1 ADVANCE® Waterborne Interior Alkyd** delivers the desired flow and levelling characteristics associated with conventional oil paints in a low-VOC formula that cleans up with soap and water.  
**Perfect for:** Cabinets, display fixtures, doors, trim, shelving.
- 2 Aura® Interior Paint** delivers the ultimate performance for rich and everlasting colour, thanks to our proprietary Colour Lock™ technology, exclusive to Aura.  
**Perfect for:** Showrooms, offices, lounges and meeting spaces.
- 3 ben® Chalkboard Paint** lets you add creative signage to any room by adding a chalkboard of any size, colour or shape. It goes on smoothly just like other paints, and is zero VOC.  
**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 Wall Epoxy** provides a tough, durable film for walls, ceilings and trim. A 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 Acrylic Epoxy** is a two-component epoxy that allows for application over slightly damp surfaces. It is excellent for use on metal, wood, masonry and drywall surfaces that are subject to moderate abrasion or mild chemical exposures.  
**Perfect for:** Kitchens, food service areas, loading docks, restrooms.
- 9 Corotech® Aromatic Moisture-Cured Urethane (V580)** is a one-component, high-solids, moisture-cured urethane intended for use on floors exposed to moderate to extreme conditions. It provides excellent abrasion, impact resistance and chemical resistance.  
**Perfect for:** Hardwood & Concrete Floors
- 10 Notable® Dry Erase Paint** is a superior performance dry erase paint you can apply to almost any surface. It is available in white for creating a classic whiteboard, or clear for transforming virtually any pre-existing colour into a creative wall.  
**Perfect for:** Break rooms, eateries.
- 11 REGAL® Select** offers a professional look in any office, lounge, or meeting space. Our classic brand offers excellent hide and coverage for a perfectly uniform finish.  
**Perfect for:** Offices, lounges and meeting spaces.
- 12 Ultra Spec® 500** is a zero-VOC, professional-quality interior coating that allows you to complete large jobs with less effort. It dries quickly for faster job turnaround and touch-ups blend seamlessly. It also qualifies for LEED® v4 credit, Cradle to Cradle Certified™ Silver, and is MPI-approved in multiple categories.  
**Perfect for:** Offices and other interior walls.
- 13 Ultra Spec® 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

- 14 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.
- 15 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.
- 16 Insl-x® Traffic Coatings** are specially designed for painting parking spaces, loading zones and other traffic lines. Products include latex and alkyd formulas, as well as a fast-setting traffic paint.  
**Perfect for:** Access roads, driveways, loading docks, parking lots.
- 17 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.
- 18 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.
- 19 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.



Speak with a Benjamin Moore representative today.  
Call 1-855-724-6802 (855-Paint-02) or visit [benjaminmoore.ca](http://benjaminmoore.ca)



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