



**Benjamin Moore®**

PARTNERSHIP FOR  
THE FUTURE

When you choose to partner with Benjamin Moore, there's no telling how far we can go. See how store owners have taken advantage of the New Entrepreneur Program:  
**<http://bit.ly/BMNEPVideos>**

For more information on partnering with Benjamin Moore, visit us at **[benjaminmoore.com/newdealers](http://benjaminmoore.com/newdealers)**

Ready to apply? You'll find our new dealer application at **[benjaminmoore.com/partnerwithus](http://benjaminmoore.com/partnerwithus)**



**Benjamin Moore®**

©2020 Benjamin Moore & Co. Benjamin Moore, Benjamin Moore's Green Promise, Gennex Regal, and the triangle "M" symbol are registered trademarks licensed to Benjamin Moore & Co. 1/20 XXX



### Our story began with a vision—just like yours.

More than a century ago, Benjamin Moore and his brothers arrived from Ireland and set out to pursue the American dream by launching their own business. In 1883, they founded their coatings company based on their commitment to the application of **intelligence** to **industry** based upon **integrity**. They also established the practice of distributing their products through a network of independent business owners just like themselves—just like you.

Today, Benjamin Moore & Co., remains one of North America's leading brands of premium and professional-quality paints. Product innovation, color technology and design leadership define who we are today. Our commitment to excellence, respect for community and support of our independent distribution chain remain the foundations for our business success.

You've dreamed of owning your own business.  
One that's part of the community it serves.  
And you have the key qualities: drive, dedication and passion. Today, you can take the first step to chart your future as a business owner by joining our community of approximately 7,000 independent Benjamin Moore retailers. You have the chance to create the business you've always wanted, with the power of an internationally recognized brand behind you.

### The success of our retailers is our number

**one priority.** That's why you'll have access to our strategies, national advertising, marketing, education and support that only adds to the strength of our premium products. You'll always know Benjamin Moore stands ready to help you succeed. No constraints. No fees. No royalties. If you're ready for a new beginning, partner with Benjamin Moore today. We're painting the way for entrepreneurs just like you.

# Why Benjamin Moore?

Benjamin Moore produces premium quality paints that deliver outstanding results. Each product is designed to perform with extraordinary application properties, durability, scrubbability and longevity. Our experts ensure that our formulations are best-in-class. Unlike many of our competitors, we actually manufacture our own proprietary colorants and resins in our plants throughout the United States.

## Gennex® Color Technology

Engineered specifically by Benjamin Moore, for Benjamin Moore® paints, our proprietary Gennex Color Technology sets us apart by delivering unmatched color and durability in a zero-VOC waterborne colorant. Gennex is the “why” behind our renowned quality. Our color consistency is the result of Benjamin Moore paint and Benjamin Moore Gennex colorants, together. This particular pairing is what makes Benjamin Moore products impossible to replicate.

## Benjamin Moore’s Green Promise®

Benjamin Moore’s Green Promise® designation is our company’s assurance that our qualifying products meet—and often exceed—rigorous environmental and performance criteria regarding VOCs, emissions, application, washability, scrubbability and packaging, while also delivering the premium levels of performance you expect from Benjamin Moore.

## Color Authority

We remain industry leaders on color. We offer 3,500-plus colors and many more custom color options, which is why homeowners, painting contractors, architects and the design community all turn to Benjamin Moore for color and design leadership.

## Retail Expertise

Many Benjamin Moore retailers have owned their store for decades, offering trusted insights and advice on Benjamin Moore colors and coatings. These retailers have strong relationships with homeowners and businesses throughout their neighborhood, making them vital pillars in their communities.



“It’s rewarding to own a business, and a constant learning process. Paint technology is evolving and Benjamin Moore is leading that change. We’re excited to sell these high-performing and eco-friendly products. In a marketplace with an increasing number of big-box stores, running a small business is a strength. You get to know your products in and out, and your knowledge and expertise help customers develop 100% faith in you. That’s a true mark of success.”

– Colleen Curry, *Painters Express Inc., Middletown N.J.*

# Supported by a brand you can trust



As a Benjamin Moore retailer, you have the power of a respected brand behind you—plus the ability to create your business, your way. As more and more customers look to support their local businesses, we remain committed to helping your local business succeed.

**So while you support your customers, we’ll support your growing business with ongoing Benjamin Moore training for you, your store managers and your associates.**

## Benjamin Moore support includes:

- Advertising, product display and merchandising
- Benjamin Moore product overviews
- Cash flow and credit management
- Employee and vendor management
- Equipment and in-store maintenance
- Market research and retail best practices
- Paint and color technology
- Store operations and procedures

## The time has never been better for local, independent retailers.

Today’s consumers are yearning for attention and intimate service. They are tired of getting lost in the aisles of big-box stores. That’s why successful independent retailers focus on unmatched customer service and product quality. Independent businesses also capitalize on their ability to remain nimble, reacting much faster to changing market trends than their larger, corporate rivals.

In addition to giving you the tools to compete on service and quality, Benjamin Moore offers special buying opportunities throughout the year to help you stock up on certain items. We also offer a sundry program that gives the retailer access to a comprehensive assortment of sundries at competitive pricing to satisfy the primary target segment of the professional painters. These programs make it possible for you to run special promotions to increase traffic to your location.

Service, quality and targeted sales create the perfect setting for locally owned Benjamin Moore retailers to compete against the mega-chains.

“I’ve always been better at executing rather than being creative. Benjamin Moore gives you an option to use their creativity, their proven marketing, their proven products to sell. With Benjamin Moore, they give you all the tools you need. You have flexibility to do what you want. You still have the power of Benjamin Moore behind you to help you.”

*Centrihouse, Santa Clara, CA*



Our independent retailers share our passion for quality and service. We understand that running your own business is a source of pride. That is why we provide an extensive support system to ensure your success. We are there for you from the moment you partner with us and throughout the day-to-day operations of your business. With numerous territories available and pre-evaluated site selection, we help you choose the right location for your Benjamin Moore store. And, as a Berkshire Hathaway company, Benjamin Moore is poised for strategic growth long into the future.

“Benjamin Moore’s primary goals: turn out the best paint in the world and have the best retailer organization in the world.”

– Warren Buffet, CEO Berkshire Hathaway

# We are committed to growing our dealers. And we know our success depends on you.

“The New Entrepreneur Program team is great. Working with them to define where we could open up a store, where the opportunities were, was just outstanding. Market research, demographics—true industry expertise from every single person that I talked to that would help guide me into making the right decision on to where to open the store. I mean, it was a tremendous asset.”

– John Gregory, in.Side.out Paint Center, Roswell, GA



## Benjamin Moore is committed to helping you attract more customers to your store. That commitment includes:

- Retailer marketing specialists
- Local & national marketing materials
- Digital marketing assistance
- In-store marketing materials & promotional programs
- Professional contractor programs



## Helping you grow your business is our business.

We are always looking to partner with hardworking, dedicated individuals with a passion for color, community and customer service. We seek self-starters with ambition to own, grow and innovate their business. We value committed learners who are able to put in the hard work it takes to make their business thrive.

## Our ideal candidates will have:

- A minimum capital investment of \$75,000 (unencumbered capital)
- Retail, general business or related industry experience
- Strong credit history
- A residence near an available market or a willingness to relocate