



Benjamin Moore®



PREMIUM Paints

Product Portfolio

We inspire and transform
our homes, our communities,
and our lives —
one brushstroke at a time.

Benjamin Moore, American Premium Paints,
combine art with science and set new standards.

Create absolutely unique atmosphere of interiors,
emphasizing their individual character and style.



NOT TO COPY

When you find
the perfect color,
nothing else will do...



The source of our excellence is our own production of two most important paint components - resins and colorants, which we combine in the GENNEX® COLOR TECHNOLOGY.

We create Ultra-Premium paints in the most beautiful colors, with unbelievable parameters, and the objects finished with them gain individual character, prestige and elegance.

Leader in the Premium segment

We set new standards and set the directions of development in the global paint industry.

Sublime color collections, the latest trends, revolutionary, patented, cutting-edge technologies, care for the protection of the natural environment and customer safety are the key assumptions of the philosophy according to which Benjamin Moore paints are made.



The legend starts here...

America, 1883. Brooklyn. In a small loft at 55 Atlantic Avenue, brothers Benjamin and William Moore establish the „Moore Brothers Paint Company". A year later, William shares were taken over by his third brother - Robert, and the "Benjamin Moore & Co." was established.

The first products, limewash paint „Moore's Prepared Calsom Finish", famous „Muresco" glue paint and „Moore's Cement Coating", quickly became best-sellers, providing the company with stable income and a strong position on the American market.



Use Moore Paint

Betty Moore is a historical, fictional character created by the company Benjamin Moore & Co., which hosted the first radio broadcast on interior design for 30 years from 1930. She created also „Benjamin Moore's Home Decorating Department".

Betty solved color dilemmas, advised on how to carry out painting works, answered lists of listeners, and the guides she published were a valuable source of inspirations.

Richly illustrated brochures were displayed at paints stores, in the windows there were posters promoting upcoming radio programs and everyone was looking forward to hearing Betty Moore's kind voice.

Her famous „Benjamin Moore Triangle Club" quickly gained a wide range of loyal club members.



As pioneers, already in 2006, we introduced a patented tinting system with colorants which do not change the level of harmful VOCs.

Most of our paints tinted in Gennex® Platform system provide trace VOCs amount in the full range of colors, from white to black.

Our paints meet the most strictest environmental standards and the requirements of the LEED® v4 Credit building certification system.

AURA[®]

EXCEPTIONAL COLOR DEPTH



INTERIORS / paints



AURA

„ColorLock® Technology”



Revolutionary technology. THE NEW DIMENSION OF COLOR.

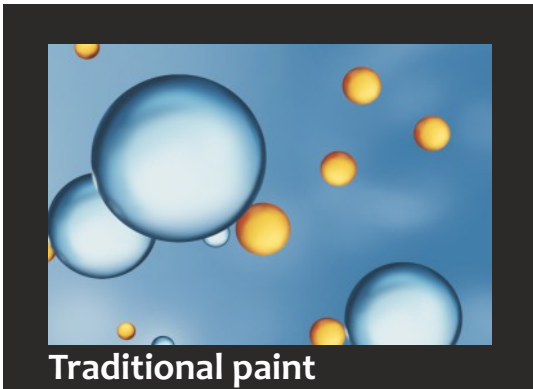
Where science meets art...

For the first time in the history Benjamin Moore showed the real colors on the wall.

Innovative system ensures exceptional depth and color resistance as well as the extraordinary performance properties. Paint sets the new standards and distinguishes AURA® product family from virtually other paint on the market, shifting the acrylic paint quality to the highest level.

All thanks to specific microcapsules with the colorants particles closed inside.

„ColorLock® Technology” ensures the most elegant finish which presents the exceptional color depth, highest color retention, durability and excellent washability.



Traditional paint

-  - resin
-  - colorant



„ColorLock® Technology”

During drying of conventional paint the particles of colorants (yellow) adhere loosely to the resin molecules (blue).

Our exclusive „ColorLock® Technology” microscopically bonds the highest quality color pigments tightly to the paint for extraordinary results. Color pigments are locked into the paint film (and protected), forming the specific microcapsules. The innovative system created in this way reacts completely differently to the lighting, faithfully reproducing the real colors.

INTERIORS / paints



AURA® Waterborne Interior Paint & Primer Matte N522

Waterborne, interior, latex acrylic paint with revolutionary „ColorLock® Technology”. Matte.

Benefits & general description: latex acrylic paint is part of an innovative paint and colorant system integrating the best technologies combined in one **revolutionary, patented „ColorLock® Technology”**, intended for decorative and protective painting of interior walls and ceilings, as well as additional elements like doors, trims, cabinets, cornices, rosettes.

Product characterizes **unique color depth, extreme hiding power** (max. 2 coats), **exceptional resistance to washing and wet-scrubbing** (Class 1 according to PN-EN 13300 Standard), **superior stain and mildew resistance, exceptional flow and leveling properties, incredible color retention** (under the influence of UV radiation), quick drying time and low odor.

Product produced in safe and environmental friendly, trace VOC content formula.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood, wooden-like and metal substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: matte.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.



INTERIORS / paints



AURA® Waterborne Interior Paint & Primer Eggshell N524

Waterborne, interior, latex acrylic paint with revolutionary „ColorLock® Technology”. Eggshell.

Benefits & general description: latex acrylic paint is part of an innovative paint and colorant system integrating the best technologies combined in one **revolutionary, patented „ColorLock® Technology”**, intended for decorative and protective painting of interior walls as well as additional elements like doors, trims, cabinets, cornices. Product can be used also for painting the kitchen spaces.

Product characterizes **unique color depth, extreme hiding power** (max. 2 coats), **exceptional resistance to washing and wet-scrubbing** (Class 1 according to PN-EN 13300 Standard), **superior stain and mildew resistance, exceptional flow and leveling properties, incredible color retention** (under the influence of UV radiation), quick drying time and low odor.

Product produced in safe and environmental friendly, trace VOC content formula.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood, wooden-like and metal substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: eggshell.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l.



INTERIORS / paints



AURA® Waterborne Interior Paint & Primer Satin N526

Waterborne, interior, latex acrylic paint with revolutionary „ColorLock® Technology”. Satin.

Benefits & general description: latex acrylic paint is part of an innovative paint and colorant system integrating the best technologies combined in one revolutionary, patented „ColorLock® Technology”, intended for decorative and protective painting of interior walls as well as additional elements like doors, trims, cabinets, cornices. Product can be used also for painting the kitchen spaces.

Product characterizes **unique color depth, extreme hiding power** (max. 2 coats), **exceptional resistance to washing and wet-scrubbing** (Class 1 according to PN-EN 13300 Standard), **superior stain and mildew resistance, exceptional flow and leveling properties, incredible color retention** (under the influence of UV radiation), quick drying time and low odor.

Product produced in safe and environmental friendly, trace VOC content formula.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood, wooden-like and metal substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: satin.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l.



INTERIORS / paints



AURA® Bath & Spa Waterborne Interior Paint Matte 532

Waterborne, interior, latex acrylic paint with revolutionary „ColorLock® Technology” intended for painting of bathrooms, kitchens and SPA objects. Matte.

Benefits & general description: latex acrylic paint intended for decoration of **high-moisture areas like bathrooms, SPA objects and kitchens**. Paint is part of an innovative paint and colorant system integrating the best technologies combined in one **revolutionary, patented „ColorLock® Technology”**.

Product characterizes **unique color depth and color durability, extreme hiding power (max. 2 coats), excellent resistance to high humidity and higher temperature, highest resistance to washing and wet-scrubbing (Class 1 according to PN-EN 13300 Standard), superior stain and mildew resistance, exceptional flow and leveling properties, incredible color retention** (under the influence of UV radiation), quick drying time and low odor.

Paint produced in safe and environmental friendly, trace VOC content formula.

Product intended for decorative and protective painting of interior walls and ceilings, as well as additional elements like doors, trims, cabinets, cornices, rosettes.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood, wooden-like and metal substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: matte.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l.



INTERIORS / paints



Regal[®] Select Premium Interior Paint & Primer Matte N548

New generation acrylic paint with patented „Stain Release Technology” which creates the most durable, matte finish with exceptional resistance to stains, washing and wet-scrubbing. Matte.

Benefits & general description: paint provides an excellent combination of the newest technological achievements, own resins and colorants production combined in Gennex[®] Color Technology and exceptional technical parameters. Patented, innovative technology „Stain Release Technology” based on the combination of special spherical in form fillers and new type of acrylic dispersion ensures **incredible resistance of achieved finish to stains absorption and dirt pick-up as well as excellent resistance to washing and wet-scrubbing** (Class 1 according to PN-EN 13300 Standard with 1.3 µm film thickness loss after 200 cycles of scrubbing). Even after many repeated washing the finish do not change its original, matte gloss grade. Innovative technology avoids absorption of common household stains like dirt, grime, catsup, lipstick and washable markers into the paint layer structure. **All contaminations can be very easy removed with mild soap and water.** Moreover paint provides a mildew resistant coating. Product produced in safe and environmental friendly low VOC content formula. Paint is especially recommended for painting of high traffic interior walls in apartments and private houses (especially corridors, children rooms, etc.), health care facilities, commercial objects, public utility facilities and food industry objects. Product meets the LEED[®] v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation.

It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX[®] Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: matte.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.

NO STAINS and DIRT!

THE WALL LIKE A CASTLE



REGAL[®]
SELECT

LEGENDARY PAINT IN NEW VERSION.
Now more RESISTANT.



INTERIORS / paints



Regal[®] Select Premium Interior Paint & Primer Flat N547

Waterborne, latex acrylic paint intended for painting of interior walls and ceilings provides elegant, durable and flat finish. Flat.

Benefits & general description: a Premium quality, waterborne, acrylic paint intended for painting of walls and ceilings as well as additional elements like cornices, rosettes, etc.

Paint creates flat finish, resistant to washing with water (Class 1 according to PN-EN 13300 Standard) and resistant to common stains like dirt and grime, ketchup, etc. Product characterizes excellent hiding power, low VOC content, high durability and color retention, mildew resistance, quick drying time and very good technical as well as application parameters.

Product meets the LEED[®] v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation.

It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX[®] Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: flat.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.



INTERIORS / paints



Regal[®] Select Premium Interior Paint & Primer Eggshell N549

Waterborne, new generation Premium paint with patented „Stain Release Technology” which creates the most durable, eggshell finish with exceptional resistance to stains, washing and wet-scrubbing. Eggshell.

Benefits & general description: an innovative, waterborne, acrylic paint intended for painting of high traffic interior walls. It provides exceptional comfort of use and reduces repair costs. Product engineered with **Gennex[®] Color Technology** combines the newest technological achievements, own resins and colorants production and exceptional technical parameters. Cutting-edge, patented „Stain Release Technology” ensures incredible resistance of achieved finish to stains absorption and dirt pick-up as well as excellent resistance to washing and wet-scrub (Class 1 according to PN-EN 13300 Standard).

All contaminations and stains can be very easily removed with mild soap and water.

Paint produced in environmental friendly low VOC formula, creates very durable eggshell finish, provides a mildew resistant coating, excellent hiding power, excellent color retention, quick drying time and very good technical as well as application parameters. Product is intended for decorative and protective painting of high traffic interior walls in apartments and private houses (especially corridors, kitchens, children rooms, etc.), health care facilities, commercial objects, public utility facilities and food industry objects. Product meets the LEED[®] v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: white and bases intended for tinting in an innovative, ecological GENNEX[®] Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: eggshell.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.



PAINTS RESISTANT TO BLACK MARKS



TRADITIONAL
PAINT



SCUFF-X® Interior Eggshell Finish N485

Waterborne, single-component acrylic paint with innovative, patented „Scuff-Resistant Technology” which resists scuffing before it starts. Especially engineered for painting of walls in toughest high-traffic interior spaces. Eggshell.

Benefits & general description: the new paint category with innovative „Scuff-Resistant Technology” is the best solution in the high-traffic interior spaces like hallways and stairwells, hotels, waiting rooms, restrooms, offices, schools, gyms and locker rooms, fitness clubs, fitting rooms, stores, restaurants, hospitals and surgeries. **Product is also recommended for painting the walls in apartments and houses, especially wardrobes, corridors and kid rooms.** Helps to save the buildings maintenance costs.

Innovative technology ensures that scuffing from heavy suitcase, plastic buckle backpack, a vacuum cleaner tube, plastic chairs and furniture, shopping carts, medical and diagnostic equipment is not visible.

Paint creates the eggshell finish **resistant to washing and wet-scrubbing (Class 1 according to PN-EN 13300 Standard with 1.1 µm film thickness loss after 200 cycles of scrubbing)** as well exceptional resistant to stains (ketchup, mustard, coffee, coca-cola, etc.). Product dries quick and prevent to microorganisms developing on the paint layer.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: eggshell.

Coverage: approx. 10-12 m²/l.

Can sizes: 3,78 l; 18,9 l.



SCUFF-X® Interior Matte Finish N484

Waterborne, single-component acrylic paint with innovative, patented „Scuff-Resistant Technology” which resists scuffing before it starts. Especially engineered for painting of walls in toughest high-traffic interior spaces. Matte.

Benefits & general description: the new paint category with innovative „Scuff-Resistant Technology” is the best solution in the high-traffic interior spaces like hallways and stairwells, hotels, waiting rooms, restrooms, offices, schools, gyms and locker rooms, fitness clubs, fitting rooms, stores, restaurants, hospitals and surgeries. **Product is also recommended for painting the walls in apartments and houses, especially wardrobes, corridors and kid rooms.** Helps to save the buildings maintenance costs.

Innovative technology ensures that scuffing from heavy suitcase, plastic buckle backpack, a vacuum cleaner tube, plastic chairs and furniture, shopping carts, medical and diagnostic equipment is not visible.

Paint creates the matte finish **resistant to washing and wet-scrubbing (Class 1 according to PN-EN 13300 Standard)** as well exceptional resistant to stains (ketchup, mustard, coffee, coca-cola, etc.). Product dries quick and prevent to microorganisms developing on the paint layer.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: matte.

Coverage: approx. 10-12 m²/l.

Can sizes: 3,78 l; 18,9 l.



IT'S NOT MAGIC!
It's „Scuff-Resistant Technology”.

INTERIORS / paints



Waterborne Ceiling Paint 508

Waterborne, interior acrylic paint with light-diffusion technology intended for painting of ceilings reducing all surface imperfections. Ultra-flat.

Benefits & general description: waterborne, interior latex acrylic paint recommended for painting of ceilings as well as additional elements like cornices, rosettes, etc.

This flattest paint creates a beautiful uniform finish and surpasses all other ceiling paints currently available.

Specially formulated for ceilings, reduces all surface imperfections, tones down ceiling glare and provides maximum diffused light.

Paint characterizes excellent hiding power, extended open-time to avoid lap marks, spatter-resistance, low odor and full range of colors. Product produced in safe and environmental friendly, trace VOC content formula.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: ultra-flat.

Coverage: approx. 10-12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.



LIGHT-DIFFUSION TECHNOLOGY



INTERIORS / paints



Ben® Premium Waterborne Interior Acrylic Paint & Primer Matte N624

Waterborne, latex acrylic paint intended for painting of interior walls and ceiling which provides elegant, durable and matte finish. Matte.

Benefits & general description: waterborne, latex acrylic paint intended for decorative and protective painting of walls and ceilings as well as additional elements (like cornices, rosettes, etc.), which creates durable and elegant, matte finish. Product characterizes excellent hiding power, low VOC content and prolonged drying time. Paint layer is mildew resistance and resistant to slight washing with water.

Product is recommended for residential objects - apartments and houses, as well as commercial and public health care objects, public utility facilities and food care objects.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: matte.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.



INTERIORS / paints



Ben[®] Premium Waterborne Interior Acrylic Paint & Primer Eggshell N626

Waterborne, latex acrylic paint intended for painting of interior walls which creates the most durable, eggshell finish with highest resistance to washing and wet-scrubbing. Eggshell.

Benefits & general description: waterborne, latex acrylic paint intended for decorative and protective painting of walls as well as additional elements like panels, cornices, rosettes, etc. Product creates an easy to maintain finish with the **highest resistance to washing and wet-scrubbing (Class 1 according to PN-EN 13300 Standard).**

Product is recommended for residential objects - apartments and houses, including high traffic areas as well as commercial and public health care objects, public utility facilities and food care objects.

Product characterizes excellent hiding power, trace VOC content and prolonged drying time. Paint layer is mildew resistance and provides elasticity.

Paint meets the LEED[®] v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation.

It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX[®] Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: eggshell.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.



INTERIORS / paints



ULTRA SPEC[®] 500 Interior Flat T535

Waterborne, interior latex acrylic paint with innovative „Cross-Linking Resin Technology”. Flat.

Benefits & general description: waterborne, latex acrylic paint with innovative „Cross-Linking Resin Technology” intended for painting of walls and ceilings as well as additional elements like cornices, rosettes, etc. Paint reduces to minimum possibility of appearing allergy reactions and is recommended not only for painting of bedrooms, living rooms or children rooms in residential objects but also public health care objects, schools, kindergartens and hospitals.

The newest patented „Cross-Linking Resin Technology” delivers increased durability of the dry paint film and improves the hiding power properties.

Product characterizes durability, excellent hiding power, quick drying time, and very good application parameters. Paint produced in safe and environmental friendly, trace VOC content formula, creates flat finish, resistant to slight washing with water.

Product meets the LEED[®] v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX[®] Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: flat.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.



ULTRA SPEC[®] 500 Interior Eggshell T538

Waterborne, interior latex acrylic paint with innovative „Cross-Linking Resin Technology”. Eggshell.

Benefits & general description: waterborne, latex acrylic paint with innovative „Cross-Linking Resin Technology” intended for painting of walls and additional elements like baseboards, etc. Paint reduces to minimum possibility of appearing allergy reactions and is recommended not only for painting of bedrooms, living rooms or children rooms in residential objects but also public health care objects, schools, kindergartens and hospitals.

The newest patented „Cross-Linking Resin Technology” delivers increased durability of the dry paint film, significant extends the life of the coating and improves the resistance to washing and wet-scrubbing as well hiding power properties. Paint creates eggshell finish which provides **incredible resistance to washing and wet-scrubbing (Class 1 according to PN-EN 13300 Standard)**.

Product characterizes durability, excellent hiding power, quick drying time, and very good application parameters. Paint produced in safe and environmental friendly, trace VOC content formula. Paint meets the LEED[®] v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation. It's also possible to apply the paint to previously primed wood and wooden-like substrates.

Colors: bases intended for tinting in an innovative, ecologic GENNEX[®] Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: eggshell.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l; 18,9 l.

INTERIORS / paints



SUPER HIDE® ZERO VOC Interior Flat 355

Waterborne, interior latex acrylic paint which provides durable, flat finish. Flat.

Benefits & general description: waterborne, latex acrylic paint intended for painting of walls and ceilings as well as additional elements like cornices, rosettes, etc.

Paint creates flat finish and characterizes durability, high hiding power, quick drying time and very good application parameters.

Product produced in safe and environmental friendly, trace VOC content formula.

Paint meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Wide range of exceptional Benjamin Moore colors.

Gloss grade: flat.

Coverage: approx. 10-12 m²/l.

Can sizes: 3,78 l; 18,9 l.



SUPER HIDE® ZERO VOC Interior Low Sheen 356

Waterborne, interior latex acrylic paint which provides durable and washable, low sheen finish. Low sheen.

Benefits & general description: waterborne, latex acrylic paint intended for painting of interior walls.

Paint creates washable, low sheen finish (flatter than „eggshell” 357).

Product characterizes durability, high hiding power, quick drying time and very good application parameters.

Paint produced in safe and environmental friendly, trace VOC content formula.

Product meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Wide range of exceptional Benjamin Moore colors.

Gloss grade: low sheen (flatter than „eggshell” 357).

Coverage: approx. 10-12 m²/l.

Can sizes: 3,78 l; 18,9 l.



SUPER HIDE® ZERO VOC Interior Eggshell 357

Waterborne, interior latex acrylic paint which provides very durable and fully washable, eggshell finish. Eggshell.

Benefits & general description: waterborne, latex acrylic paint intended for painting of interior walls.

Paint creates **fully washable (Class 1 according to PN-EN 13300 Standard)**, eggshell finish.

Product characterizes durability, high hiding power, quick drying time and very good application parameters.

Paint produced in safe and environmental friendly, trace VOC content formula.

Product meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum substrates, dry walls, wallpapers, construction building blocks, concrete, latex paint coats renovation.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Wide range of exceptional Benjamin Moore colors.

Gloss grade: eggshell.

Coverage: approx. 10-12 m²/l.

Can sizes: 3,78 l; 18,9 l.

INTERIORS / paints



COLOR SAMPLE 200

Color tester. Eggshell.

Benefits & general description: color tester in form of waterborne, latex acrylic paint, creating eggshell finish. Product allows to „try on” a paint color before you commit to the time and expense of painting wall, ceiling or entire room. Interior designers and professional painters do a „brush out” when deciding on color. This entails applying paint to a small section of the wall or several walls to see how the color looks in the actual environment or under various lighting conditions.

Note: final color of paint applied on the wall can slightly differs from the same shade tried on base of COLOR SAMPLE 200. The mentioned difference can be especially visible in case of choice flat paints in compare to COLOR SAMPLE 200 eggshell finish and the lightest „OFF-WHITE” shades.

Range of use: primed or painted before walls and ceilings. Product is not intended for touch-up or regular painting.

Colors: bases intended for tinting in an innovative, ecologic GENNEX® Platform system. Wide range of exceptional Benjamin Moore colors.

Gloss grade: eggshell.

Coverage: approx. 2,5-3 m²/can.

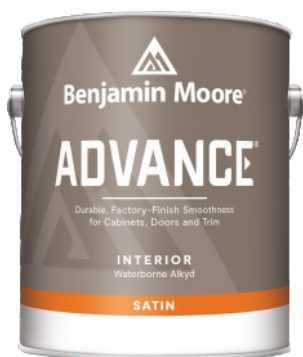
Can sizes: 0,24 l.





**„TRY ON” A PAINT COLOR
BEFORE PAINTING OF WALL,
CEILING OR ENTIRE ROOM**

WOOD & METAL



ADVANCE® Waterborne Interior Alkyd Satin 792

The new generation, interior, waterborne enamel for wood and metal surfaces. Satin.

Benefits & general description: ecologic, waterborne alkyd enamel employing the newest, innovative technologies. Enamel is intended for painting of interior wooden and metal surfaces like cabinets, furniture, trims, wall panel boards and additional elements like baseboards, balustrades, handrails, etc. as well as walls in high traffic areas. Product offers the application and performance of traditional solvent-borne alkyd enamel in a waterborne formula. It flows and levels like a traditional alkyd with the extended open-time required to achieve high-end finishes. The special waterborne technology significantly reduces odor and yellowing tendency, two main disadvantages of conventional solvent-borne alkyds. Moreover it's so easy to wash the hands and tools with water in compare to traditional enamels.

Enamel creates very durable, fully washable with soap and water, mechanically resistant, satin finish with high hiding-power and excellent adhesion to the substrate. Product characterizes easy application and thixotropic formula. Enamel meets the LEED® v4 Credit requirements.

Range of use: previously primed wooden, plywood and metal surfaces, traditional mineral, cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum patch compounds and fillers, drywalls, wallpapers, building blocks, concrete, latex paints renovation.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX® Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: satin.

Coverage: approx. 12 m²/l.

Cans sizes: 0,95 l; 3,78 l.

WOOD & METAL



ADVANCE[®] Waterborne Interior/Exterior Alkyd High Gloss N794

The new generation, interior*, waterborne enamel for wood and metal surfaces. High-gloss.

Benefits & general description: ecologic, waterborne alkyd enamel employing the newest, innovative technologies. Enamel is intended for painting of interior* wooden and metal surfaces like cabinets, furniture, trims, wall panel boards and additional elements like baseboards, balustrades, handrails, etc. as well as walls in high traffic areas. Product offers the application and performance of traditional solvent-borne alkyd enamel in a waterborne formula. It flows and levels like a traditional alkyd with the extended open-time required to achieve high-end finishes.

The special waterborne technology significantly reduces odor and yellowing tendency, two main disadvantages of conventional solvent-borne alkyds. Moreover it's so easy to wash the hands and tools with water in compare to traditional enamels.

Enamel creates very durable, fully washable with soap and water, mechanically resistant, high-gloss finish with high hiding-power and excellent adhesion to the substrate.

Product characterizes easy application and thixotropic formula.

Enamel meets the LEED[®] v4 Credit requirements.

Range of use: previously primed wooden, plywood and metal surfaces, traditional mineral, cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum patch compounds and fillers, drywalls, wallpapers, building blocks, concrete, latex paints renovation.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX[®] Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: high-gloss.

Coverage: approx. 12 m²/l.

Can sizes: 0,95 l; 3,78 l.

* In case of small parts of substrates like metal and wooden doors, window and door trims made of cedar and redwood the enamel can also be used in exterior exposure. Do not use over exterior pine or other soft types.

EXTERIORS / paints



AURA® Waterborne Exterior Paint Satin U631

Waterborne, super premium façade acrylic paint with revolutionary „ColorLock® Technology”, which creates coats of exceptional durability and highest resistance to weather conditions. Satin.

Benefits & general description: waterborne, façade acrylic latex paint with revolutionary, patented „ColorLock® Technology”, which provides exceptional durability and resistance to climate conditions as well as the best technical parameters. Paint is intended for protection and decoration of traditional masonry mineral substrates including ETICS (External Thermal Insulation Composite Systems), fiber cement board, shakes, wood and vinyl or aluminum siding. Product provides extremely resistance to weather conditions (rain, temperature fluctuation, UV radiation), high resistance to mineral salts, alkali, chalking, blistering, peeling, dirt pick-up and microorganisms attack. Paint is suitable for wind driven rain when applied according to recommendations (Wind Driven Rain Test). Moreover product characterizes excellent, extreme hiding power (never more than 2 coats), superior adhesion, exceptional flow and leveling properties, incredible color retention (under the influence of UV radiation), quick drying time and ecologic formula (low VOC content). Paint is vapor permeable and bridges some small substrate micro-cracks.

Range of use: traditional mineral, cement-lime and cement plasters, thin-layered mineral and acrylic plasters in ETICS (External Thermal Insulation Composite Systems), fiber cement board, building blocks, unglazed brick, concrete, OSB boards, shakes, latex (generally dispersion and emulsion paints) paints renovation, previously primed wooden, PVC and metal surfaces.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX® Platform system. Full range of exceptional Benjamin Moore colors.

Gloss grade: satin.

Coverage: approx. 7-10 m²/l.

Can sizes: 0,95 l; 3,78 l.





EXTERIORS / paints



ELEMENT GUARD® Exterior Flat U763

Waterborne premium quality, acrylic façade paint formulated to offer advanced moisture protection that performs in any weather, including wet and humid environments. Provides perfect façade protection. Flat.

Benefits & general description: waterborne, latex acrylic paint engineered with **Gennex® Color Technology**, intended for protection and decoration of traditional, mineral facades, wooden surfaces, brick, concrete as well as vinyl siding. **Product solves the common problem of carrying out painting works in conditions of potential risk of early precipitation and can be applied min. 60 minutes* before expected rainfall*.**

Paint provides excellent durability and protection against wind-driven rain, excessive humidity and other harsh weather conditions. Product also protects façade against temperature fluctuations and UV radiation, mineral salts, alkali environment, air contaminations, dirt and microorganisms. Dried paint layer indicates a high hydrophobic features (very low liquid water absorption), water-vapour permeability, elasticity and excellent color retention.

Paint extends workday and the painting season - can be applied in colder months with temperatures as low +1.7°C.

Range of use: traditional mineral, cement-lime and cement plasters, thin-layered mineral and acrylic plasters in ETICS (External Thermal Insulation Composite Systems), building blocks, unglazed brick, concrete, latex (generally dispersion and emulsion paints) paints renovation, previously primed wooden and PVC surfaces.

Colors: white and bases intended for tinting in an innovative, ecologic GENNEX® Platform system.

Full range of exceptional Benjamin Moore colors.

Gloss grade: satin.

Coverage: approx. 7-10 m²/l.

Can sizes: 3,78 l.

* the given time interval applies to painting substrates such as primed or previously painted mineral plasters and wood at a temperature of +25°C and relative air humidity of 50%. Under the same conditions, in the case of non-absorbent substrates such as vinyl siding, the time interval must be significantly extended. NOTE: in the above-mentioned conditions, the paint layer after 60 minutes from application is resistant to short and not intense rainfall. We take no responsibility for possible damage of the finish (e.g. partial washing off, formation of spots and discoloration or blisters) as a result of the impact of heavy rain, especially long-term.

RESISTANCE in 60 MINUTES!



CONCRETE (floors)



GARAGEGUARD® Low Odor Water Based 2 Part Epoxy Semi Gloss EGG-XXX

The new generation, waterborne, 2-components epoxy enamel intended for painting interior concrete floors. Semi-gloss.

Benefits & general description: two-components, water-based catalyzed epoxy which offers performance equal to traditional solvent based epoxy systems. **It provides superior chemical, abrasion, impact, intensive foot traffic and hot tires resistance (generally product resists most automotive fluids).**

The highly cross-linked film provides years of service.

Additionally this product may be applied to most generic coating types without the fear of lifting or wrinkling.

Enamel is designed for use on floors in basements, garages, warehouses and other concrete surfaces in residential and commercial objects (including industrial spaces, however not designed as a heavy duty floor finish), food and beverage processing, transportation, healthcare, schools, large commercial structures, and other areas where a performance epoxy is needed.

This product is suitable for use in USDA inspected facilities.

Not recommended for use in immersion service or acid exposures.

Range of use: interior; bare or finished previously concrete floors.

Colors: bases „Neutral Kit EGG-190S” and „Tint Kit EGG-111S” tinted to 23 colors from „GarageGuard” pallet in BENJAMIN MOORE tinting system.

Gloss grade: semi-gloss.

Coverage: approx. 6-8 m²/l.

Can sizes: the ready to use product - enamel (component A) mixed with hardener (component B) - 3,78 l.



PRIMERS



COROTECH® Clear Acrylic Sealer V027

Waterborne, transparent acrylic priming agent for reinforcement and priming gypsum surfaces and mineral plasters as well as protection of decorative effects, acrylic plasters and paint layer in interior and exterior environments.

PERFECT FOR GYPSUM SUBSTRATES REINFORCEMENT.

Benefits & general description: waterborne, transparent, acrylic priming agent for priming of building substrates exposed in interiors and exteriors. Due to the excellent reinforcing and penetrating properties product is suitable for use as a **primer/sealer of gypsum surfaces (gypsum filling compounds, drywalls) and weak mineral plasters**. Product can also be used in form of protective clear coating over low gloss acrylic coatings (paint layers or plasters). It's excellent solution for protection of wall decorative effect (interior and exterior application). Moreover product can be tinted to achieve a special kind of glaze. Primer can also be used in form of lacquer on vertical wooden substrates in interiors. Product ensures excellent reinforcement of gypsum substrates and weak, chalky mineral plasters, provides effective protection and resistance to weather conditions. Product reduces of topcoat consumption (saving time and money), equalizes and reduces substrate's absorption, reinforces the substrate, ensure excellent adhesion. Coating features easy application, high durability, low-odor, low VOC content, rapid dry and is blister, alkali fume and fade resistant. Does not lift conventional coatings. Product can be diluted with clear water in proportion 1:1 - 1:4 (depending on surface structure, substrate absorption and application method).

Range of use:

- **interior walls and ceilings:** traditional cement-lime and cement plasters, gypsum filling materials, gypsum substrates, dry walls, construction building blocks, concrete and wood, acrylic paint layers and plasters impregnation, protection of decorative effects.
- **building facades (exteriors):** traditional mineral, cement-lime and cement plasters, thin-layered mineral and acrylic plasters in ETICS (External Heat Insulation Composite Systems), building blocks, concrete, acrylic paint layers and plasters impregnation, protection of decorative effects.

Colors: transparent agent after dry (possibility of tinting in Benjamin Moore tinting system).

Gloss grade: semi-gloss.

Coverage: from 8 m²/l (depending on surface texture, porosity and absorbing properties, application method, proportion of dilution and painting tool used).

Can sizes: 0,95 l; 3,78 l; 18,9 l.



SUPER HIDE® ZERO VOC Interior Latex Primer 354

Waterborne, acrylic priming paint for priming of interior walls and ceilings.

Benefits & general description: waterborne, acrylic priming paint with trace VOC content intended for priming of interior walls and ceilings as well as additional elements like cornices and rosettes.

Priming paint is used before the Benjamin Moore & Co. waterborne paints application.

Product reduces of topcoat consumption (saving time and money), equalizes and reduces substrate's absorption, reinforces the substrate, ensure uniform color and excellent adhesion. Provides high hiding power and quick drying.

Primer meets the LEED® v4 Credit requirements.

Range of use: traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum filling materials, gypsum substrates, dry walls, construction building blocks, concrete, latex paint coats renovation.

Colors: white with possibility of tinting to pastel colors in an innovative, ecologic GENNEX® Platform system.

Gloss grade: flat.

Coverage: approx. 10-12 m²/l.

Can sizes: 3,78 l; 18,9 l.

PRIMERS



FRESH START® High-Hiding All Purpose Primer 046

Waterborne, superior quality, acrylic interior and exterior priming paint for sealing and suppressing most bleeding type stains and for priming problematic surfaces.

Benefits & general description: a superior quality, waterborne, acrylic interior and exterior primer formulated for sealing and suppressing most bleeding type stains including crayon, graffiti, grease marks, water stains, cedar and redwood bleed, asphalt, creosote, rust and smoke. Available in two types - „046 00” (white) and „046 04” (base Deep Color Base intended for dark colors) tinted to intensive colors. Product delivers maximum hide and ensures uniform finish and is effective in sealing and suppressing most bleeding type stains. It is the primer of choice when a significant color change is required. It provides good resistance to microorganisms, minimal odor, excellent flow and leveling, superior adhesion and is more forgiving over difficult substrates. Product reduces of topcoat consumption (saving time and money), equalizes, reduces substrate's absorption and reinforces the substrate. Primer meets the LEED® v4 Credit requirements. Priming paint is intended for priming of interior walls and ceilings (including suspended ceilings), trims, baseboards or doors, ceramic tiles and metal elements (made of galvanized steel and aluminum) as well as exterior wooden and metal (galvanized steel and aluminum) substrates, panels and elements made of PVC (e.g. siding or drainpipes) and building facades.

Range of use:

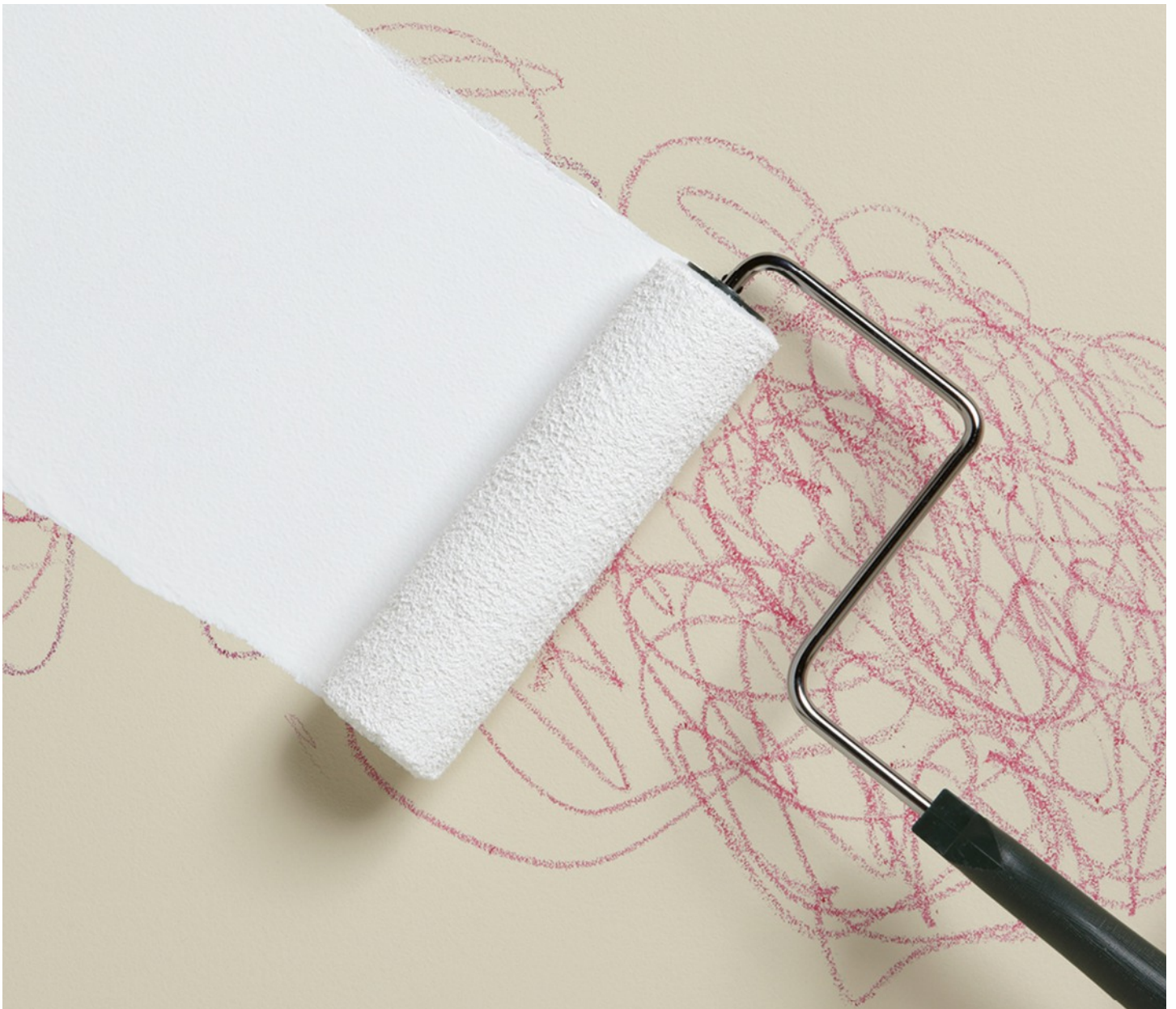
- **interior surfaces:** traditional cement-lime and cement plasters, gypsum filling materials, gypsum substrates, dry walls, construction building blocks, concrete, wooden and wooden-like surfaces, ceramic tiles, sanded PCV, non-ferrous metal (galvanized steel and aluminum) and latex paints renovation.
- **exterior surfaces:** traditional mineral, cement-lime and cement plasters, thin-layered mineral and acrylic plasters in ETICS (External Heat Insulation Composite Systems), building blocks, concrete, bricks, wood, sanded PCV, non-ferrous metal (galvanized steel and aluminum) and latex paints renovation.

Colors: Version „046 00” - white and possibility of tinting to pastel colors in the GENNEX® Platform. Version „046 04” (Deep Color Base) - intensive, dark colors in tinting system.

Gloss grade: flat.

Coverage: approx. 11 m²/l.

Can sizes: 0,95 l; 3,78 l.



PRIMERS



STIX[®] Waterborne Bonding Primer SXA-110

Waterborne, acrylic urethane primer/sealer with unparalleled adhesion to the most challenging interior and exterior surfaces.

Benefits & general description: highest quality, waterborne, acrylic urethane primer/sealer with unparalleled adhesion to the most challenging surfaces, including PVC, vinyl, plastic (not recommended for use over polyethylene or polypropylene and Kynar PVDF), glass, tile, glazed block, glossy paints, pre-coated siding, fiberglass, and galvanized metals. STIX[®] is also ideal for use on plaster, drywall, wood, and non-ferrous metals, where a low ambient or surface temperature would present a problem for conventional primers. Product offers an extremely hard film when cured. Use it on interior and exterior surfaces and topcoat with almost any type of coating including alkyd, acrylic latex, urethane, epoxy (also two-components), and lacquer finishes. Product is a low VOC primer, which levels to a smooth surface.

Noted: primer is not intended for immersion service or continuous water contact. Product meets the LEED[®] v4 Credit requirements.

Range of use:

- **interior surfaces:** PVC plastics (other plastics except polyethylene PP, polypropylene PE and Kynar PVDF), glass, ceramic tiles, formica, fiberglass, galvanized metal, aluminum, masonry walls, mineral plasters, concrete, cement block, drywalls, wood including cedar and redwood and wooden-like substrate (like MDF).
- **exterior surfaces:** PVC plastics (other plastics except polyethylene PP, polypropylene PE and Kynar PVDF), glass, ceramic tiles, formica, fiberglass, galvanized metal, aluminum, masonry walls, mineral plasters, concrete, cement block, wood (only small surfaces; for example do not paint whole siding wooden walls) including cedar and redwood.

Colors: white and possibility of tinting to pastel colors in BENJAMIN MOORE tinting system.

Gloss grade: flat.

Coverage: approx. 10 m²/l.

Can sizes: 0,95 l; 3,78 l.



ULTRA SPEC[®] MANSORY INTERIOR/EXTERIOR 100% ACRYLIC SEALER 608

Waterborne, acrylic priming paint with excellent resistance to high alkalinity (up to 13 pH) for priming exterior and interior mineral substrates.

Benefits & general description: waterborne, acrylic primer is designed to penetrate and seal the surface of new or previously painted masonry surfaces providing the proper foundation for subsequent finish coats.

It can be applied to masonry and plaster surfaces with pH levels as high as 13.

Primer can be applied in the painting system with masonry paints: AURA[®] U631, ELEMENT GUARD U763 and interior paints from Benjamin Moore & Co. offer. Excellent resistance to high alkalinity reduces time of seasoning mineral plasters before priming and painting. This feature lets to reduce time and costs of final painting job, including costs of scaffolding rental (exterior jobs). Product provides excellent adhesion, reduces of topcoat consumption (saving time and money), equalizes, reduces substrate's absorption and reinforces the substrate.

Primer meets the LEED[®] v4 Credit requirements.

Range of use:

- **interior surfaces:** traditional cement-lime and cement plasters, construction building blocks, concrete and latex paints renovation.
- **exterior surfaces:** traditional mineral, cement-lime and cement plasters, thin-layered mineral plasters in ETICS (External Heat Insulation Composite Systems), building blocks, concrete and latex paints renovation.

Colors: white and possibility of tinting to pastel colors in innovative, ecological GENNEX[®] Platform system.

Gloss grade: flat.

Coverage: approx. 6-10 m²/l.

Can sizes: 3,78 l; 18,9 l.

COMPLEMENTARY products



BENJAMIN MOORE® Extender 518

Waterborne, acrylic extender that extends the „open time” and drying time of waterborne latex paints.

Benefits & general description: waterborne, transparent acrylic agent, which is an additive that extends the „open time” and drying time of Benjamin Moore & Co. waterborne latex paints, intended for indoor and outdoor applications. Especially recommended when applying waterborne paints in unfavorable environmental conditions - relative air humidity below 45%, in direct sunlight (heated interior without the use of air conditioning) or in a room with intensive air exchange. Product can also act as a thinner, and its use does not affect the technical parameters of the final finish. Not intended for independent use. Do not mix this product with solvent-borne and alkyd (also waterborne alkyds) or oil based coatings.

Colors: transparent.

Coverage: depending on the mixing ratio - max. 235 ml of the extender per 3,78 l of paint.

Can sizes: 0,48 l; 0,95 l.

A reliable way
to paint at high
temperatures.



Sustainability is one of
the main elements of our strategy.

We develop pioneering, cutting-edge technologies
and create the most friendly products for you,
your loved ones and the natural environment.



All our paints with the Benjamin Moore's
Green Promise® logo meet or exceed
the strictest requirements and standards of LEED®,
Green Seal GS-11 2015 Standard, CDPH,
CHPS (Collaborative for High Performance Schools)
and MASTER PAINTER INSTITUTE.

Our interior paints are produced
in an ecological and friendly formulas
with a trace or minimum VOC* content,
(depending on the type of product),
regardless of the color chosen.

* According to „The European Council of the Paint,
Printing Ink, and Artist's Colours Industry” (CEPE)
and „British Coating Federation” guidelines.

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phone: +48 22 533 52 90
e-mail: office@bmpolska.com
benjaminmoore.pl
bmpolska.com

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