

Get the most from your exterior paint.

Durability

Benjamin Moore paints are formulated to bond to exterior surfaces, and resist cracking and peeling caused by weathering, sunlight and abrasion.

Application

Benjamin Moore paints are designed for ease of application, which result in ideal performance as well as virtually no spattering.

Hide

Benjamin Moore uses the highest quality materials to achieve a superior hide, completely covering any stain or previous color on the exterior surface.



durability	our best	excellent	very good	very good
application	our best	excellent	excellent	excellent
hide	our best	excellent	excellent	very good
color retention	our best	excellent	very good	very good
mildew resistance	our best	excellent	excellent	very good

Color Retention

Exterior finishes are constantly exposed to harmful UV rays. Thanks to our waterborne colorant technology, our paints are able to resist fading and maintain their original color.

Mildew Resistance

Mildew is prevalent in moist, humid and warm climates. Benjamin Moore paints are formulated to resist the growth of mold and mildew.

Choosing the right finish

- FLAT** creates a smooth, non-reflective finish that gives you the ability to hide imperfections while also offering an ultra smooth appearance.
- LOW LUSTRE** is a lightly reflective and smooth sheen that offers a rich appearance.
- SATIN** is a very versatile finish, giving you a subtle shine that can be used anywhere.
- SOFT GLOSS** is a shiny, durable finish that is great for windows, shutters, doors and other trim work.
- SEMI-GLOSS** has a lustrous shine making it a great option for areas that you want to highlight.

Benjamin Moore® product	Aura® Exterior	REGAL® Select Exterior	Benjamin Moore® Premium Exterior
Your best choice when	...you want the finest exterior paint available providing exceptional fade-resistance, moisture protection and durability	...you want high-build exterior protection for added durability and the performance you expect from REGAL products	...you need a durable exterior paint that offers great hide with superior adhesion and resistance to chalking
What makes it great?	<ul style="list-style-type: none"> ■ Proprietary Color Lock® technology for superior fade resistance ■ Easy application for a smooth finish ■ Outstanding durability ■ Mold and mildew resistant 	<ul style="list-style-type: none"> ■ High-build formula for superior coverage and durability ■ Excellent flow and leveling ■ Mildew and fade resistant 	<ul style="list-style-type: none"> ■ Delivers a high-build paint film for long lasting protection ■ Quick drying ■ Mildew and fade resistant



FLAT | LOW LUSTRE | SATIN | SEMI-GLOSS



FLAT | LOW LUSTRE | SOFT GLOSS



FLAT | LOW LUSTRE | SOFT GLOSS

ben[®] Exterior

...you want a reliable and eco-friendly Benjamin Moore exterior paint that's available at a great value

- Easy application with dependable performance
- Good coverage and durability
- Mildew and fade resistant



FLAT | LOW LUSTRE | SOFT GLOSS

Fresh Start[®] Premium Primers

...your best choice when you need to choose a specialty primer for an exterior project

- Excellent adhesion
- Easy application
- Excellent hide
- Penetrate and seal problem surfaces



** CONSULT WITH YOUR RETAILER FOR THE RIGHT PRIMER FOR YOUR PROJECT

ARBORCOAT[®] Waterborne Stain

...you need the best exterior stain protection available in the widest variety of color

- Formulated with next-generation waterborne technology
- Superior UV protection
- Resistant to stains, scuffs and mildew
- Unique two coat system for decks in transparent and semi transparent



PROTECTIVE CLEAR COAT | TRANSLUCENT
TRANSPARENT | SEMI TRANSPARENT
SEMI SOLID | SOLID

Benjamin Moore[®] Exterior Stain

...you need classic exterior stain performance that looks great

- Deep penetrating application highlights natural wood grain
- Reliable protection from sun and water damage
- Resists mildew growth



PRIMER | TRANSLUCENT
TRANSPARENT | SEMI TRANSPARENT
SEMI SOLID | SOLID | CLEAR FINISH



Painting or staining is a critical step in protecting your home's exterior and the single most dramatic way to increase its value.

**Naturally,
you have lots of questions.**

- **What's the right paint for my exterior project?**
 - **Do I need a primer?**
 - **Can I do the painting myself?**
 - **What tools do I need?**
-

Walk into a Benjamin Moore store and you'll find color experts ready to answer your questions. They're trained to help you with all aspects of your project because they know that when it comes to your home, you want to get even the smallest detail right.

Benjamin Moore® quality— a superior paint experience with every product.

When it comes to premium paints and stains,

Benjamin Moore sets the standard for excellence.

We manufacture our own colorants and resins and apply our advanced waterborne technology to deliver high-performance products for any home painting project. Whether it's our incomparable selection of authentic colors, the durability of our coatings or our commitment to eco-friendly products, Benjamin Moore will help you achieve beautiful results you will love for a very long time.



Benjamin Moore®

benjaminmoore.com

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Authentic Color

Benjamin Moore® colors can only
be made in Benjamin Moore Paint

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Benjamin Moore®



A SIMPLE GUIDE TO SELECTING
the right exterior paint