











ARBORCOAT® Premium Waterborne Exterior Stain	Performance
Clear Coat 636 	<ul style="list-style-type: none"> 100% Acrylic renewable coat for decks 1 Coat application over Transparent and Semi-Transparent Provides additional UV protection and scuff resistance on horizontal and walking surfaces Mildew resistant
Transparent 637 	<ul style="list-style-type: none"> Water-dispersible Alkyd and Acrylic technology Penetrates wood while offering superior UV protection Formulated for Deck and Siding applications 6 ready-made colors Soap and water cleanup / low VOC
Semi Transparent 638 	<ul style="list-style-type: none"> Water-dispersible Alkyd and Acrylic technology Penetrates wood while offering superior UV protection Formulated for Deck and Siding applications Tint base allows for 75 colors, tinted with waterborne colorants Soap and water cleanup / low VOC
Semi Solid 639 	<ul style="list-style-type: none"> 100% Acrylic formula Semi-opaque formula allows for some wood grain and texture Formulated for Deck and Siding applications Tint base allows for 75 colors, tinted with waterborne colorants
Solid 640 	<ul style="list-style-type: none"> 100% Acrylic formula Formulated for Deck and Siding applications White and 4 bases, unlimited color options tinted with waterborne colorants
<ul style="list-style-type: none"> The entire ARBORCOAT product line is VOC compliant nationally and <100 g/l. ARBORCOAT stains use Benjamin Moore's proprietary Gennex colorant system, resulting in colors that stay true and protect the substrate for a longer period of time than typical alkyd stains. ARBORCOAT Stains can be applied when air and surface temperatures are as low 40° F and up to 90° F. 	

CP Exterior Stain	Performance
Transparent (Alkyd) 323, C323 	<ul style="list-style-type: none"> Combines UV protection while lightly toning the color of the wood Available in Natural, Cedar, Redwood, and Silver Gray Ideal for all wood types in sound condition
Semi Transparent (Alkyd) 328, C328 	<ul style="list-style-type: none"> Offers UV protection combined with a broad color offering that does not obscure the natural wood grain Tint base - formulas for 75 colors Ideal for all wood types in sound condition
Semi Solid (Alkyd) 329, C329 	<ul style="list-style-type: none"> Ideal for protecting and beautifying aging wood without obscuring the grain Tint base - formulas for 75 colors Provides great UV protection
Solid Deck (Acrylic) 065 	<ul style="list-style-type: none"> Custom color options, fully masking the grain of wood White and 4 bases, unlimited color options Ideal for all wood types

CP Exterior Stain	Performance
Solid Siding (Acrylic) N089 	<ul style="list-style-type: none"> Excellent color retention and durability Custom color options, fully masking the color of wood White and 4 bases, unlimited color options Ideal for all wood types
Solid Siding (Alkyd) C080 	<ul style="list-style-type: none"> Custom color options, fully masking the color of wood White and 4 bases, unlimited color options Ideal for all wood types Not available in all markets
Hardwood Finish 321, C321 	<ul style="list-style-type: none"> Ideal for protecting exotic hardwoods such as Teak, Mahogany and Ipe Available in Natural, Mahogany and Teak Alkyd
Primer 366 	<ul style="list-style-type: none"> Ideal for controlling tannin bleed under solid color stains Quick dry, alkyd formula Available in White and Deep base

Deck Preparation and Care Products	Performance
Remove 315 	<ul style="list-style-type: none"> Ideal for removing old stain prior to re-staining Removes oil and latex stains Concentrated formula
Restore 316 	<ul style="list-style-type: none"> Removes moderate to severe mold and mildew Restores natural color to wood by removing deadwood fiber Concentrated formula
Brighten 317 	<ul style="list-style-type: none"> Ideal for counteracting the darkening effect caused by using RESTORE and REMOVE products on tannin-bearing woods Brightens tannin stains in wood Concentrated formula.
Clean 318 	<ul style="list-style-type: none"> Removes mold and mildew Breaks down mill glaze Ideal for annual maintenance cleaning Concentrated formula
Waterproofer 320 	<ul style="list-style-type: none"> Ideal for annual maintenance and protection from UV and water damage Clear water-based

Examples: Using the Three P's to offer the right solution

The Three P's

Project

Determine what project or projects the customer is planning.

Ask probing questions to determine:

- What type of wood is the deck or siding?
- What is the look you want to achieve with your deck or siding?
- Are there special considerations – newly constructed deck or home, previously stained deck or home in good condition, previously stained deck or home in poor condition?
- What opacity and color are you looking for?
- Will you be staining the deck yourself or hiring a contractor?

Preferences / Problem

- Review the three main product attributes below and match the most relevant attribute to the project.
- You should determine which factor is most relevant to the project, and which factor is most important to the customer.
- Remember, unlike competitive products, decks stained with ARBORCOAT are back in service in 24-48 hours.



Performance: ARBORCOAT Stains deliver excellent application and durability features such as coverage, UV protection, and mildew resistance



Value: Exterior Stains offer a good blend of performance attributes and great all-around value. CP Stains are the stain of choice for exotic hardwoods.



Preparation: Proper preparation is the key to a long lasting finish for your deck and siding. Benjamin Moore offers a line of prep products to help solve various common deck and siding issues.

Products

Offer a primary recommendation to meet the customer's needs based on matching the project considerations with the product attributes. Be sure to recommend the appropriate preparation products

The examples shown here show how you can use the Three P's of solution-based selling process to offer the appropriate product solution for different deck and siding projects.





New or Uncoated Decks / Siding


Project Considerations

- Deck or Siding is brand new
- Looking for the grain to show through
- Broad range of colors to select from
- Needs to have deck back in service in for the weekend


Preferences

 The ARBORCOAT two-coat system is an excellent choice for the homeowner that wants to see the most grain and texture of their deck. ARBORCOAT Transparent Stain #637 with Clear Coat #636 provides ultimate sun protection along with abrasion and mildew resistance. It is formulated to penetrate and protect the natural beauty of the wood. The Protective Clear Coat can be used as a refresher coat to extend the life of the stain on your deck. Deck is back in service in 24-48 hours.

 For the homeowner looking for a greater color selection, ARBORCOAT Semi-Transparent Stain #638 with Clear Coat #636 is a great choice. It offers the same qualities of the Transparent Stain, but is available in 75 colors.

 For decks constructed of hardwoods such as Mahogany, Ipe, or Teak, Benjamin Moore offers their Hardwood Finish Exterior Stain #321, specifically formulated for protecting exotic hardwoods.

Preparation



- If there is mill glaze, remove using Benjamin Moore BRIGHTEN 317
- **OR**
- Remove mill glaze by thoroughly sanding in direction of wood grain
- Remove all sanding dust and dirt
- Allow surface to dry thoroughly (moisture content must be below 15%) before coating





Previously Coated Decks / Siding


Project Considerations

- Deck or Siding is old and has been previously stained
- Wood is in poor condition and previous coating is peeling
- Seeing the grain is not as important as having the deck look good
- Deck sees heavy traffic and use during spring and summer


Preferences/Problem

 For decks or siding that are in good shape and the owner does not want to strip it down to bare wood, ARBORCOAT Solid will allow minimal preparation and quick return to service. Solid stain provides protection and color that masks the grain but highlights the texture of the wood. It features easy application, a highly durable, low-lustre finish, fast dry, water clean-up, and excellent color retention.

 For the homeowner that wants to see the grain without completely obscuring the texture of the wood, ARBORCOAT Semi Solid is the ideal choice. The Semi Solid, offers the same great application properties of the ARBORCOAT line, while allowing some of the color and the grain pattern of the wood to show.

 For the homeowner looking to see the full grain, ARBORCOAT Transparent and Semi Transparent Stains are a great choice. The old finish will have to be completely removed using 315 Remover.

Preparation



- Remove old stain by either sanding or using Benjamin Moore REMOVE 315
- Use Benjamin Moore RESTORE 316 to remove dead and loose fibers
- Clean deck of any surface dirt, mold and mildew, grease, and water stains with CLEAN 318
- Allow surface to dry thoroughly (moisture content must be below 15%) before coating





Weathered or Uncoated Decks / Siding

Project Considerations


- Siding and deck are weathered and were never coated
- Wood is weathered, has darkened and shows tannin stains
- Surface is dirty with mold and mildew, with rust from nail heads
- Broad range of colors to select from

Preferences/Problem

 For the homeowner looking for a wide selection of colors for their siding, ARBORCOAT Solid offers unlimited colors that mask the grain while highlighting the texture of the wood. This stain is engineered for superior durability and easy application. It is formulated to repel water and resist mildew formation.

 For a homeowner that wants to hide some imperfections on the siding while allowing for the texture and grain to show through, ARBORCOAT Semi Solid or Semi Transparent are excellent choices. These products use unique resins that penetrate the wood for great UV protection. The protective Clear Coat is not required for Siding projects.

Preparation



- Clean deck of any surface dirt, mold and mildew, grease, and water stains with CLEAN 318
- Allow surface to dry thoroughly (moisture content must be below 15%) before coating
- For decks and siding that are badly weathered, and the customer wants a Semi Transparent look; they will have to clean the surface with BRIGHTEN 317.

