









Benjamin Moore® GENNEX® Paint Lines



Product	Performance	Finishes	Why Would a Consumer Choose...	Why Would a Contractor Choose...
Aura® <i>The Finest</i> 	<ul style="list-style-type: none"> • Most durable and greatest color fidelity through Color Lock® Technology • Quickest job – fast drying and great touch-up • Green Promise® designation 	<ul style="list-style-type: none"> • Matte • Eggshell • Satin • Semi-Gloss • Foundation 	Aura® Aura is Quite Simply the Finest Paint We've Ever Made.® Aura® delivers color richness and vibrancy matched with exceptional performance and durability. Aura® is great for any room, and its superior color fidelity and high performance make it a must for entertaining spaces such as the living room, dining room, kitchen or great room.	Aura® For contractors who want to save labor and still provide the highest quality paint to their clients. Formulated with patented Color Lock® Technology, Aura® offers the highest durability - colors remain true and won't rub-off. When fast turn-around time is important, Aura® is ideal. It saves time and labor because it dries fast and requires no more than two coats, regardless of color.
Aura® Bath & Spa <i>The Finest – for the Bath</i> 	<ul style="list-style-type: none"> • Designed specifically for high humidity areas such as bathrooms • True matte finish for the bath • Color Lock® Technology • Green Promise® designation 	<ul style="list-style-type: none"> • Matte 	Aura® Bath and Spa If you prefer the rich look of a matte finish, Aura® Bath and Spa offers a matte finish that can stand up to the high humidity environment of the bath, with all the all the benefits of Aura® paint and Color Lock® Technology.	Aura® Bath and Spa Contractors can be confident knowing they're using a superior mildew-resistant premium paint that has a matte finish coating specially formulated for optimal performance in high humidity environments. All the features you've come to expect with Aura®, now specifically designed for bathrooms in a matte finish.
Natura® <i>The Greenest</i> 	<ul style="list-style-type: none"> • Zero VOC even after tinting; available in any color • Virtually odorless • Premium performance (Green without compromise) • Green Promise® designation 	<ul style="list-style-type: none"> • Flat • Eggshell • Semi-Gloss • Primer 	Natura® Natura® is the greenest paint Benjamin Moore® offers and is available in any color. Natura® is virtually odorless. The smart choice when you want an eco-friendly paint that doesn't compromise on performance.	Natura® Natura® is the product to use when your client is asking for a virtually odorless, environmentally friendly, premium "green" product. Ideal for households with children and pets. If your client is green-conscious, Natura® is the choice for the job.
Regal® Select 	<ul style="list-style-type: none"> • Paint and primer together • Easy application • Widest sheen selection • Low VOC <50 g/l • Green Promise® designation 	<ul style="list-style-type: none"> • Flat • Matte • Eggshell • Pearl • Semi-Gloss • Primer 	Regal® Select Regal® paint remains the time-honored tradition of Benjamin Moore® paints that consumers have trusted for over 50 years. Regal® Select now features paint and primer together, so not only does it apply easily, it ensures that you get beautiful results even faster.	Regal® Select Regal® Select offers a premium line of products, available in many finishes. Its 100% acrylic high performance resin delivers excellent dry film properties such as hide and washability. Painters like it for how easy it is to apply, cut in and roll with no spatter.
ben® <i>Everyday Premium</i> 	<ul style="list-style-type: none"> • Entry level premium • Easy application • Environmentally friendly at under 50 g/l VOC • Green Promise® designation 	<ul style="list-style-type: none"> • Flat • Eggshell • Semi-Gloss • Primer 	ben® ben® offers all of the performance qualities you would expect of a Benjamin Moore® interior paint and is perfect if you are looking to complete a project within a specified budget. It goes on easily, hides well, and comes in any color.	ben® ben® is for the budget-minded client that wants Benjamin Moore® quality. ben® allows you to provide your clients with a more consumer-oriented product.
Waterborne Ceiling Paint <i>The Perfect Complement</i> 	<ul style="list-style-type: none"> • Designed specifically for ceilings • Low spatter • Flattest flat in any color • Conceals common surface imperfections • Green Promise® designation 	<ul style="list-style-type: none"> • Ultra-flat 	Waterborne Ceiling Paint Express your style on your ceiling as well as your walls. Waterborne Ceiling paint is the perfect complement to complete your project. Specially formulated for ceilings, Waterborne Ceiling paint is ultra-flat and hides common ceiling imperfections for a look that is virtually flawless.	Waterborne Ceiling Paint Great open time helps to avoid lap marks and allows for forgiving application. The paint maintains its flatness, even in the deepest bases and colors. Outstanding hide and quick recoat means quicker turning jobs.
Eco Spec®WB <i>Commercial Green</i> 	<ul style="list-style-type: none"> • Minimal odor • Dries fast • Commercial green paint • Zero VOC in waterborne version • Green Promise® designation 	<ul style="list-style-type: none"> • Flat • Eggshell • Semi-Gloss • Primer 	Eco Spec®WB Designed for commercial applications.	Eco Spec®WB Ideal for environmentally sensitive commercial projects like schools, hospitals, hospitality, restaurants, etc. When a green/environmental product is needed for a price-sensitive project, Eco Spec®WB is the ideal choice.
ARBORCOAT® <i>Engineered for superior durability and protection</i> 	<ul style="list-style-type: none"> • Choices ranging from transparent to solid color • Excellent long-term durability • Mildew resistant • UV protection 	<ul style="list-style-type: none"> • Protective Clear Coat • Transparent • Semi Transparent • Semi Solid • Solid 	ARBORCOAT® 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® provides ultimate sun protection along with abrasion and mildew resistance. It is formulated to penetrate and protect the natural beauty of the wood.	ARBORCOAT® With ARBORCOAT®'s unique two coat deck system, your expertise can be showcased through a superior product. Offer annual maintenance plans to your deck clients with the ARBORCOAT® protective clear coat. ARBORCOAT® allows you to provide a fine finished furniture look for your customers.

The Three Ps	Offering the Right Solution					
<p>1. PROJECT</p> <p>Some questions to help understand the project include:</p> <ul style="list-style-type: none"> • What room are you painting? • What color is the room now? • What type of surface is it? • Are there other issues? <ul style="list-style-type: none"> – Wallpaper, stains, damaged walls, etc. • Are you planning to use a deep, rich color? 	<p>Dining Room</p> 		<p>Kid's Room</p> 		<p>Utility Room</p> 	
<p>2. PREFERENCES</p> <p>Determine if the customer's preferences are most focused on: performance, environment, or value.</p> <div data-bbox="65 1034 158 1114"> </div> <p>Performance</p> <p>Some projects, like a showcase dining room, will require exceptional performance (paints that deliver excellent application and durability features such as coverage, washability and touch-up).</p> <div data-bbox="65 1235 158 1316"> </div> <p>Environment</p> <p>Some projects, like a bedroom, call for an increased focus on the environment within the home (paints with limited impact on the environment in terms of chemical content, emissions, and odor).</p> <div data-bbox="65 1427 158 1507"> </div> <p>Value</p> <p>Some projects will result in a primary focus on value (paints that offer a good blend of performance and environmental attributes and great all-around value).</p>	<p> Performance</p>		<p> Environment</p>		<p> Value</p>	
<p>3. PRODUCTS</p> <ul style="list-style-type: none"> • Summarize what you've heard • Determine what product is the best fit • Describe why it's a good fit for their project/preferences • Address any issues or concerns 	<p>Aura®</p>  <ul style="list-style-type: none"> • Color Lock® Technology, no color rub-off • Extreme hide, never more than two coats in any color • Self priming 		<p>Natura®</p>  <ul style="list-style-type: none"> • Zero VOCs regardless of color • Virtually odorless • One hour recoat for quick return to service 		<p>ben®</p>  <ul style="list-style-type: none"> • Excellent application properties • Low odor and low VOC even after tinting • Very good hide 	
	<p>Environment</p>		<p>Value</p>		<p>Performance</p>	
	<p>Natura®</p> 		<p>Regal® Select</p> 		<p>Aura®</p> 	
	<p>If you're looking for premium performance with our absolute lowest VOC levels, choose Natura® paint with zero VOCs. Quick drying formula means fast return to room functionality.</p>		<p>Regal® Select offers a balanced formula that features paint and primer together. It is easy to apply and offers premium performance people have relied upon for generations.</p>		<p>Aura® paint offers ultra-premium performance in a low VOC/low odor formula. For superior color depth and clarity, Aura® paint is the perfect choice.</p>	
	<p> green promise®</p>		<p>Why go green with Benjamin Moore's Green Promise® paints?</p> <ol style="list-style-type: none"> 1. Safer products for your family and environment 2. Low odor means improved indoor air quality 3. Quick drying so you can use your room again the same day 4. Unsurpassed durability for longer-lasting beauty 5. Available in any color so the design possibilities are endless 		<p>Every product that has the Benjamin Moore Green Promise® designation has exceeded the most stringent standards for environmental safety and superior performance. These premium "green" paints stand out for their low VOCs, low odor, unparalleled quality and performance with unlimited color selection. There's a perfect Benjamin Moore Green Promise® product to suit every budget.</p>	