

# PARTNERSHIP FOR THE FUTURE

*It's your business. We just help you grow it.*



**Benjamin Moore®**



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

Founded in 1883 by Benjamin Moore and his brother in Brooklyn, N.Y., Benjamin Moore & Co. is one of North America's leading manufacturers and dealers of premium quality paints. The Moore brothers built the company based on their vision and commitment to "intelligent industry in the spirit of integrity." Product innovation, color technology and design leadership define who we are today. Our integrity, passion for excellence and respect for community 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 more than 5,500 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 goes beyond 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.

# Products that *perform.*

## **It's what's in the can that counts.**

Benjamin Moore only produces premium quality paints that deliver outstanding results. Each product is designed to perform with extraordinary application properties, durability, scrubbability and longevity.

## **Paint Colors Last Longer with Color Lock® Technology**

Developed for our premium-quality Aura® interior and exterior paint, our groundbreaking Color Lock® system protects paint colors from fading and rubbing off—even after repeated washings. We formulated Color Lock with proprietary waterborne resins and colorants that lock in color particles tightly throughout the paint—not just on the surface—like many other paints on the market. As a result, Aura paint with Color Lock resists stains and looks freshly-applied for years.

## **Benjamin Moore's Green Promise®**

Benjamin Moore's Green Promise® designation is our company's assurance that this product meets—and often exceeds—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.

## **Get the Gennex® Colorants Advantage**

While typical colorants weaken paint, Benjamin Moore Gennex® colorants actually fortify it, delivering a durable finish with better fade resistance. Gennex strengthened paint also yields superior hide, so you can cover stains and imperfections in fewer coats—using less paint overall and finishing the job more quickly. Environmentally friendly, Gennex colorants contain zero volatile organic compounds (VOCs)\*, chemicals often found in other paints.

\* Zero-VOC according to EPA Method 24.



“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.*

"When you run a business, you end up getting involved in many tasks. I like the fact that the interactions that happen in my store rest on my shoulders. Benjamin Moore provides great products that have impact. Most people don't just walk into a paint store and utter the word 'wow.' We have a unique partnership going and are proud to be part of our local community. We are the people's paint store."

– **Craig Bond**, *Tommys Paint Pot, Eugene, Ore.*

## *Supported by a brand you can **trust.***

As a Benjamin Moore dealer, you have the power of a respected brand behind you—plus the ability to create your business, your way. Right now, customers are looking to support their local businesses. And we're 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. That support includes:**

- Advertising, product display and merchandising
- Benjamin Moore product overviews
- Business plan and ROI analyses
- 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, people are yearning for attention and intimate service. They are tired of getting lost in the aisles of big-box stores. Customers are embracing the character and one-to-one interaction of Main Street businesses. A recent study found that 84% of customers preferred personalized, intimate experiences and small businesses' understanding of customers' needs.\*







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

- *Retailer marketing specialists*
- *National advertising*
- *Local marketing and advertising materials*
- *Digital marketing assistance*
- *In-store marketing materials promotional programs*

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.

A BERKSHIRE HATHAWAY COMPANY

*"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're committed to **growing** our dealers.  
And know our success depends on **you.***

*"I have been running my own business for 25 years. I started with one store in Woodhaven, N.Y., and now own four Benjamin Moore stores. I'm very proud to be a Benjamin Moore dealer and to have them as a partner. The brand lives up to its name. Years later, I am still selling premium paint that produces sophisticated looks every single time. That is why my customers keep coming back. I put my heart into my business to serve the community. You work very hard, but it's the best kind of work."*

**- Jean Park, Colorall Paints & Blinds, Fort Lee, N.J.**







## *Helping you grow your business is ours.*

Starting your own business is the opportunity of a lifetime. That's why we look 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 continuous learners who are able to put in the hard work it takes to make their business thrive.

Our ideal candidates will have:

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

In return, you're partnering with a company that believes your success is ours and that it's our job to provide the support you need. That support means promotional programs, marketing and advertising materials, training and so much more. By cultivating our partnership, there's no telling how far we can go.



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

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

