



Benjamin Moore® Ceiling Paint & Primer Promotion

**THE PROMOTION PERIOD RUNS
NOVEMBER 9 – DECEMBER 14, 2012.**

PROMOTION INFORMATION

Benjamin Moore offered you the opportunity to buy Waterborne Ceiling Paint (508), Muresco® Ceiling Paint (258), Fresh Start® Multi-Purpose Primer (N023) and Fresh Start® High-Hiding All Purpose Primer (046) at an attractive discount off retailer net billing and quantity discount pricing. To help support this buying promotion and bring in business to your store, Benjamin Moore sales reps will receive tear-off pads to distribute sheets to contractors for \$4 off per gallon on these products.

- You will NOT receive tear pads and are NOT responsible for distributing tear-pad sheets.
- You – not the contractor – will submit redemptions.
- One tear-pad sheet equals up to 10 gallons. Five-gallon buckets are eligible.
- Fresh Start® primers (N023) and (046) can be mixed and matched to meet the 10-gallon maximum purchase per tear-pad sheet. Just the same, the Waterborne Ceiling Paint (508) and Muresco® Ceiling Paint (258) can also be mixed and matched to meet the 10-gallon maximum purchase per tear-pad sheet.
- Discounts can go below MSP because this is a manufacturer discount. You should apply discount based on your selling price.
- Redemption process is explained on the back of each tear sheet for you.

All Benjamin Moore Retailers will receive a kit with the following pieces:
A sell sheet with more detailed information | redemption form | 2 preaddressed envelopes.

All Benjamin Moore Reps will receive a kit with the following pieces:
A sell sheet with more detailed information | 2 tear-pad books, one of each offer.

IMPORTANT DETAILS FOR YOU!



STEP 1: Circle the promotion dates on your calendar.



STEP 3: Apply the appropriate discount for the purchase.



STEP 2: Accept the tear-pad sheets from contractors.



STEP 4: Attach a copy of the sales receipt/invoice to the completed tear-pad sheet.

- Make sure contractors fill out all information on the back of the tear-pad sheet.
- Only original tear-pad sheets will be accepted. **No copies!**
- When you are ready to send your sheets in for credit, place them in one of the provided pre-addressed envelopes, include the redemption form with your store information, as well as the tear-pad sheets with the corresponding receipts/invoices.
- All redemption forms must be received by **December 31, 2012.**
- Benjamin Moore will issue your credit in a lump sum at the end of the program. **You can expect to see credit on or about February 28, 2013.**

Promotion Offer:

- \$4 off per gallon* of Fresh Start® (046) and/or (N023) primer

(Maximum discount purchase of 10 gallons per tear-pad sheet. Products can be mixed and matched to equal 10 gallons.)

- \$4 off per gallon* of Waterborne Ceiling Paint (508) and/or Muresco® Ceiling Paint (258)

(Maximum discount purchase of 10 gallons per tear-pad sheet. Products can be mixed and matched to equal 10 gallons.)

Offer Start Date: 11/09/12

Offer End Date: 12/14/12

Redemptions Received by: 12/31/12



Remember, each contractor may use their discount on up to 10 gallons per tear-pad sheet. The offer is good **one time only.**

The contractor may not buy a gallon or more now and the rest later.

After the program, Benjamin Moore will follow up and provide you with a survey on how the program worked. If you have any questions, please contact your Benjamin Moore sales rep today.



Benjamin Moore®

* Offered only to professional painting contractors located in the 50 U.S. & D.C., U.S. Virgin Islands & Puerto Rico. Offer applies to one & five gallon sizes of select Benjamin Moore® primer/paint purchased between 11/09/12 & 12/14/12. Limit 10 gallons per tear-pad sheet. Limit one per contractor per offer. Complete the original offer tear-pad sheet & surrender to retailer prior to purchase. Qualifying purchases must be made in single transaction per product. Offer cannot be combined with other offers, discounts or promotions, or applied toward prior purchases. Tear-pad sheets available while supplies last. Subject to complete offer terms & conditions at participating retailers. Void where prohibited.

© 2012 Benjamin Moore & Co. Benjamin Moore, Fresh Start, Green Promise, Muresco and the triangle™ "M" symbol are registered trademarks licensed to Benjamin Moore & Co.



BENJAMIN MOORE CONTRACTOR DISCOUNT OFFER

TERMS AND CONDITIONS

Offers are available only to professional painting contractors located in the 50 U.S. and D.C., U.S. Virgin Islands and Puerto Rico on purchases of one and five gallon sizes of Benjamin Moore® Fresh Start® primer and Waterborne Ceiling Paint (“qualifying purchase”) (each a separate “offer”), purchased from a participating Benjamin Moore retailer (“Retailer”) between 11/09/12 and 12/14/12 (“offer period”). Verification of professional painting contractor status may be required. Not all offers may be available to all contractors. During the offer period, subject to compliance with these terms, eligible contractors will receive \$4 off per gallon purchase of Fresh Start® (046) and (N023) primer (limit 10 gallons per tear-pad sheet) and \$4 off per gallon purchase of Waterborne (508) and Moore’s Muresco® (258) Ceiling Paint (limit 10 gallons per tear-pad sheet). Products can be mixed and matched to equal 10 gallons per tear-pad sheet. Total discount available per contractor up to a maximum of \$80, but may be lower depending on each offer’s availability/participation. Qualifying purchases must be made in a single transaction per product. Product availability depends on retailer inventory. Contractors must during the offer period: (i) legibly complete, in full, all information on the official, product specific redemption form (“tear sheet”), and (ii) surrender the original completed offer tear-pad sheet to retailer at time of qualifying purchase of applicable product. Tear-pad sheets are provided by participating Benjamin Moore sales representatives (limited quantities; available only while supplies last). Subject to compliance with these terms, discount will be applied at the register. Limit 1 offer per contractor per product. Qualifying purchase cannot be used toward previously purchased merchandise. Offer may not be combined with any other offer, discount or promotion. Benjamin Moore reserves the right to terminate, cancel or modify this offer at any time. Void where taxed, restricted or otherwise prohibited.

BENJAMIN MOORE RETAILER REDEMPTION REQUEST

TERMS AND CONDITIONS

Benjamin Moore will honor only eligible, timely and complete redemption requests by participating Benjamin Moore retailers within the 50 U.S. and D.C., U.S. Virgin Islands and Puerto Rico. Credit applies only to eligible professional painting contractors’ purchases made between 11/09/12 and 12/14/12 on one and five gallon sizes of Fresh Start® primer (\$4 off per gallon), Waterborne Ceiling Paint (\$4 off per gallon), and Moore’s Muresco® (\$4 off per gallon) up to maximum purchase limit of 10 gallons per product, per contractor made in a single transaction (“qualifying purchase”) in compliance with the applicable contractor discount offer terms and conditions. Retailers will receive a credit to their account.

In order to receive a credit, retailer must:

- (i) Collect original product specific offer tear-pad sheet, fully and legibly completed by contractor at time of qualifying purchase;
- (ii) Fully and legibly complete official redemption form in full;
- (iii) Attach proof-of-purchase, original, dated invoice(s)/receipt(s) for all qualifying purchases made during the offer period; and
- (iv) Timely mail ALL completed Benjamin Moore tear-pad sheets, redemption forms and proof(s)-of-purchase (“redemption requests”) to:

Benjamin Moore Ceiling Paint & Primer Promotion
1407 Airport Road, Suite 3380
Monroe, NC 28110

All redemption requests must be received by 12/31/12. Proof of mailing is not evidence of receipt by manufacturer. In the event of inaccuracy or inconsistency between tear-pad sheet, redemption form and/or attached invoice/receipt, the latter will determine the amount of retailer’s credit. Credit per retailer account issued in a single sum, anticipated but not guaranteed, to be issued by February 28, 2013. Benjamin Moore’s (and authorized representative) decisions are final. Questions: call 1-877-876-6111 between 9:00 a.m. and 5:00 p.m. ET, Monday through Friday. Redemption requests, in whole or in part that are incomplete, without a ZIP code, illegible, duplicated or reproduced, or are not accompanied by original, dated proofs of purchase, or otherwise not compliant with these terms or the contractor offer terms will not be honored or processed. Please make copies of your redemption request for your files. Benjamin Moore & Co. is not responsible for non-complying offer submissions or for lost, late, illegible, damaged, destroyed, postage due or undeliverable mail. Non-complying requests will not be honored, acknowledged or returned. May not be combined with any other offer. Fraudulent redemption requests may result in prosecution.