



Benjamin Moore®

REGAL®
SELECT

The paint you love,
now even better.



Performance trusted by generations of painters

Trusted by generations of consumers and professional painters, enhanced Regal® Select interior offers longer-lasting premium results with increased durability and washability—and now even greater scuff resistance. Proprietary stain-release technology means stains wash clean. And Regal Select has unbelievably smooth application properties, including improved flow and levelling for unbeatable applications of all 3,500-plus Benjamin Moore® colour choices.



We upgraded Regal® Select ultra-matte, eggshell and satin/pearl with proprietary technologies, and we tested those enhancements vigorously to confirm the results:

- **Washability** — pencil, pen, marker, crayon, lipstick and other tough stains wash clean without losing colour or sheen integrity.
- **Scuff resistance** — scuffing is drastically reduced, preserving premium results.
- **Flow and levelling** — the application properties painters have always relied on have only gotten better.

| KEY FEATURES | BENEFITS |
|---|---|
| Durable, washable finish and resistance to stains, spills, scuffs, mars and burnishes | Deliver premium colour that stands up to everyday wear and tear |
| Smooth application and unbeatable flow and levelling | Achieve professional results every time |
| Excellent hide and fast-drying | Complete projects faster and with fewer coats, even clean off-whites |
| Mildew-resistant painted surface | Create a reliable coating that stands up to humidity |
| Engineered with Gennex® Colour Technology | Contributes to superior hide and colour retention across Benjamin Moore colours |

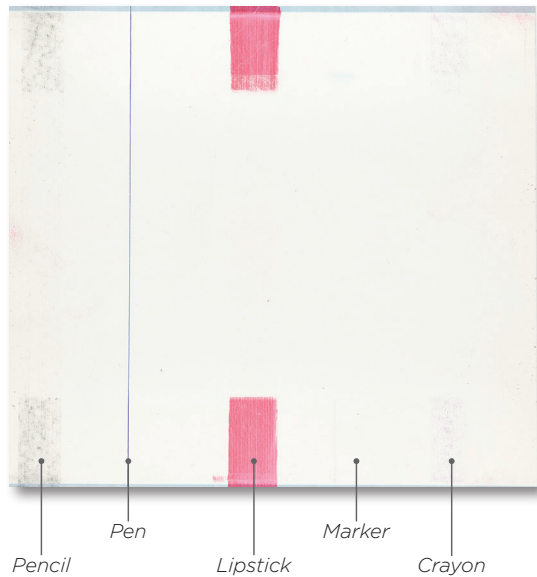
Results proven in the lab

Rigorous testing shows how Regal Select delivers superior washability over a leading competitor.

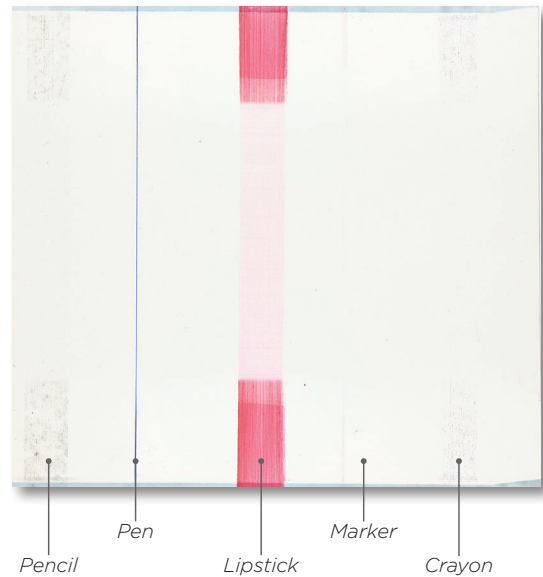
WASHABILITY

Independent, third-party tests show how common household stains wash off surfaces painted with Regal® Select, versus surfaces painted with a leading competitor.

Benjamin Moore® Regal® Select, Eggshell



Leading Competitor



Panel images are the result of third-party tests based on ASTM D4828 Standard Test Methods for Practical Washability of Organic Coatings. Brands tested are Benjamin Moore® Regal® Select, eggshell vs. a leading competitor. Tested stains are #2 pencil, blue ballpoint pen, Covergirl® 585 lipstick, Washable Crayola® marker, and Crayola® purple crayon.

LEVELLING AND HIDE

Regal Select has always delivered exceptional levelling and hide. But a closer look reveals just how much our enhanced formula improved on its smoothness and colour quality vs. a leading competitor. Below are magnified views of the cured films for Regal® Select (left) and a leading competitor (right). The white ridges on the competitor's side highlight an inferior levelling and hide when compared to Regal Select.



*Regal® Select
enhanced levelling*

Competitor's levelling

A complete sheen selection to optimize performance



| CODE | GLOSS/SHEEN | CERTIFICATIONS | | VOLUME SOLIDS | VOC RANGE | COVERAGE ¹ | DRY TIME ² |
|------|------------------------------|----------------|------------|---------------|-----------|---------------------------------------|--|
| | | ANTI-MICROBIAL | MPI | | | | |
| F547 | Flat (1-4 @ 85°) | ✓ | #142, #143 | 43.9 ± 2% | < 50 g/L | 37.2-41.8 sq. m. (400-450 sq. ft.) | Touch: 1 Hour Recoat: 1-2 Hours |
| F552 | Ulti-Matte (3-5 @ 85°) | ✓ | #142, #143 | 43.0 ± 2% | | | |
| F549 | Eggshell (15-22 @ 85°) | ✓ | #138 | 44.8 ± 2% | | | |
| F550 | Satin/Pearl (20-30 @ 60°) | ✓ | #140 | 38.2 ± 2% | | | |
| F551 | Semi-Gloss (50-60 @ 60°) | ✓ | #54, #147 | 35.5 ± 2% | < 100 g/L | | Touch: 1 Hour Recoat: 3 Hours |

SDSs and TDSs are available at benjaminmoore.ca.

¹Theoretical coverage (sq. m. [sq. ft.]) per 3.79 L at recommended film thickness unless otherwise noted. ²Dry time at 25°C (77°F) at 50% RH.



Your Benjamin Moore® representative is here to answer your questions about Regal® Select interior paint. Find your rep: 1-866-708-9180 or benjaminmoore.ca.

