



SUPER HIDE™

OPTIMAL HIDE | EFFICIENT APPLICATION | QUICK DRYING

Super Hide™ replaces Super Hide™ Zero for high-productivity applications

We're discontinuing Super Hide™ Zero Interior paint in Q1 2025. However, we remain committed to the demand it filled, so we've strengthened the positioning of the new and improved Super Hide™ Interior latex paint.

Super Hide Interior latex paint is a professional-quality, low-VOC formula that offers efficient application, optimal hide, and fast drying. Designed to meet the demands of high-volume professional painters, this paint works well for a wide range of commercial and facility maintenance applications. With its uniform finish, this paint is ideal for walls and ceilings.

In a third-party test, Super Hide Interior latex paint delivered better hide than a competitor, strengthening our claims and appealing to a wider audience. Along with the third-party results, we've refreshed the Super Hide branding and label. We're confident that Super Hide will succeed as a leader for jobs that require a high-productivity application.



SUPER HIDE FEATURES

- Increased efficiency on the job
- Optimal hide across all surfaces
- Spatter-resistant for easy application
- Excellent touch-up
- Quick drying for same-day return to service
- Engineered with Gennex® Colour Technology

SUPER HIDE™



CODE	GLOSS/SHEEN	VOLUME SOLIDS	COVERAGE ¹	DRY TIME ²	VOC RANGE
F295	Flat (0-2 @ 85°)	36.0 ± 2%	37.2-41.8 sq. m. (400-450 sq. ft.)	Touch: 1 hour Recoat: 2 hours	< 50 g/L
F296	Low Sheen-Eggshell (15-20 @ 85°)	32.0 ± 2%		Touch: 1 hour Recoat: 2-3 hours	
F297	Eggshell (20-25 @ 85°)	34.0 ± 2%			
F298	Semi-Gloss (45-55 @ 60°)	34.0 ± 2%		Touch: 2 hours Recoat: 4 hours	

SDS and TDS are available at benjaminmoore.ca.

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