



BEN® WATERBORNE
INTERIOR PAINT



ben® provides superior performance with better hide and touch-up

ben® Interior offers a user-friendly, smooth application in every sheen—flat, eggshell and semi-gloss—and has been shown to deliver better applied hide and touch-up rating than a leading competitor, in one or two coats on tested comparable sheens.

KEY FEATURES	BENEFITS
Excellent hide	Get the job done using less paint
Fast dry to recoat times	Increase efficiency by completing two coats in one day
Zero-VOC, low-odor	Provides minimal disruption and faster return to service
Paint and primer together	Complete your repaint jobs faster
Engineered with Gennex® Color Technology	Gennex colorants contribute to superior hide and color retention

Increase Customer Satisfaction

- Puts premium color within reach - access all 3,500+ colors
- Durable and washable
- Zero-VOC, low-odor product for faster return to service
- Great touch-up characteristics

CODE	GLOSS/SHEEN	CERTIFICATIONS			VOLUME SOLIDS	COVERAGE ¹	DRY TIME ²	VOC RANGE
		CDHPv1	LEED v4.1	MPI				
W625	Flat (3.5 - 5.5 @ 85°)	✓	✓	#53, #53 X-Green	31.5 ± 2%	400-450 sq. ft.	Touch: 1 Hour Recoat: 1-2 Hours	0 VOC
W626	Eggshell (15-25 @ 85°)	✓	✓	#44, #44 X-Green	35.0 ± 2%		Touch: 2 Hours Recoat: 4 Hours	
W627	Semi-Gloss (38-48 @ 60°)	✓	✓	—	39.0 ± 2%			

SDS and Technical Data Sheets are available at benjaminmoore.com.

¹Theoretical gallon coverage at recommended film thickness (sq. ft). ²Dry time at 77°F (25°C) at 50% RH.



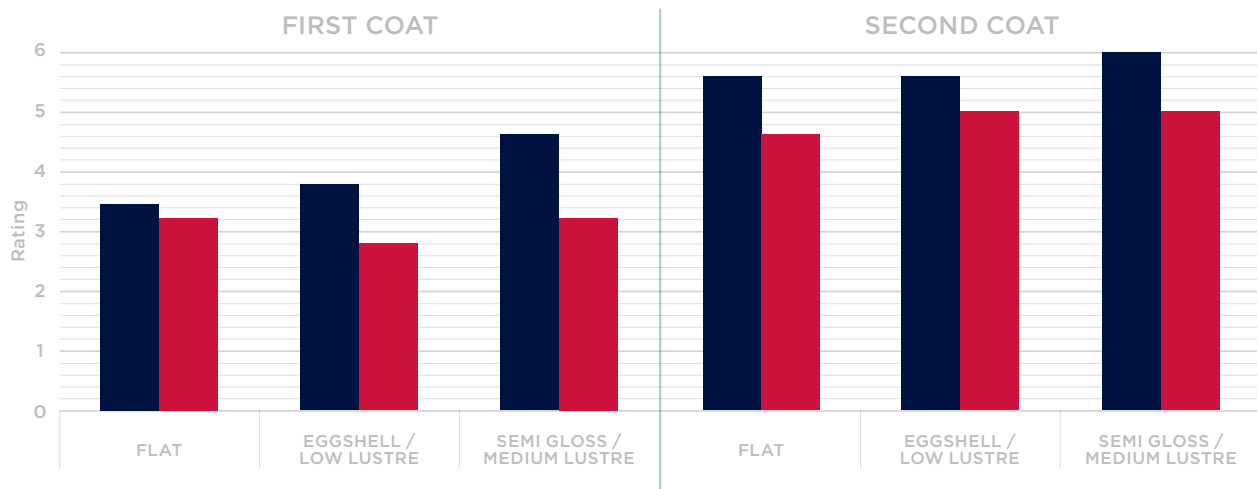
For more information, contact your Benjamin Moore® representative at **1-866-708-9180** or visit benjaminmoore.com



ben® outperforms in third-party, blind tests with better hide and touch-up

In a third-party, blind test, ben delivered better hide than Sherwin-Williams® Cashmere®. The test used paints purchased at local retail stores and applied them at 400 (+/-20) square-feet per gallon for the first and second coat. The results show that ben delivers better hide in both coats¹. In a separate ASTM test, ben also rated better than Cashmere in touch-up performance².

Third-Party Test of Applied Hiding (Aggregate Results)



■ Benjamin Moore® ben® Interior
■ Sherwin-Williams® Cashmere® Interior



	Benjamin Moore® ben® Interior	Sherwin-Williams® Cashmere® Interior
Better hide	✓	✗
Quicker dry to recoat ³	✓	✗
Better touch-up	✓	✗
Higher approximate square footage per gallon ⁴	✓	✗
Zero-VOC	✓	✗

¹Reported applied hide results represent the average of applied hide ratings using sample colors for each of the three (3) tested ben® Interior finishes (flat, eggshell and semi-gloss) and their Sherwin-Williams Cashmere® comparables (flat, low lustre and medium lustre). Ratings pursuant to ASTM D5150 (Standard Test Method for Hiding Power of Architectural Paints Applied by Roller). Individual results may vary.

²Third-party laboratory blind test results pursuant to ASTM D7489 (Standard Practice for Evaluating Touch-Up Properties of Architectural Coatings under Various Environmental Conditions). Claim based on average ratings of five (5) sample colors for one (1) and two (2) coats. Tested finishes: ben® Interior (Flat and Eggshell) against Sherwin-Williams Cashmere® comparables (Flat and Low Lustre). Individual results may vary.

³Based on reported recoat times in respective Benjamin Moore Technical Data Sheets and Sherwin Williams Product Data Sheets.

⁴Based on reported coverage (square feet per gallon) at recommended film thickness in respective Benjamin Moore Technical Data Sheets and Sherwin Williams Product Data Sheets.

©2020 Benjamin Moore & Co. ben, Benjamin Moore, Gennex, and the triangle "M" symbol are registered trademarks licensed to Benjamin Moore & Co. All other marks are the property of their respective owner. Printed in the USA. M2452720 10/20 CT

