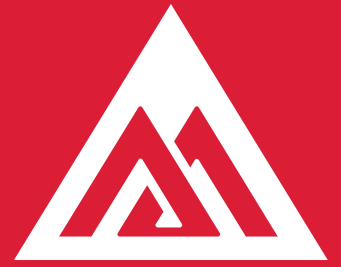


# Sustain MOORE

2023 Corporate Responsibility Report



# About This Report:

The following includes information on Benjamin Moore corporate responsibility activities from January 1 to December 31, 2023. Data presented with different dates is clearly indicated. This report was published in May 2024.

For questions, please contact [sustainmoore@benjaminmoore.com](mailto:sustainmoore@benjaminmoore.com)



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# Letter from the Chairman & CEO

This year marked Benjamin Moore's 140th anniversary, a testament to our products, people, dedicated retailers, and the relationships we have built in the communities we serve in more than 70 countries.

In 2023, Benjamin Moore successfully navigated a new business landscape and fluctuating economic conditions, continuing to move the company forward. We refreshed our strategic pillars and invested in training and development programs that support our employees and their growth. Additionally, we added more than 300 new independent retailers to our ever-growing portfolio.

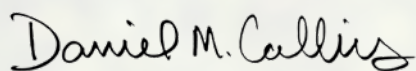
We remained steadfast in our commitment to cultivating an environment where all are provided tools and opportunities to thrive. Over the year, we set our people managers up for success to give and receive feedback, build trust, and create psychologically safe environments for their teams; we saw membership increase by 20% across our seven Business Resource Groups (BRGs); and we achieved an 89% participation rate in our recent DE&I employee engagement survey. Together, we continue to build a culture where our employees know they are included, valued, and understood.

Our ongoing partnerships with nonprofit and community organizations resulted in more than \$777,000 in grant funding and over 6,300 gallons of paint donated to help uplift communities where and how they need support.

Our Environmental, Social, and Governance (ESG) reporting focuses on four pillars: product, people, planet, and partnerships. The company's accomplishments in these areas, our values, and our continued dedication to quality are reviewed within the 2023 Corporate Responsibility report.

I hope you'll take the time to explore the contents of this report as you consider potential employment or other business opportunities with Benjamin Moore.

Thank you,



Dan Calkins  
Chairman & CEO





# Our Vision

To inspire and transform—  
our homes, our communities,  
and our lives—one  
brushstroke at a time.



# Corporate Governance at Benjamin Moore

A leader in the paint industry for 140 years, Benjamin Moore remains committed to quality, integrity, and product distribution through the independent retail channel.

As an entity of Berkshire Hathaway Inc., we have an obligation to our stakeholders—employees, retailers, customers, and communities—as well as the leadership and shareholders of our parent company, and we adhere to the Berkshire Hathaway Code of Business Conduct and Ethics and Prohibited Business Practices. As such, Benjamin Moore leaders, employees, and partners are held to the highest standards.

The company is led by a group of experienced professionals dedicated to the success of our organization with a focus on maintaining a sustainable business model as our industry and business landscape continuously evolve.





# Our Commitment to Information Security & Privacy

At Benjamin Moore, we recognize the vital importance of information security in a rapidly evolving digital environment. As part of our commitment to responsible corporate practices, we prioritize safeguarding sensitive information and ensuring the privacy and trust of our stakeholders. Our multifaceted approach to information security is a key piece of our corporate responsibility practices.

## **SECURITY GOVERNANCE AND LEADERSHIP**

We have established a robust governance framework for information security, led by a dedicated team responsible for developing, implementing, and maintaining our information security policies and procedures—ensuring our security measures align with industry best practices and regulatory requirements.

## **DATA PROTECTION AND PRIVACY**

Respecting the privacy of our customers, employees, and partners is of utmost importance. We have implemented comprehensive data protection policies that adhere to privacy regulations, and our commitment to transparent data practices ensures that individuals are informed about collecting, using, and storing their personal information.

## **RISK MANAGEMENT**

Understanding that information security threats are dynamic, we regularly conduct risk assessments to identify potential vulnerabilities. These assessments inform the development of mitigation strategies, ensuring our systems and data are resilient against evolving cyber threats.

## **EMPLOYEE TRAINING AND AWARENESS**

Our employees are critical to maintaining information security within Benjamin Moore. As such, we continue to invest in programs to educate our workforce about the latest cybersecurity threats, best practices, and their role in safeguarding our digital assets.

## **INCIDENT RESPONSE AND CRISIS MANAGEMENT**

In the event of a security incident, our enterprise is equipped with a robust response and crisis management plan. This plan includes clear protocols for identifying, containing, eradicating, and recovering from security breaches, thereby ensuring minimal impact on our operations and stakeholders.

## **TECHNOLOGY AND INFRASTRUCTURE**

We regularly assess and update our technology infrastructure to incorporate the latest security measures. This includes firewalls, encryption, multi-factor authentication, and other cutting-edge technologies designed to protect our systems and data from unauthorized access.

## **COMPLIANCE AND AUDITING**

Benjamin Moore's commitment to information security extends to compliance with relevant industry standards and regulations. We undergo regular audits to ensure that our security practices align with established benchmarks, giving stakeholders confidence in our commitment to responsible information management.



# Diversity, Equity & Inclusion

Over the past year, we've continued to build an even more inclusive workplace for employees. Recognizing our people managers are at the forefront of nurturing this environment, we focused on providing tools and resources to support our frontline managers—from people manager-specific content to training and workshops to drive open feedback and communication.

In 2023, we distributed a DE&I employee engagement survey, which had an 89% participation rate. We saw increased representation reported across our organization from people of color and employees self-identifying as living with a disability or as a member of the LGBTQIA+ community. This demonstrates to us that our commitment to inclusion and belonging allows our employees to share their identities and perspectives and feel safe as their authentic selves. Survey results will influence our 2024 strategy.

Additional 2023 highlights:

- Promoted benefits of interest to women and those in the LGBTQIA+ community
- Launched three new Business Resource Groups
- Increased Business Resource Group membership by 20%

## Vision:

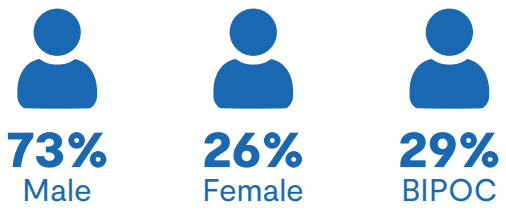
To cultivate an environment where all are provided the tools and opportunity to thrive—knowing they are included, valued, and understood.

## Mission:

United, we are Moore. Diversity of culture, talent, and thought is key to a collaborative, innovative, and successful business. We are committed to fostering a workplace reflective of the communities we serve—one where employees feel empowered and encouraged to bring their authentic selves every day. Together, we will build an inclusive environment for all members of the Benjamin Moore community through equitable practices, transparency, and partnership.

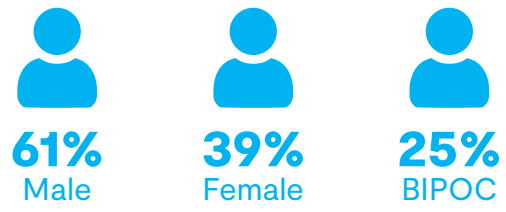
### BENJAMIN MOORE EMPLOYEES

#### POPULATION BY GENDER AND RACE\*



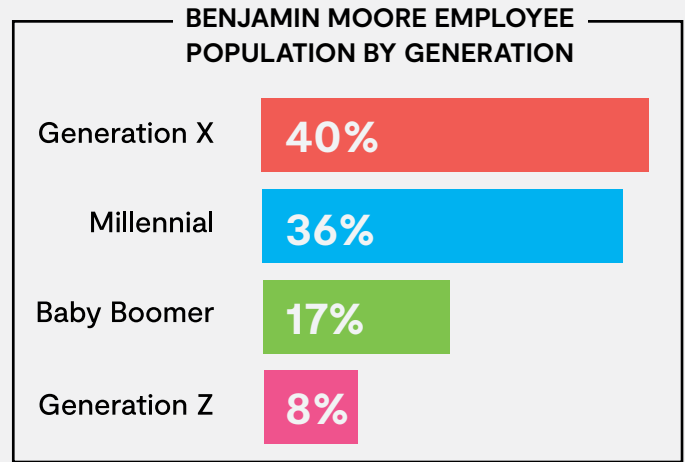
\*Approximately 2% did not specify gender; 11% did not specify race.

#### SALARIED EMPLOYEES



# Multigenerational Talent

Our employees represent a cross section of generations, bringing diverse thoughts, experiences, and enthusiasm for the brand and reaffirming our belief that culture, talent, and varying perspectives are critical to a collaborative, innovative, and successful business. The workforce is changing, and those changes are reflected in our population.



## BUSINESS RESOURCE GROUPS (BRGs)

Our BRGs have become a key component of our inclusion and belonging efforts and a driver of employee engagement across the organization. In 2023, three additional BRGs were added to our roster of groups; they represent the AAPI community, Black employee population, and veterans.

Membership increased by 20%, and event attendance saw steady retention throughout the year.

### B.E.A.T. (Black Employees and Allies Together):

Dedicated to fostering a more inclusive experience for the Black community by creating a workplace of understanding, compassion, and allyship for all employees.

**Diversity Advocacy Group (DAG):** Committed to cultivating an inclusive workplace with diverse representation and equity across the organization.

**eAst (Elevating Asian Societies Together):** Dedicated to empowering the Asian American and Pacific Islander community, elevating each voice, celebrating our cultural differences, and strengthening the employee experience.



**Las RAÍCES:** Provides a supportive environment for the Hispanic/Latinx community, offering opportunities for professional growth, insight into our market segment for business growth, and celebrations of cultural diversity.

**NextGen:** Aims to inspire and transform our multigenerational workplace through a culture of respect, understanding, and communication.

**PRISM:** Brings together the LGBTQIA+ community and allies to create a safe and inclusive space where everyone belongs and can be their authentic self.

**Women’s Empowerment Alliance (WEA):** Committed to building a workplace where all women—regardless of age, race, or position—feel valued, seen, and supported.

**VALOR (Veterans and Allies Leveraging Our Resources):** Military veterans, service members, spouses, and allies who support and encourage one another through shared experiences, outward engagement, career development, professional growth, veteran recruitment, and retention.



BRGs bring together more than 200 members of underrepresented groups and their allies around shared objectives, interests, and experiences, as well as provide insight and perspective to help the company attract and develop the best talent, inspire innovation, and enhance Benjamin Moore’s presence in the marketplace.



# Product

## Product Research, Innovation & Quality



Benjamin Moore's research and development laboratories are located in our 80,000-square-foot facility in Flanders, NJ. At this research and development hub, more than 100 chemists, chemical engineers, technicians, and support staff develop new products and ensure our formulations remain best in class. Each lab focuses on a different area of expertise, from evaluating color standards to enhancing high-performance coatings designed specifically for industrial facilities.

We continually test and improve our [products](#), while researching and developing new coatings to meet the evolving needs of our customers. Many Benjamin Moore products in various product lines are low- or zero-VOC (volatile organic compounds) including [Aura®](#), [Regal® Select](#), [Ben®](#), [Eco Spec® WB](#), and [Ultra Spec® 500](#), among others. Many of our architectural coating formulations range from zero to 100 grams per liter (g/L) VOC, compared to previous formulations ranging from 100 to 250 g/L VOC.



# Product Research

## THIRD-PARTY CERTIFICATIONS

In addition to Benjamin Moore's efforts to reduce VOC emissions, certifying select products to third-party standards is a cornerstone of our commitment to product stewardship.

### Certifications Include:

#### Asthma and Allergy Friendly®

- Eco Spec® WB Interior Latex (primer and all finishes)

#### Green Seal®

- Eco Spec® WB Interior Latex (primer and all finishes)

#### Environmental Product Declaration (EPD)

- Eco Spec® WB Interior Latex (all finishes)
- Ultra Spec® 500 Interior Latex (all finishes)
- Ultra Spec® EXT (all finishes)
- Primers:
  - Fresh Start® High-Hiding All-Purpose Primer (046)
  - Multi-Purpose Primer (067)
  - Ultra Spec® 500 Primer (N534)
  - Drywall Primer (380)
  - Ultra Spec® HP Acrylic Metal Primer (HP04)

#### U.S. Green Building Council (USGBC) LEED® v4.1

- Applicable to most Benjamin Moore interior paints. Please refer to the Technical Data Sheet for each product to see how our products qualify under various LEED v4.1 categories. The following are examples in the low emitting category:
  - Aura® Waterborne Interior Paint (all finishes)
  - Aura® Bath & Spa Waterborne Interior Paint
  - Regal® Select Interior Paint & Primer (all finishes)
  - Ben® Interior Latex Paint & Primer (all finishes)
  - Eco Spec® WB Interior Latex (primer and all finishes)
  - Ultra Spec® 500 Interior Latex (primer and all finishes)
  - Ultra Spec® HP Acrylic Metal Primer (HP04)

#### Declare Label/The Living Building Challenge Imperative 11

- Ultra Spec® HP Acrylic Metal Primer (HP04)
- Ultra Spec® 500 Interior Latex (primer and all finishes)
- Ultra Spec® Exterior Flat Finish (N447)
- Ultra Spec® Exterior Satin Finish (N448)
- Ultra Spec® Exterior Gloss Finish (N449)



57

United States  
Patents Issued



148

International  
Patents Issued

### Master Painters Institute (MPI) Green Performance® Standard

- Applicable to various Benjamin Moore products  
(Refer to [Technical Data Sheets](#) or the Master Painters Institute [website](#) for details)





## COMMITMENT TO RESPONSIBLE SOURCING

We are committed to responsible sourcing, and we continuously seek opportunities to improve our procurement procedures and increase our work with businesses owned by minorities, women, veterans, the service disabled, and members of the LGBTQIA+ community, as well as small disadvantaged businesses. In 2023, our engagement with businesses owned by members of underrepresented groups grew—with spend increasing by 42%.

## SUPPLIER QUALIFICATION AND AUDITING

Benjamin Moore maintains a robust supplier auditing program focused on financial stability, supply risk, reputation, safety, quality, and corporate social responsibility. All key suppliers receive an initial audit before first use and are periodically selected for audit based on a risk analysis that encompasses the criteria above, among others. Audit findings are reviewed with the supplier at a closeout meeting. Areas for improvement are noted, and a corrective action plan is implemented if necessary. Plans are reviewed at least quarterly until corrective actions are complete. If an audit finding is high risk and cannot be corrected to Benjamin Moore's satisfaction, we begin the process to move that business to a new supplier or put preventive actions in place to mitigate risk.

## CONFLICT MINERALS

We also comply with [Berkshire's Conflict Mineral Policy Statement](#). The policy statement commits Berkshire and its subsidiaries to comply with the Conflict Minerals Rule issued by the U.S. Securities and Exchange Commission and work with our suppliers to ensure the responsible sourcing of materials containing "conflict minerals"—the ores of tin, tantalum, tungsten, and gold.

## REDUCING CARBON EMISSIONS THROUGH SOURCING

Benjamin Moore continues to look for alternative transportation to receive materials and offset our emissions. In 2023, our use of vessel shipments compared to our total shipments went up by 1%, **reducing over 930 trucks from the road.**

## SUSTAINABLE PACKAGING

As a best practice, our teams constantly research alternative packaging to deliver our products in more sustainable cans, cartons, and wrapping. Our primary packaging consists of up to **100% recycled content**, and our secondary packaging contains an average of **75% recycled content.**

## PAINTCARE®

We regularly seek new ways to improve the management of unused paint. Benjamin Moore partners with the [American Coatings Association \(ACA\)](#) and the [Canadian Paint and Coatings Association \(CPCA\)](#).

The ACA's nonprofit entity, [PaintCare](#), operates in states with paint stewardship laws and manages an industry-wide program to collect leftover paint for reuse, recycling, or safe disposal. [Product Care](#) oversees product stewardship programs for household hazardous and special waste products on behalf of its members across Canada. We are a contributing board member for both organizations, and our shared goal is to expand the breadth of these models so post-consumer paint is handled effectively and in an environmentally responsible manner.

[Learn more](#) about how to dispose of unused paint properly.



# Planet

## Environmental Management

Assuring compliance with applicable environmental, health, safety, security (EHSS), and product safety laws and regulations is inherent in the company's operating management. It is a critical piece of our commitment to sustain the quality of our planet for future generations.

Benjamin Moore has a robust EHSS management system and internal policies and procedures that enable us to prevent and detect noncompliance with state, federal, and local regulations. We actively strive to reduce the adverse impacts of our activities, products, and services on the environment.

The EHSS leadership team, which consists of corporate, manufacturing, and distribution facilities representatives, drives our positive safety culture. This group oversees compliance, performance, and EHSS issues affecting Benjamin Moore. It is responsible for overall governance, setting standards and priorities aligned with the business goals, driving consistency between functional areas, and providing resource recommendations.



## CLIMATE CHANGE

The reality of climate change requires companies to pivot with new regulations, changing weather patterns, and the desire to be responsible corporate citizens. As such, Benjamin Moore teams continuously pursue opportunities to reduce our environmental impact. In 2023, the 978-kW solar energy system added to our Clifton, NJ, distribution center **provided over 80% of the facility's electricity for the year.**

Moving toward greater energy efficiency, we continued to replace conventional light fixtures with LED bulbs throughout our distribution center in Pomona, CA.

Our research and development facility has hosted a 1.7-megawatt solar array for Constellation Energy Resources since 2010. The solar array generates more than 2.4 million kWh of electricity annually and provides about 70% of the facility's yearly electricity needs. Benjamin Moore purchases the electricity the system generates under a 20-year power purchase agreement.

## SUSTAINABLE TRANSPORTATION

Benjamin Moore has realized an **average 2%** increase in overall load efficiency since implementing the Ortec system in 2020. **This increase in load utilization has resulted in approximately 200 fewer trucks** needed to transport the same amount of product each year.

The company continues to replace older equipment, which increases fuel efficiency by **6-9% per tractor replaced.**

Where possible, our trucking partners utilize biodiesel to deliver our products.

## WASTE MANAGEMENT

Benjamin Moore is continually exploring new ways to reduce waste. Wash water minimizes the amount of water needed in the manufacturing process. In 2023, we **redirected almost 3 million gallons of wash water and wash solvent** into low-grade products, keeping it out of the waste stream. Additionally, we **recycled more than 725,000 gallons of paint that would otherwise become waste.**

Our distribution centers ship hundreds of thousands of gallons of paint per day. We have implemented many recycling programs to help decrease waste, including recycling systems for wooden pallets, corrugated cardboard, shrink wrap, tin cans, and in some locations, colorant cans from the tinting process.



## CONSERVATION

Our research and development center in Flanders, NJ, and our manufacturing facility and distribution center in Pell City, AL, have earned a Conservation Certification® from [Wildlife Habitat Council® \(WHC\)](#), a nonprofit group dedicated to restoring and enhancing wildlife habitat. Employee volunteers at these locations manage 67 acres, providing habitat for native birds and pollinators and removing invasive species. Benjamin Moore has participated in this program since 1996.



At our manufacturing location in Pell City, the Fishing Creek Wetlands Habitat serves as an outdoor classroom for middle school and high school students receiving a formal conservation education focused on topics linked to curriculum and state STEM requirements. Themes include water quality monitoring, wetlands species identification and inventory, planting, and native food sources.

# People

## Collaboration, Innovation, Success

Our success is attributable to the nearly 2,000 Benjamin Moore employees who dedicate their time and talents to the brand and exemplify our core values of **openness, integrity, community, excellence,** and **safety**. The various disciplines within our workforce form one team that shares achievements and continues to build upon our 140-year legacy within the marketplace.

With an impressive average of more than 10 years of service, Benjamin Moore employees enjoy an environment of collaboration and learning. Employee offerings are regularly evaluated to ensure our people receive competitive and well-rounded benefits, career development options, and opportunities to come together.

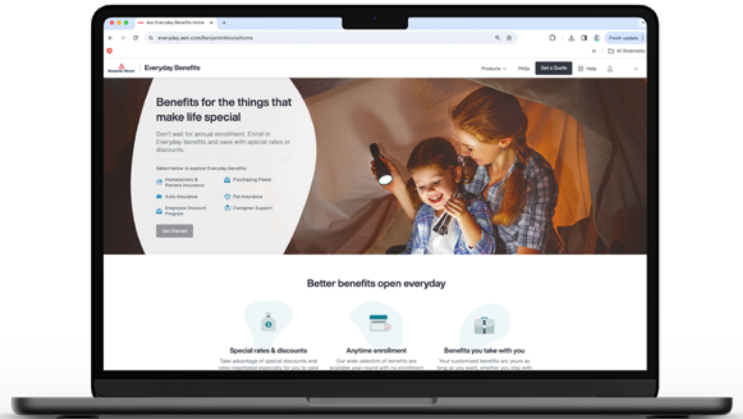
It is because of our dedicated and diverse team that our business continues to thrive.

Learn more about our [DE&I efforts](#).



# The Employee Experience

Our Total Rewards program demonstrates Benjamin Moore's commitment to fostering a healthy workforce—physically, mentally, and financially. We continue to focus on our employees' overall well-being, ensuring they feel a sense of purpose in their jobs and communities, have opportunities to grow as people and in their careers, and return home safely each day.



## WELL-BEING

Overall well-being is the foundation of a productive lifestyle inside and outside the workplace. Our benefits and additional offerings reflect our commitment to providing inclusive options that meet the needs of our workforce.

- Mental health therapy and coaching
- Medical co-pay plan option without deductibles or co-insurance
- Physical and joint pain aid
- Financial help for insurance (auto, home, pet, and more)
- 401(k) match of 6%
- Identity and cyber safety protections
- Hybrid workweek
- Wellness days

## PURPOSE

At Benjamin Moore, we strive to give our employees a greater sense of purpose through service to the communities where we live and work. While employees are encouraged to volunteer as teams or individuals throughout the year, the company comes together for our annual month of giving in September, known as “Moore Month.”

Since 2017, Benjamin Moore employees have donated more than 7,800 hours to causes and community projects. Additionally, the company offers a matching gifts program, contributing \$2 for every \$1 donated by employees to the charities of their choice. Over the past five years, this program has contributed \$1,675,000 to qualified nonprofit organizations.



# Talent Development

Employees participated in **over 20,000 hours of online and in-person learning opportunities** in 2023. In addition to personal development and skills training such as developing business acumen, polishing management and leadership capabilities, and enhancing knowledge of frequently used tools and software, we continue to administer annual training in cybersecurity, business practices, the Foreign Corrupt Practices Act (FCPA), and harassment.

Our Transformation and Development team continuously reviews and expands offerings to support employees in the current work environment, reaching a larger number of learners. This year we introduced workshops for creating psychological safety, assessing emotional intelligence, and coaching. Employees are offered access to LinkedIn Learning®, and more than 425 employees utilize the platform.. Subjects accessed on the LinkedIn

Learning platform include communication skills, change management, project management, and unconscious bias awareness.

People managers also received access to Blue Ocean Brain®, where they are provided curated content and lessons centered around inclusion and belonging. The extensive library includes interactive articles, challenges, and other offerings designed to be completed in 10 minutes.

Our Leadership, Exposure, and Discussion Circles (L.E.A.D. circles) program provides employees with an opportunity to build business acumen and professional skills through the combination of mentoring and experiential learning. Circles help employees stay connected with co-workers across the company, navigate the workplace, and garner insights into various business areas. In 2023, seventy employees participated in the program led by seven mentors and facilitators.





# Employee Health and Safety

Benjamin Moore is committed to ensuring the health, safety, and security of our employees, as well as protecting and preserving the environment of the communities where we operate.



## CRITICAL SAFETY PROGRAMS

To ensure the safety of all employees, Benjamin Moore is continuously improving our Critical Safety Program, which includes lockout/tagout, mobile equipment, elevated work surfaces, confined space entry, machine guarding, electrical safety, and hot work and hazardous work operations requiring the use of safe work permits.

Executive leadership is committed to providing the necessary resources to ensure the highest level of control is considered when designing systems around these critical programs. All Benjamin Moore locations deploy effective standardized controls and countermeasures to enforce the associated policies, procedures, rules, and work practices.

Employees, contractors, and visitors are expected to comply with the applicable policies, procedures, rules, and work practices and are empowered and expected to stop work if an unsafe condition is identified or an unsafe act is observed.

## BEHAVIOR-BASED SAFETY

The SafeStart® Critical Error Reduction Techniques program has been incorporated into our manufacturing, distribution, research and development, and quality departments across North America for several years to reduce the risk of human error. Reducing the risk of human error is critical to preventing injuries and incidents in our operations. To sustain this vital program, Benjamin Moore conducts periodic refresher training for existing employees and provides SafeStart training as part of the new hire onboarding process.

Over the past two years, Benjamin Moore conducted SafeStart's Safety Leader program, SafeLead, within our manufacturing facilities. This interactive program is designed for frontline leaders and provides effective leadership skills and actionable knowledge to engage employees. Frontline leaders are taught to assess for various hazards, encourage more near-miss reporting, and anticipate human error.



# 2023

## GIVING BY THE NUMBERS

In 2023, Benjamin Moore provided the following support to charitable organizations:



### \$777,500

Monetary Donations



### 6,348

Gallons of Paint



### \$370,000

Matching Gifts

## Partnerships

### Our Commitment of Service to Others

Our greatest strength is our connection to the communities where we live and work through charitable partnerships, our network of independent retailers, local painting contractors, and the architectural and design community.

### Caring for the Community

Benjamin Moore is committed to uplifting the communities we serve through programs and partnerships that transform and beautify spaces while helping to create safer, more accessible, and inclusive environments. Our multifaceted approach to social impact—in-kind donations, monetary contributions, and employee volunteerism—enables us to work with organizations where and how they need our support.

[Learn more](#) about our work in the communities we serve.

#### PRESERVING OUR HISTORY

Benjamin Moore is proud of our role in protecting and preserving history for the future. Our sustainable coatings contribute to the success of numerous local projects that maintain and beautify our environment and enhance historic places for generations to come.

#### INVESTING IN THE FUTURE

Through strategic partnerships, Benjamin Moore enables individuals to achieve careers they never thought possible. Since 2015, we have provided \$1 million in scholarship and program funding to help those who need it access enhanced education and workplace opportunities.





## TRANSFORMING LIVES

At Benjamin Moore, we believe paint is transformational. Through our work with national and local organizations such as the American Cancer Society, Gary Sinise Foundation, National Trust for Historic Preservation, Homes for Heroes, Historic House Trust, and more, we've provided more than 23,000 gallons of paint to community projects that have enhanced spaces that bring people together.

## HELPING OUR NEIGHBORS IN NEED

Headquartered in the Garden State, Benjamin Moore has four locations in New Jersey, including our corporate offices, oldest manufacturing site, largest distribution center, and research and development facility. We recognize that without the basics, it's difficult to thrive. The Community FoodBank of New Jersey (CFBNJ) serves 15 of the 21 counties in the state, including Bergen, Essex, Morris, and Passaic counties, where our NJ-based Benjamin Moore locations are situated. Since 2020, we have provided more than \$150,000 in grant funding to help CFBNJ in its efforts to combat food insecurity.

In addition to monetary donations, teams of Benjamin Moore employees donated their time to CFBNJ throughout 2023. In celebration of National Volunteer Month in April, more than 200 employees at our headquarters and research and development facility, in partnership with The Pack Shack, packed more than 135,000 meals to benefit CFBNJ and our neighbors in need.

## DISASTER RELIEF

During times of crisis, Benjamin Moore looks for ways to support the victims and communities affected at home and abroad. In 2023, we saw several natural disasters, including the earthquake in Turkey and Syria, and the devastating wildfire in Maui. Benjamin Moore provided a financial donation to Save the Children® to help the children and families in both regions. Benjamin Moore also made a monetary donation to the American Red Cross and partnered with our local retailer to give 300 gallons of paint to the Ohana Hope Village to help those displaced by the fire.

# Supporting Our Business Partners

Since 1883, Benjamin Moore has been committed to distributing our products exclusively through the [independent retail channel](#). With more than 7,500 locally owned and operated paint and decorating stores and hardware retailers throughout North America, as well as a presence in 74 countries, we understand our businesses' important link to one another's success.

Our work with independent, locally owned retailers spans many aspects of business support, from training and marketing solutions to in-store fixture programs and product promotions. Our overall goal is to ensure the success and longevity of each retailer's business and the Benjamin Moore brand.

All Benjamin Moore independent retailers can benefit from the following resources:

- Store design and setup services
- Branded fixtures and installation
- Exterior sign program
- E-commerce and website program
- Co-op program
- Marketing asset library

Additionally, Benjamin Moore offers retailer business consulting to aid retailers through business or financial issues. These services include the following:

- Branching-out program
- Business refinements
- Problem identification and resolution
- Restructuring consulting
- Acquisition and growth forecasting
- Business and succession planning
- Training and success modeling
- Human resources insight and services

[Learn more](#) about becoming an independent Benjamin Moore retailer.



# Uniting with Professional Painting Contractors

Together, skilled professional painting contractors and Benjamin Moore products enhance residential and community spaces. Understanding that these small businesses are more than jobs but livelihoods for generations, Benjamin Moore proactively supports our loyal contractors with extensive resources and services, including...

- Contractor Rewards loyalty program
- Marketing services support
- How-to and project advice from experts
- Troubleshooting tips and tools
- Color tools that help clients make color decisions, preventing project delays
- Solutions for minimizing environmental impact

Additionally, we support many trade associations, including the Painting Contractors Association, the Commercial Painting Industry Association, and the British Coatings Federation, to provide educational opportunities, business support, networking, and much more for painting professionals.





# Collaborating with the Architectural and Design Community

Architects, designers, color consultants, and professional specifiers count on our experienced team for the resources they need to deliver quality services. This team provides...

- Technical information and specification guidance
- Training and collaborations with color consultants
- Hosting of local industry events
- Continuing education units (CEU) and other learning opportunities

Benjamin Moore works closely with industry associations, including the American Institute of Architects (AIA), the American Society of Interior Designers (ASID), and Interior Designers of Canada. We also engage with local industry organizations throughout the U.S. and Canada.

We genuinely believe in cultivating an environment where all are provided with the tools and opportunities to thrive. Benjamin Moore is a charter founding partner of Well-Designed, a first-ever wellness organization dedicated to the A&D community. We continue to collaborate with the Black Interior Designers Network to produce tailored programs, events, and campaigns that inspire, educate, and uplift our customers.

With the planet at the forefront, Benjamin Moore continues to partner with Material Bank®, a sustainability-focused business, to ship samples to the A&D community. This relationship encourages the repurposing of returned samples to minimize gently used materials from entering the waste stream.





**Benjamin Moore®**

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