



**Benjamin Moore®**

## Hospitality Facility Guide

Welcome Every Guest with Clean and Colorful Accommodations





# Benjamin Moore Products for Hospitality

Hospitality is a demanding industry. Providing clean, comfortable accommodations for millions of visitors every year requires maintaining facilities in the face of high traffic and repeated washing—while maintaining a warm and welcoming appearance. Benjamin Moore is your single source for the high-performing paints and coatings that will keep your venue looking spotless and operating at peak efficiency.

A leading manufacturer of premium-quality residential and commercial coatings, Benjamin Moore offers various products that meet the specific needs of the hospitality industry, including...

- Chalkboard paint for cafeterias, pantries, and meeting rooms
- Durable and scuff-resistant coatings for hallways, loading areas, and lobbies
- Low- and zero-VOC paint for guest rooms and offices
- Traffic paint for parking lots

Our coatings and colors establish a clean, professional environment where your customers will feel comfortable and confident in your capabilities to serve them. Let us help you protect and beautify your facility with minimal disruption, increased cost efficiency, and excellent results.





No matter the surface,  
Benjamin Moore has just the  
right coating for your facility.







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## INTERIOR

- 1 Advance® Waterborne Interior Alkyd** delivers the flow and leveling of an alkyd in a low-VOC formula that cures to a smooth, furniture-like finish.  
*Perfect for: Doors, trim, shelving, cabinets*
- 2 Aura® Bath & Spa** is the choice when only the best results will do. Benjamin Moore's highest-performing paint delivers rich, deep colors with its proprietary Color Lock® technology, which locks color into the film. Bath & Spa provides a mildew-resistant coating for high-humidity environments in a matte finish.  
*Perfect for: Bathrooms, pool areas, spas, locker rooms*
- 3 Aura® Interior Paint** is the choice when only the best results will do. Benjamin Moore's highest-performing paint delivers rich, deep colors with its proprietary Color Lock® technology, which locks color into the film. Aura provides remarkable coverage and excellent hide that stands up to repeat washing without color rub-off or loss of sheen.  
*Perfect for: Offices, conference rooms, deep-color accent walls*
- 4 Benjamin Moore® Acrylic Knockdown** creates a durable, textured, uniform finish over patches, peeling, and other imperfections.  
*Perfect for: Hallways*
- 5 Insl-X® Chalkboard Paint** turns any paintable surface into a chalkboard of any size or shape.  
*Perfect for: Cafeterias, lounge/break rooms, conference rooms*
- 6 High Performance Pre-Catalyzed Waterborne Epoxy** provides a tough, durable film for walls, ceilings, and trim. The low-VOC formula makes this product ideal for putting spaces back into service quickly.  
*Perfect for: Food service areas, restrooms*
- 7 High Performance Waterborne Epoxy** provides good chemical and abrasion resistance on a variety of vertical and horizontal surfaces.  
*Perfect for: Kitchen and utility room floors and walls*
- 8 Insl-X® Stix® Waterborne Bonding Primer** is an acrylic-urethane primer/sealer with tenacious adhesion to the most challenging surfaces, including glossy tile and galvanized metals.  
*Perfect for: Priming metal railings, painting over glazed tiles or glossy enamels*
- 9 Stays Clear®** is a premium-quality coating that produces a durable and clear finish that dries quickly, is scratch resistant, and does not yellow over time.  
*Perfect for: Hardwood floors*
- 10 Regal® Select** delivers excellent durability and withstands scuffs and burnishing from everyday wear and tear—it stands the test of time. With stain-release technology, stains wash away easily, leaving a beautiful finish.  
*Perfect for: Administrative offices, banquet halls*
- 11 Ultra Spec® 500** is the professional choice for a zero-VOC interior coating that completes large paint jobs with less effort. It dries quickly for faster job turnaround, and touch-ups blend seamlessly. Eligible for LEED® v4 credit and MPI-approved in multiple categories.  
*Perfect for: Hallways, stairwells, waiting rooms, loading dock walls and ceilings, service areas*
- 12 Scuff-X®** delivers unmatched scuff resistance in a single-component, high-performance latex formula. Scuff-X will continue to resist scuffs in high-traffic areas long after other paints have failed, resulting in big savings.  
*Perfect for: All high-traffic areas, hallways, lobbies, cafeterias, metal doors, trim, baseboards*
- 13 Waterborne Ceiling Paint** is uniquely formulated to consistently deliver the most beautiful ceilings in any color by minimizing imperfections and glare.  
*Perfect for: Interior ceilings*

## EXTERIOR

- 14 High Performance DTM Mastic Urethane** is a high-solids, rust-inhibitive, moisture-resistant, surface-tolerant urethane that is excellent for ferrous and nonferrous metals and concrete.  
*Perfect for: Tank exteriors, exposed steel structures*
- 15 Insl-X® Concrete Coatings** offer great durability for interior or exterior masonry surfaces. Options include Sure Step®, which creates a nonskid walking surface, and TuffCrete®, a waterproofing concrete stain.  
*Perfect for: Sidewalks, courtyards, walkways, steps*
- 16 Insl-X® Traffic Coatings** include latex and alkyd formulas, as well as a fast-setting traffic paint for parking spaces, loading zones, and other traffic markings.  
*Perfect for: Loading docks, parking lots, crosswalks*
- 17 Insl-X® Tru-Flex® Recreational Coatings** coat and line a variety of outdoor playing courts for tennis and other sports.  
*Perfect for: Outdoor athletic courts*
- 18 Texcrete® Masonry Coatings** are a collection of exterior hardscape waterproofers and sealers available in a variety of smooth and textured finishes.  
*Perfect for: Parking garage walls and ceilings*
- 19 Ultra Spec® EXT** provides easy application, excellent adhesion, and maximum protection to a variety of exterior surfaces and can be applied in temperatures as low as 40°F.  
*Perfect for: Wood, hardboard, vinyl, aluminum, fiber cement, stucco, cinder block, unglazed brick*
- 20 Aura® Exterior Paint** provides excellent fade resistance with long-term durability and UV protection.  
*Perfect for: Wood, hardboard, vinyl, aluminum, fiber cement, stucco, cinder block, unglazed brick*

## INTERIOR/EXTERIOR

- 21 High Performance Aliphatic Urethane** is an interior/exterior multiuse two-component urethane that offers superior resistance to abrasions, chemicals, and solvents on both metal and masonry.\*  
*Perfect for: Interior and exterior floors, masonry, metal*
- 22 Coronado® Rust-A-Void®** coatings are suitable for interior and exterior steel and metal surfaces.  
*Perfect for: Metal railings, doors, trim, siding*
- 23 Floor & Patio** is a premium-quality quick-drying latex floor enamel for interior or exterior use on unpainted concrete (new or old) and previously finished wood or concrete floors.  
*Perfect for: Interior and exterior floors*
- 24 Insl-X® Swimming Pool Paints** offer a variety of swimming pool solutions, including epoxy, rubber-based, and waterborne formulas.  
*Perfect for: Swimming pools, fountains*
- 25 Ultra Spec® Masonry Int/Ext High-Build Block Filler** is a preparatory coating to create a less porous and smoother painting surface.  
*Perfect for: Parking structures, concrete, cement block*
- 26 High Performance DTM Acrylic Enamels** provide corrosion control and protection for interior and exterior metal substrates.  
*Perfect for: Metal pipes, siding, mechanical equipment*

\*Compared to single-component products.



# Your Partner in Facility Maintenance Coatings

When you choose to work with Benjamin Moore®, you will benefit from a true partnership in coatings management. The following support is available to you, in addition to our industry-leading product quality:

**COLOR SERVICES** from a recognized color leader in the paint and coatings industry:

- 3,500+ Benjamin Moore colors
- Customized color matching
- Detailed color renderings
- Color consultation, planning, and tracking

**BUSINESS SERVICES** from dedicated and knowledgeable professionals:

- Product training
- Special promotions and incentives
- Specifications writing
- Updates on products and industry news

**DEDICATED SUPPORT** from hundreds of field representatives and architectural and design specialists, all dedicated to being your coatings problem-solver:

- Product recommendations
- Color consultations
- On-site troubleshooting

**EXCLUSIVE PARTNERSHIP** with an exclusive network of more than 8,500 locally owned and operated retailers:

- National brand with local service
- Product delivery
- Color sampling

**INNOVATIVE PRODUCTS** from a research and development team that continuously strives to exceed environmental standards:

- Low- or zero-VOC
- MPI's Green Performance Standard
- CHPS low-emitting credit
- LEED® v4 credit

Founded in Brooklyn in 1883, Benjamin Moore is the maker of North America's favorite paints, colors, and coatings. Color, innovation, and leadership have defined Benjamin Moore for more than a century. We stand behind the quality of our products and back our reputation with unmatched service.



Speak with a Benjamin Moore representative today.  
Call 1-866-708-9180 or email [info@benjaminmoore.com](mailto:info@benjaminmoore.com).

Learn more at [benjaminmoore.com](http://benjaminmoore.com).

