



Benjamin Moore®

Retail Facility Guide

Set Your Stores Apart and Deliver a Brilliantly Colorful Customer Experience



Benjamin Moore Products for Retail Environments

Success in retail is all about the customer experience. For brick-and-mortar stores, that means making sure the brick and mortar—and many other surfaces—look clean, attractive, and inviting. Benjamin Moore is your single source for the high-performing paints and coatings that will help you keep your storefronts, food courts, outlets, and warehouses operating cleanly, efficiently, and effectively.

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

- Scuff-resistant coatings for high-traffic shopping areas (YES! Even fitting rooms!)
- Premium paints for professional and welcoming interiors
- Durable coatings for selling floors
- Chalkboard paint for creative signage anywhere

Let Benjamin Moore help you maintain your brand and achieve increased cost efficiency with excellent results.





SHOPPING
PARK

- 1: Retail store area on the upper level.
- 2: Open-plan lounge or seating area.
- 3: Mechanical room or utility area on the roof.
- 4: Escalator and staircase area.
- 5: Retail store area on the middle level.
- 6: Retail store area on the middle level.
- 7: Retail store area on the middle level.
- 8: Retail store area on the middle level.
- 9: Retail store area on the middle level.
- 10: Retail store area on the middle level.
- 11: Retail store area on the middle level.
- 12: Retail store area on the middle level.
- 13: Mechanical room or utility area on the roof.
- 14: Rooftop terrace with outdoor seating and umbrellas.
- 15: Pedestrian crossing on the street.
- 16: Rooftop terrace with outdoor seating and umbrellas.
- 17: Elevator shaft area.
- 18: Rooftop terrace with outdoor seating and umbrellas.

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



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: Cabinets, display fixtures, doors, trim, shelving
- 2 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: Showrooms, offices, lounges, meeting spaces
- 3 Insl-X® Chalkboard Paint** turns any paintable surface into a chalkboard of any size or shape.
Perfect for: Break rooms, eateries, pubs
- 4 Coronado® Rust-A-Void®** coatings are suitable for interior and exterior steel and metal surfaces.
Perfect for: Metal railings, doors, trim, siding
- 5 High Performance 100% Solids Epoxy** provides heavy-duty protection for floors exposed to shopper and employee foot traffic, moisture, spills, and frequent cleaning.
Perfect for: Interior floors
- 6 High Performance Polyamide Epoxy** is a multiuse epoxy designed for substrates that require a durable coating in severe or exposed environments.
Perfect for: Parking garage walls and ceilings
- 7 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: Kitchens, food service areas, restrooms, loading docks
- 8 High Performance Waterborne Epoxy** produces an extremely durable, chemical-resistant floor coating with the benefit of low VOCs and soap-and-water cleanup, allowing it to be applied in occupied areas.
Perfect for: Interior floors
- 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: Offices, lounges, meeting spaces
- 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. It also qualifies for LEED® v4 credit and is MPI-approved in multiple categories.
Perfect for: Offices and other interior walls
- 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: Break rooms, common areas, fitting rooms, food courts, hallways, loading docks, lobbies, storage rooms

EXTERIOR

- 13 High Performance DTM Mastic Urethane** is a high-solids, rust-inhibitive, surface-tolerant urethane that is excellent for protecting steel and concrete.
Perfect for: Tank exteriors and other exposed steel structures
- 14 High Performance DTM Acrylic Enamels** provide corrosion control and protection for interior and exterior metal substrates.
Perfect for: Metal pipes, siding, mechanical equipment
- 15 Insl-X® Traffic Coatings** are designed for application to interior or exterior masonry or asphalt surfaces and offer great durability. Available in waterborne and solvent acrylic formulas.
Perfect for: Sidewalks, parking lots, courtyards, walkways
- 16 Insl-X® TuffCrete® Concrete Stains** are designed for application to interior or exterior masonry surfaces and offer great durability. Available in waterborne and solvent acrylic formulas.
Perfect for: Sidewalks, courtyards, walkways
- 17 Ultra Spec® EXT** provides maximum protection and adhesion to a variety of exterior surfaces. It offers excellent coverage and easy application, and can be applied in temperatures as low as 40°F.
Perfect for: Wood, hardboard, vinyl, aluminum, fiber cement, stucco, cinder block, unglazed brick
- 18 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

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.

Learn more at benjaminmoore.com.

