

AT-A-GLANCE PRODUCT GUIDE

Benjamin Moore
Premium Products



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CONTRACTORS COUNT ON BENJAMIN MOORE

That's why we've created this top line guide to our most in-demand products. Use it to quickly find which paint or primer makes the most sense for your job.

Don't see something? Just ask. We're here to help.

To find the nearest authorized Benjamin Moore retailer or to contact your Benjamin Moore Sales Representative, go to benjaminmoore.ca.

THE BENJAMIN MOORE® ADVANTAGE

- Over 5,000 independent retailers and 200+ field & architectural representatives ready to help you.
- A full selection of premium products for every job.
- An architectural support program to help you specify the right products for any job.
- On-site specification and inspection help for complicated or difficult jobs.
- Value-added business programs and services for professional contractors.
- The largest selection of designer colours for your customers.

INTERIOR PAINTS



Aura® Interior

Colour Lock™ technology for richer colours that stay true over time. Extreme hide for fewer coats. Washable and durable finish. Self-priming on most substrates. Excellent touch up and fast drying.

Available sheens: Matte, eggshell, satin, and semi-gloss.

Dry time 1 hour
Recoat 1 hour
Sq. m. (Sq. ft.) 32.5 - 37.2 (350 - 400)



Aura® Bath & Spa

Specifically formulated for high moisture areas in a matte finish. Colour Lock™ technology for richer colours that stay true over time. Extreme hide for fewer coats. Self-priming on most substrates. Excellent touch up and washability.

Available sheens: Matte finish only.

Dry time 1 hour
Recoat 1 hour
Sq. m. (Sq. ft.) 34.8 - 41.8 (375 - 450)



Benjamin Moore Natura™

Our greenest paint as to VOCs and emissions. Low odour and quick drying for same day return to service. Self-priming on most substrates. Washable and durable.

Available sheens: Flat, eggshell, and semi-gloss.

Dry time 30 minutes
Recoat 1 - 2 hours
Sq. m. (Sq. ft.) 34.8 - 39.5 (375 - 425)



REGAL® Select Interior

Trusted go-to product for contractors. Excellent hide and coverage for a uniform and elegant finish. Stain resistant formula that is easy to clean. Self-priming on most substrates.

Available sheens: Flat, ultra-matte, eggshell, pearl, and semi-gloss.

Dry time 1 hour
Recoat 1 - 2 hours; 3 hours semi-gloss
Sq. m. (Sq. ft.) 37.2 - 41.8 (400 - 450)

INTERIOR PAINTS



ben® Interior

User-friendly acrylic paint offering a durable and washable finish. Easy application and great touch up. Self-priming on most substrates.

Available sheens: Flat, eggshell, and semi-gloss.

Dry time 1 hour flat; 2 hours eggshell & semi-gloss

Recoat 1 - 2 hours flat;

4 hours eggshell & semi-gloss

Sq. m. (Sq. ft.) 37.2 - 41.8 (400 - 450)



Waterborne Ceiling Paint

Ultra flat finish that hides most ceiling imperfections. Available for tinting in thousands of colours. Great open time that ensures minimal lap marks. Easy application that resists spattering.

Available sheens: Ultra Flat sheen only.

Dry time 1 hour

Recoat 1 - 2 hours

Sq. m. (Sq. ft.) 37.2 - 41.8 (400 - 450)



ADVANCE®

A waterborne alkyd topcoat that offers the durability of traditional oil but with soap and water cleanup. Easy application, excellent adhesion, sandable, minimal odour. Ideal for interior doors, trim and cabinets.

Available sheens: Pearl, semi-gloss, high gloss, packaged black.

Dry Time 4 - 6 hours

Recoat 16 hours

Sq. m. (Sq. ft.) 39.5 - 44.1 (425 - 475)



Kitchen and Bath

100% acrylic satin finish. Ideal for use over clean, glossy surfaces and resists mildew growth even in humid conditions. Easy application, durable, and self-priming on most substrates.

Available sheens: Pearl only.

Dry time 1 - 2 hours

Recoat 4 hours

Sq. m. (Sq. ft.) 37.2 - 41.8 (400 - 450)

EXTERIOR PAINTS



Aura® Exterior

Colour Lock™ technology for richer colours and superior fade resistance. Outstanding durability. High build formula for extreme hide and fewer coats. Superior adhesion. Low temperature application.

Available sheens: Flat, low lustre, satin, and semi-gloss.

Dry time 1 hour

Recoat 4 hours

Sq. m. (Sq. ft.) 23.2 - 32.5 (250 - 350);
semi-gloss 32.5 - 41.8 (350 - 450)



REGAL® Select Exterior High Build

Thick, high-build formula for optimum hide and fewer coats. Excellent durability. Dries quickly for fast recoat and you can finish the job in less time.

Available sheens: Flat, low lustre, and soft gloss.

Dry time 1 hour

Recoat 4 hours

Sq. m. (Sq. ft.) 23.2-32.5 (250 - 350)

flat & low lustre;

25.5 - 34.8 (275 - 375) soft gloss



ben® Exterior

100% acrylic latex exterior paint that delivers dependable performance for the value conscious consumer looking for great results. Good colour and gloss retention.

Available sheens: Flat, low lustre, and soft gloss.

Dry time 1 hour

Recoat 4 hours

Sq. m. (Sq. ft.) 32.5 - 41.8 (350 - 450)

INTERIOR PRIMERS



Fresh Start® Benjamin Moore Natura™ Zero VOC Primer

100% acrylic latex primer. Meets or exceeds the most stringent environmental standards in the industry.

Dry time 30 minutes
Recoat 1 - 2 hours
Sq. m. (Sq. ft.) 34.8 - 39.5 (375 - 425)



ADVANCE® Waterborne Interior Alkyd

Advanced premium quality waterborne alkyd primer provides a sealed and sandable finish for advanced topcoat to be applied.

Dry time 4 - 6 hours
Recoat 8 hours
Sq. m. (Sq. ft.) 37.2 - 46.5 (400 - 500)

EXTERIOR PRIMERS



Fresh Start® Exterior Wood Primer

A premium quality exterior alkyd pigmented primer for exterior priming of new or previously coated wood, under light colour stains and where cedar and redwood may be a problem.

Dry time 2 - 3 hours
Recoat 4 hours
Sq. m. (Sq. ft.) 39.5 - 44.1 (425 - 475)



Fresh Start® MoorWhite® Exterior Wood Primer

Premium alkyd base wood primer. Penetrates deeply into wood to allow slow drying formula for maximum adhesion.

Dry time 6 - 8 hours
Recoat Overnight
Sq. m. (Sq. ft.) 23.2 - 37.2 (250 - 400)

INTERIOR/EXTERIOR PRIMERS



Fresh Start® Multi-Purpose Latex

Premium quality latex primer for most jobs. Excellent adhesion and sealing, mildew resistant.

Dry time 1 hour
Recoat 3 hours
Sq. m. (Sq. ft.) 37.2 - 41.8 (400 - 450)



Fresh Start® High Hiding All-Purpose Primer

Delivers maximum hide and ensures uniform finish. Acrylic latex primer best for significant colour change. Provides excellent adhesion and more forgiving over difficult substrates.

Dry time 1 hour
Recoat 2 hours
Sq. m. (Sq. ft.) 37.2 - 41.8 (400 - 450)



Fresh Start® Multi-Purpose Oil-Based Primer

Premium oil based primer. Quality undercoater, sealer and stain blocking primer. It can be used over oil and latex paint.

Dry time 6 - 8 hours
Recoat 8 hours
Sq. m. (Sq. ft.) 41.8 - 51.1 (450 - 550)