



Benjamin Moore®

WOODLUXE

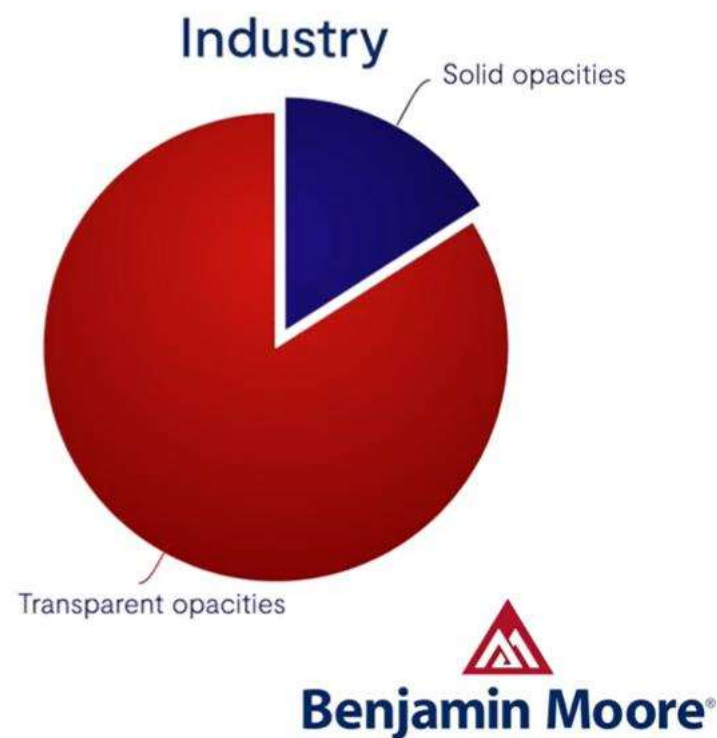
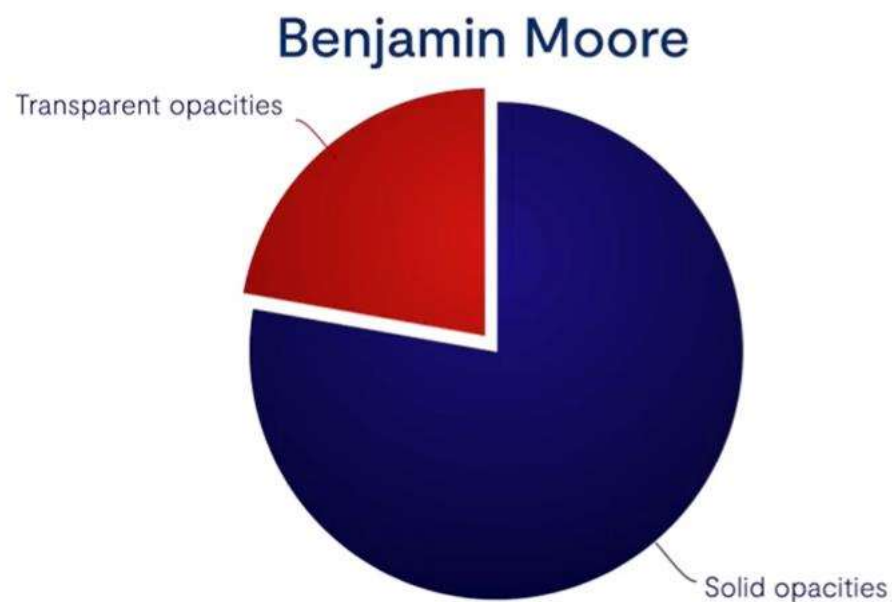
THE ULTIMATE PROTECTION FOR OUTDOOR BEAUTY

PPO Key Learnings

- Exterior stain jobs can be challenging
 - Improve application characteristics
 - Minimize call backs
- Contractors want exterior stains to deliver beauty & protection
 - UV protection
 - Color depth & richness
 - Mold / Mildew Resistance
 - Water Beading/Resistance
- Benjamin Moore has an opportunity to grow share



PPO Key Learnings



Opportunity for Benjamin Moore to capture more share of lower opacities





Product Assortment

Comprehensive Offering



Water-Based

- Translucent (7 Ready-Made)
- Semi-Transparent
- Semi-Solid
- Solid
- Ultra Flat Solid



Oil-Based

- Translucent (7 Ready-Made)
- Semi-Transparent
- Semi-Solid



Samples

- Translucent (7 Ready-Made)
- Semi-Transparent
- Semi-Solid
- Solid
- Ultra Flat Solid



Prep Products

- Remover
- Brightener
- Cleaner
- Restorer

The Ultimate Protection for Outdoor Beauty



Label Design

Unique Background Image
Signaling Oil-Based or Water-
Based

Color-Coded Resin Type
Call-Out

Opacity Education & Color-
Coded for Product
Selection



Utilizes BM Premium
Architecture Lockup

Key Features & Benefits for
Purchase Consideration



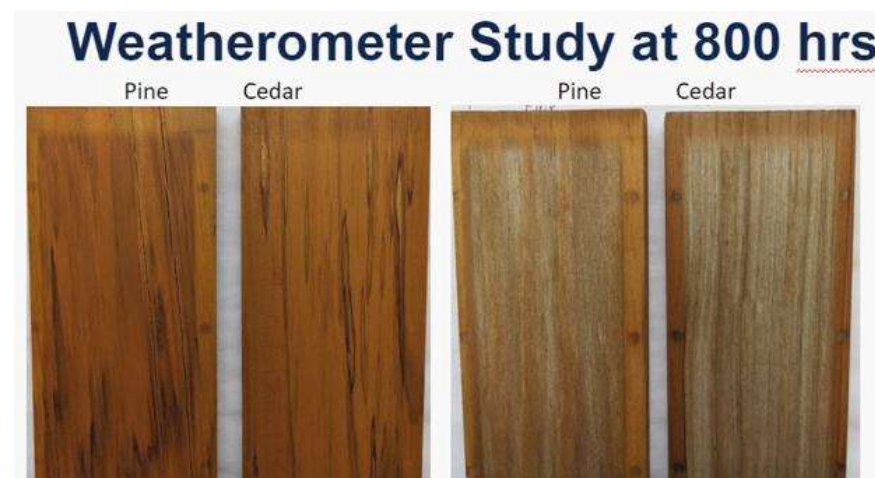


PRODUCT PERFORMANCE



Water-Based Product Performance

- Solid
 - Capitalize on Arborcoat Solid Stain performance and heritage
 - No Formulation changes to Solid
- Translucent, Semi-Transparent, Semi-Solid
 - Improved Performance
 - Stain Penetration
 - Lapping/Uniformity
 - Water-beading
- Minimal Film Forming Properties
 - Wears away vs Peeling



Translucent

Competitor

*Images from Benjamin Moore internal testing



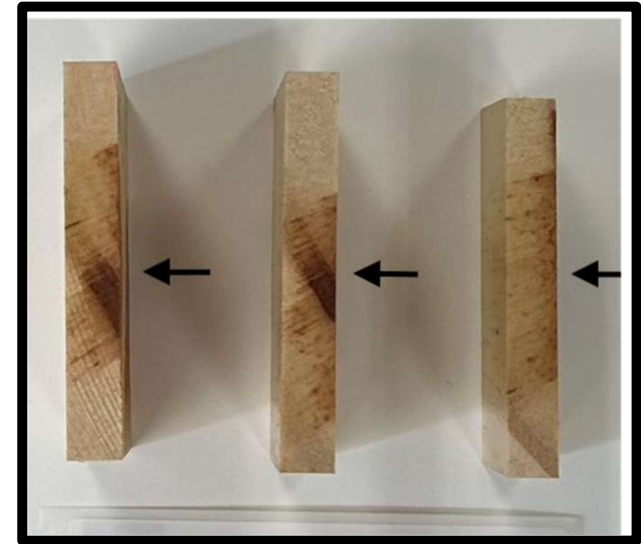
Water-Based Product Features

- Minimal film build
 - Reducing the risk of cracking and peeling when using Translucent, Semi-Transparent and Semi-Solid
- Easy application and easy to recoat
- Soap and water clean-up and quick drying
- Get a beautiful uniform finish that hides imperfections when using Solid and Ultra Flat Solid

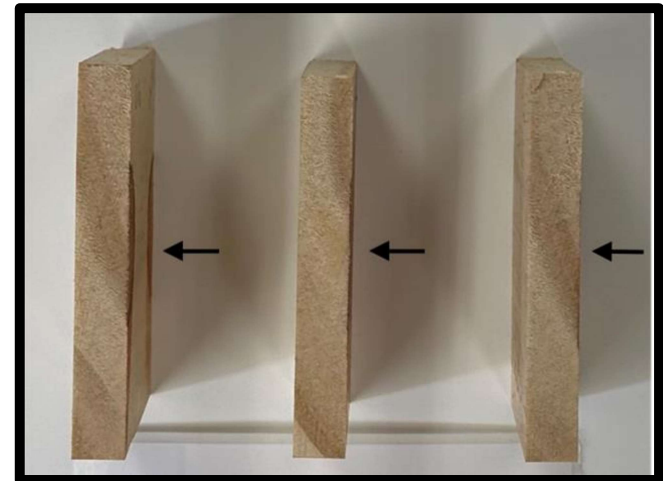


Oil-Based Product Performance

- Translucent, Semi-Transparent, Semi-Solid
 - Improved Performance
 - Stain Penetration
 - Water Repellency
 - General Appearance
 - Translucent – Premium trans-oxide pigments
- Oil vs Oil-Modified Acrylics
 - Superior Application
 - Deep Penetration
 - Woodlux Oil-based Products are not Oil-Modified Acrylics
 - Tints with Color Preview Colorants



Woodlux Oil-Based Translucent C591 (low VOC)



Leading Competitor (low VOC)

*Images from Benjamin Moore internal testing

Confidential

Oil-Based Product Features

- Penetrating oils enhance wood grain, creating a classic oil finish
- Easy application that minimizes lap marks
- Excellent for hardwood like Mahogany and Ipe
- Uses a proprietary alkyd/linseed oil resin



Prelaunch Results

Contractor Feedback

- Positive Job Site Application
 - Workability/Application
 - Penetrates Well
 - Beautiful Finish (both water- & oil-base)
 - “Low VOC Oil performs like a High VOC Oil”

Prelaunch Results

- Prelaunch retailers are up 35% YOY in gallons
 - Non-prelaunch retailers are up 1% in gallons
 - Average turns since 4/12/23 is 3.81 (on Opening Stock Order)
 - Average Gallons Sold per retailer is 808 gallons

