



**Benjamin Moore®**

# **HIRSHFIELD'S NEW EMPLOYEE TRAINING**

**Jon Perlinger**

**Chad Breck**

**Mark Cobb**

# AGENDA

- Benjamin Moore
- Prep & Primers
- Interior Walls
- Trim & Cabinet
- Exterior Products
- For More Information





**BENJAMIN MOORE BRAND**



# HISTORY

## THEN

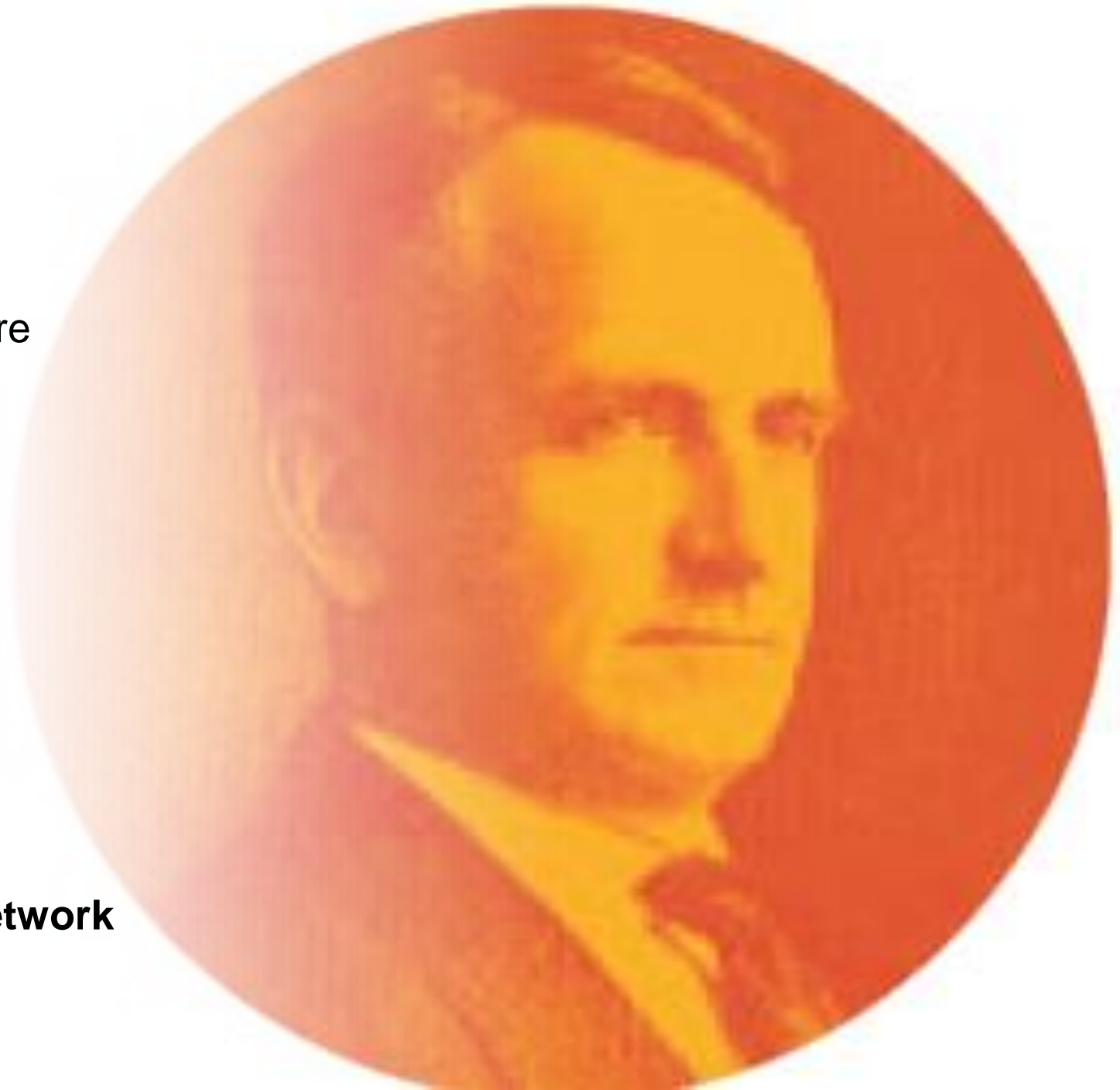
- Founded in 1883
- Benjamin & Robert Moore
- Brooklyn, NY

## NOW

- Multi-National
- Berkshire Hathaway
- Montvale, NJ

## ALWAYS

- **Independent Dealer Network**



# QUALITY & INNOVATION

- 1957 – Regal brand introduced (Regal Wall Satin)
- 1972 – First Eggshell finish (Regal Aqua Velvet)
- 1982 – Moore’s Computer Color Matching System
- 1988 – First Satin finish (Regal Pearl)
- 2006 – First waterborne colorant (Gennex)
- Present - Aura, Scuff-X, Command, and more!

LEADER  
IN COLOR



# GENNEX COLORANT

- The ONLY colorant that works WITH the paint
  - Fade Resistant
  - Incredible Durability
  - Extreme Hide & Coverage
  - Zero VOC







# **PREPARATION & PRIMER**



# SURFACE PREPARATION

- 3 key criteria:
  - Clean
  - Dry
  - Dull
  - Sound\*

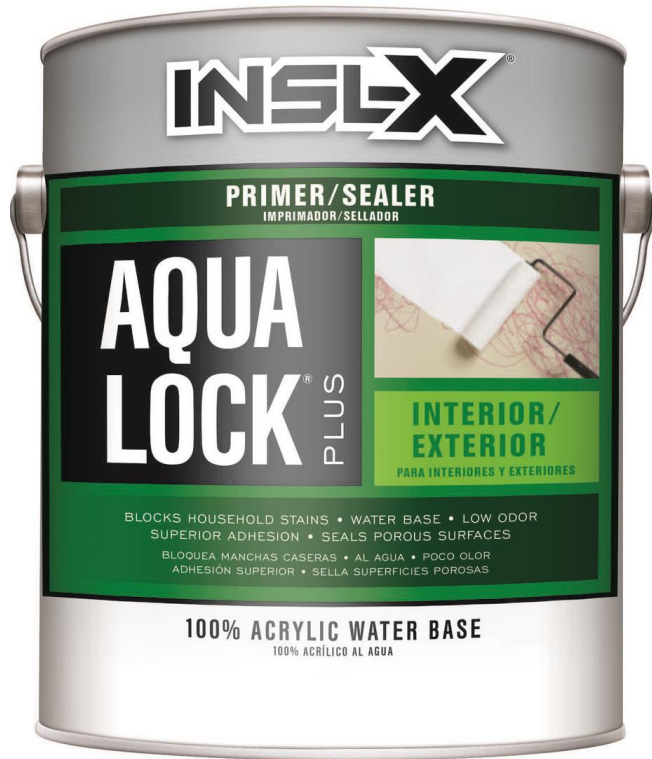


# BUT I HAVE...

- Glossy surfaces
- Smoke damage
- Bare drywall
- Rusty or bare metal
- Water stains
- Dry, weathered surfaces
- Primers solve problems!



# SOLUTION-BASED PRODUCT LINEUP







**What is a paint & primer in one?**



# INTERIOR WALLS



# BEN

- Best-In-Class Premium
  - Smooth flow and leveling
  - Great spread rate
  - Gennex hide and coverage





# REGAL SELECT

- Trusted & Timeless
  - Full range of sheen levels
  - Ultra-durable finish in any sheen
  - Rich, creamy formula is easy to apply





# AURA

- Super-Premium Performance
  - ONLY paint with Color Lock Technology
  - Unmatched hide and coverage
  - Deepest, richest colors





# **INTERIOR TRIM & CABINETS**





# DOOR, TRIM, & CABINET

- Interior Acrylic-Alkyd
  - Best for professionals
  - Nice enamel finish
  - Easy water cleanup



# CABINET COAT

- Interior Acrylic Urethane
  - Great flow and leveling
  - Extreme adhesion and durability
  - Self-priming over clean surface





# ADVANCE

- Interior Waterborne Alkyd
  - Easiest and smoothest application
  - Rich oil look and feel
  - Excellent durability







# **EXTERIOR PRODUCTS**



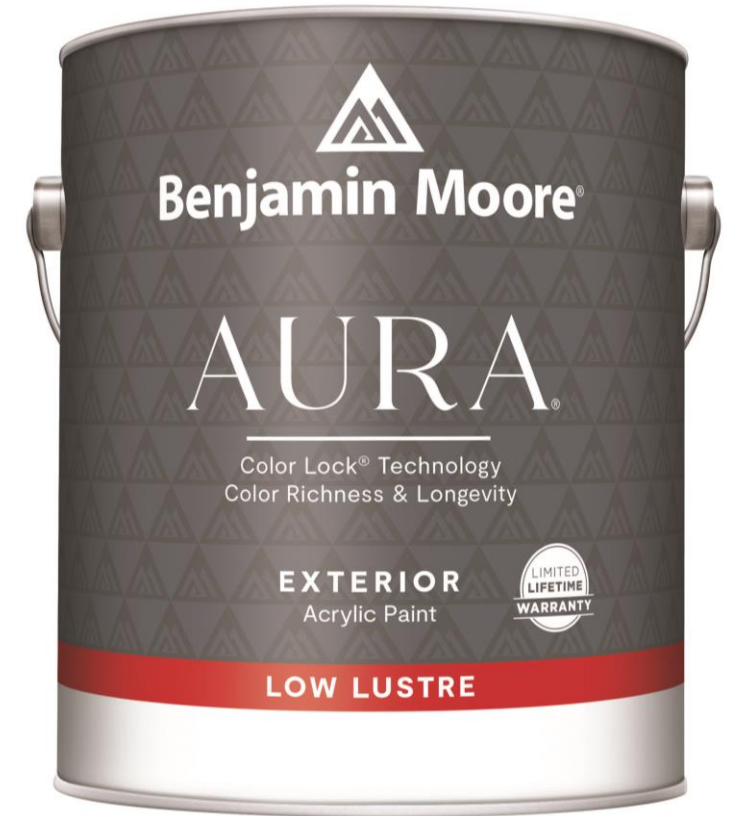
# ELEMENT GUARD

- Best against the elements
  - Gennex fade-resistance
  - Rain ready in 1 hour
  - Apply down to 35 degrees



# AURA

- Super-Premium Performance
  - ONLY paint with Color Lock Technology
  - Best fade-resistance
  - Best hide & coverage
  - High-build coverage
  - Ultimate protection





# ARBORCOAT

- Premium Exterior Stains
  - Complete lineup for siding & decks
  - Levels of OPACITY
  - Incredible fade-resistance







**Q&A**



Thank you!!



# FOR MORE INFORMATION



[www.benjaminmoore.com](http://www.benjaminmoore.com)



Customer Service: 1-888-BEN-MOOR (888-236-6667)



Jon Perlinger	(763) 226-8836	MN & WI
Chad Breck	(605) 228-4312	ND & SD
Mark Cobb	(712) 283-5114	IA