

AT-A-GLANCE
PRODUCT
GUIDE

Benjamin Moore
Premium Products



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.com

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 colors for your customers.

INTERIOR PAINTS



Aura® Interior

Color Lock® technology for richer colors 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. Ft. 350 - 400



Aura® Bath & Spa

Specifically formulated for high moisture areas in a matte finish. Color Lock® technology for richer colors 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. Ft. 375 - 450



Natura®

Our greenest paint as to VOCs and emissions. Low odor 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. Ft. 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, matte, eggshell, pearl, and semi-gloss.

Dry time 1 hour
Recoat 1 - 2 hours; 3 hours semi-gloss
Sq. Ft. 400 - 450



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. Ft. 400 - 450

INTERIOR PAINTS



Waterborne Ceiling Paint

Ultra flat finish that hides most ceiling imperfections. Available for tinting in thousands of colors. 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. Ft. 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 odor. Ideal for interior doors, trim and cabinets.

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

Dry Time 4 - 6 hours
Recoat 16 hours
Sq. Ft. 425 - 475



Waterborne Satin Impervo®

100% acrylic coating that delivers flow and leveling properties. Provides a tough, high hiding satin finish. Excellent durability, washability and easy application.

Available sheens: Satin only.

Dry time 2 hours
Recoat 8 hours
Sq. Ft. 400 - 450



Satin Impervo®

Low lustre, alkyd paint with great leveling and hiding qualities. Easy application with brush, roller or spray.

Dry time 4 hours
Recoat Overnight
Sq. Ft. 475 - 525



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: Satin only.

Dry time 1 - 2 hours
Recoat 4 hours
Sq. Ft. 400 - 450



Muresco® Ceiling Paint

Vinyl acrylic formulated for ceilings that will provide a beautiful, uniform flat finish. Excellent hiding properties. Available in White and Ceiling White.

Available sheens: Flat only.

Dry time 1 hour
Recoat 2 hours
Sq. Ft. 400 - 450

EXTERIOR PAINTS



Aura® Exterior

Color Lock® technology for richer colors 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. Ft. 250 - 350; semi-gloss 350 - 450



Regal® Select Exterior

Superior adhesion properties even to hard-to-coat surfaces. Delivers classic application properties and excellent durability. Longer open time when application conditions require it. Low temperature application.

Available sheens: MoorLife® flat, MoorGard® low lustre, and MoorGlo® soft gloss.

Dry time 2 - 4 hours
Recoat 4 hours
Sq. Ft. 300 - 400 flat & low lustre;
 450 - 500 soft gloss



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. Ft. 250 - 350 flat & low lustre;
 275 - 375 soft gloss



Regal® REVIVE® for Vinyl Siding

Specifically formulated for vinyl siding and PVC trim. Superior adhesion, excellent flow and leveling properties. Available in hundreds of colors.

Available sheens: Low lustre only.

Dry time 2 - 4 hours
Recoat 4 hours
Sq. Ft. 350 - 450



ben® Exterior

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

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

Dry time 1 hour
Recoat 4 hours
Sq. Ft. 350 - 450

INTERIOR PRIMERS



Fresh Start® 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. ft. 375 - 425



Fresh Start® Enamel Underbody Primer
Enamel undercoat primer- oil based primer for wood, trim, doors, cabinets. Easily sanded and provides a smooth topcoat finish.
Dry time 4 hours
Recoat Overnight
Sq. ft. 500 - 600



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. Ft. 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 color stains and where cedar and redwood may be a problem.
Dry time 2 - 3 hours
Recoat 4 hours
Sq. Ft. 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. Ft. 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. Ft. 400 - 450



Fresh Start® High Hiding All-Purpose Primer
Delivers maximum hide and ensures uniform finish. Acrylic latex primer best for significant color change. Provides excellent adhesion and more forgiving over difficult substrates.
Dry time 1 hour
Recoat 2 hours
Sq. Ft. 400 - 450



Sure Seal® Latex Primer Sealer
High quality 100% acrylic primer for wide range of projects. Strong adhesion for all surfaces and excellent stain blocking features.
Dry time 30 minutes
Recoat 1 hour
Sq. Ft. 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. Ft. 450 - 550



©2016 Benjamin Moore & Co. ADVANCE, Aura, ben, Benjamin Moore, Color Lock, FRESH START, Green Promise, Green Without Compromise, Impervo, MooreGard, MooreGlo, MoorLife, MooreWhite, Muresco, NATURA, Paint like no other, REGAL, REVIVE, SURE SEAL, and the triangle "M" symbol are registered trademarks licensed to Benjamin Moore & Co. Printed in the USA. M2460090

THE CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the ASTHMA AND ALLERGY FOUNDATION OF AMERICA and ALLERGY STANDARDS LTD.
5/17-HRP