



Benjamin Moore® Paints

Waterborne Technology



The Old VOC Paradigm



Manufacturer



Paint Store



At Home

The Old VOC Paradigm

- Colorants must be universal to tint both alkyds and latex – 1950' technology
- Must live with performance tradeoffs that come with UTC's – not optimal for either
 - Light colors perform well, deeper colors = lost performance
 - Lose viscosity
 - Lose dry-film performance e.g. scrub, water sensitivity, color rub-off
 - Lose application performance
 - Added VOC's – over 100gpl in deep colors

Our Response

- **Rethink the paradigm**
- **Redefine colorants**
- **Developed our own patented colorant system**
- **Worked with key dispenser suppliers to overcome issues**
- **Developed new products to leverage new colorant technology**

The New VOC Paradigm



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Manufacturer

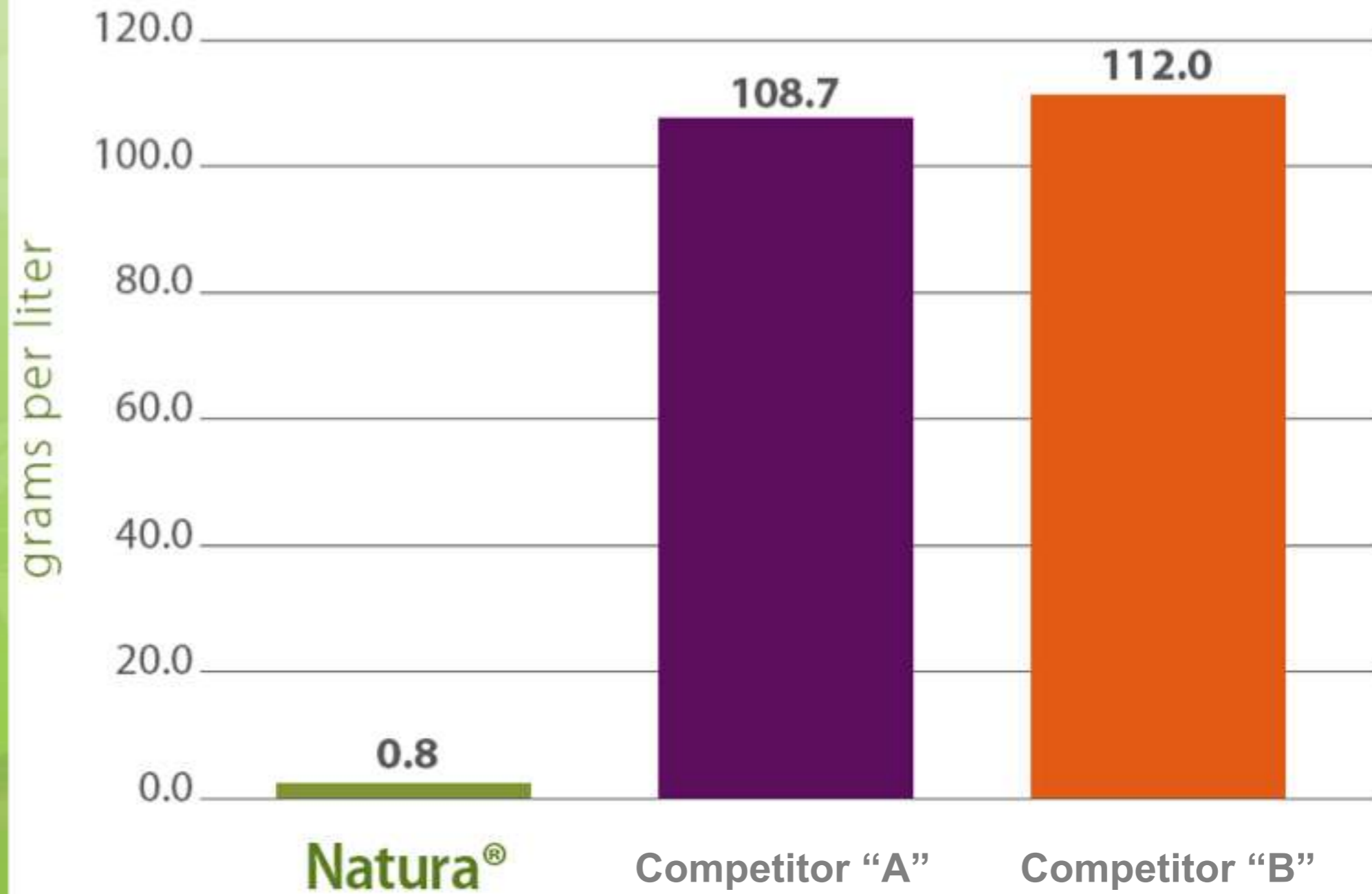


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Actual VOC Comparison



**Tested on April 9, 2009 by Department of Chemistry and Biochemistry. California Polytechnic State University in San Luis Obispo using Modified ASTM 6886 method.
All samples tinted to color Sun Kissed Yellow (2022-20)**

Colorant Impact on California

- **Est. volume 65 million gal.**
- **Est. colorant volume 1.4 million gal.**
- **Est. VOC level 400 gpl**
- **Est. VOCs released 4.7 million lbs.**

New Products



Natura®

- Green without compromise
- The greenest paint
- Any color, always 0 VOC
- Premium performance



Aura®

- Simply the finest paint we make
- Any color, always < 50 VOC
- Super premium performance
- Color Lock® technology



ben®

- Premium quality, value priced
- Any color, always < 50 VOC
- Low odor

What's next

- **Continue developing new products that leverage the platform**
- **Ongoing expansion within the channel**
- **Continue pushing the “green” envelope**
- **Make colorant technology more widely available (licensing)**
- **Support stricter VOC regulations for tinted paint**



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