

Unrivaled Product. Unmatchable Color.

Since 1883, Benjamin Moore has led the way in quality and innovation in the architectural coatings industry. We have stood up for independent businesses by selling exclusively through locally owned stores and are proud to continue that tradition today.

This guide will help you find comparable Benjamin Moore® products that you can use to upgrade from Sherwin-Williams® products.

Interior Products

If you like...	You will love...	Product Highlights
No Equivalent		Aura® Interior <ul style="list-style-type: none"> • Superior coverage and hide, even in lighter tones and whites resulting in less time and material • Proprietary Color Lock® Technology that locks in rich, incomparable colors • A coating that resists scuffing, burnishing with no color rub-off or impact to sheen
Sherwin-Williams® Emerald®		Regal® Select <ul style="list-style-type: none"> • Proprietary stain-release technology allows for easy removal of stains and scuffs • Smooth application and unbeatable flow and leveling to achieve a uniform finish every time
Sherwin-Williams® Duration Home® Sherwin-Williams® Cashmere®		Ben® <ul style="list-style-type: none"> • Formulated for an easy painting experience no matter the surface • Scuff-resistant for an easier-to-maintain finish with exceptional touch-up • Zero VOC and low odor that exceeds most environmental standards
No Equivalent		Scuff-X® <ul style="list-style-type: none"> • Unmatched durability for high-traffic areas • Patented scuff and chip resistant technology • Quick drying for fast job turnaround • Easy application
Sherwin-Williams® SuperPaint®		Ultra Spec® 500 <ul style="list-style-type: none"> • Excellent hide that minimizes the number of coats • Meets strict environmental requirements, zero VOC, low odor • Great touch-up and quick drying
Sherwin-Williams® ProMar® 200		Super Hide® <ul style="list-style-type: none"> • Optimal hide in lighter tones and off-whites to minimize the number of coats • Efficient application to reduce time and maximize production • Quick drying for faster turnaround
Sherwin-Williams® Super Paint® with Air Purifying Technology		Eco Spec® <ul style="list-style-type: none"> • Our greenest paint, CERTIFIED asthma & allergy friendly® • Zero VOC, zero emissions, and low odor for when an environmentally responsible product is required • Excellent hide and touch-up that delivers a smooth application
No Equivalent		Advance® <ul style="list-style-type: none"> • Exceptional application and feel • Outstanding coverage and hide • Cures to a hard, furniture-quality finish that withstands repeated washing • Low VOC even after tinting
Sherwin-Williams® ProClassic®		Coronado® Door, Trim & Cabinet Enamel <ul style="list-style-type: none"> • Desired flow and leveling of a conventional alkyd • Easy application with fast 4-hour recoat • Excellent adhesion to apply on a variety of substrates

*The CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the ASTHMA AND ALLERGY FOUNDATION OF AMERICA and ALLERGY STANDARDS LTD.

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Exterior Products

If you like...	You will love...	Product Highlights
No Equivalent		Aura® Exterior <ul style="list-style-type: none"> • Proprietary Color Lock® Technology ensuring long-lasting color • Excellent fade resistance and gloss retention for everlasting beauty • Breathable coating is less prone to blistering, providing long-term durability and protection • Finish jobs faster, using less paint
Sherwin-Williams® Emerald®		Regal® Select Exterior High Build <ul style="list-style-type: none"> • Superior hide and coverage in fewer coats • Flexible high-build formula bridges small cracks and voids • Resists blistering and peeling • Applies easily with brush, roller or spray
Sherwin-Williams® Duration® Sherwin-Williams® Latitude™		Element Guard® <ul style="list-style-type: none"> • Can resist rain as soon as 60 minutes* after application, which helps manage time and labor costs • Low-temperature application (35°F) extends painting season • Provides a mildew-resistant coating • Offers protection against wind-driven rain, excessive humidity and other harsh weather conditions
Sherwin-Williams® SuperPaint®		Ultra Spec® Exterior <ul style="list-style-type: none"> • Easy application • Rapid drying for quick recoating • Enhanced adhesion that bonds to most hard-to-coat substrates • Exceptional film durability and hiding power • Resistant to color fading, blistering, and alkali
Sherwin-Williams® SuperDeck®		Arborcoat® <ul style="list-style-type: none"> • Protects and beautifies wooden decks, siding and furniture • Available in waterborne and classic oil finishes with a wide variety of opacities and colors • Provides a mildew-resistant coating and superior UV protection

*After application over wood, primed surfaces or previously painted surfaces (25°C [77°F] / 50% RH). Other surfaces such as hardboard or vinyl may require a longer dry time.



How do you match a Benjamin Moore color? You can't.

To get the color you want, you need Benjamin Moore paint. We make our own colorants and formulas; other brands simply don't have them.

In addition to our proprietary formulas, Gennex® waterborne colorants set Benjamin Moore paints apart from the competition. Typical colorants weaken paint, but zero VOC Gennex colorants actually fortify our paint, so it maintains its original viscosity in all colors, delivers a more durable finish, and maintains washability.

Ask your Benjamin Moore rep or your locally owned retailer to learn more about Benjamin Moore products. Don't have a rep? Find yours by calling 866-708-9180 or email info@benjaminmoore.com

