







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 instead of Kelly-Moore 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 • Resists scuffing and burnishing with no color rub-off or impact to sheen
Dura-Poxy® Interior		Regal® Select <ul style="list-style-type: none"> • Proprietary stain-release technology allows for easy removal of stains and scuffs • Smooth application with unbeatable flow and leveling to achieve a uniform finish every time
Acry-Plex®		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, exceeding most environmental standards
Epic®		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 VOCs even after tinting
No Equivalent		Eco Spec® <ul style="list-style-type: none"> • Our greenest paint, CERTIFIED asthma & allergy friendly®* • Zero VOCs, zero emissions and low odor for situations that require an environmentally responsible product • A smooth application with excellent hide and touch-up
Premium Professional or Inspire		Ultra Spec® 500 <ul style="list-style-type: none"> • Excellent hide that minimizes the number of coats • Meets strict environmental requirements with zero VOCs and low odor • Great touch-up and quick drying
Kel-Pro®		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





To learn more about Benjamin Moore products, ask your Benjamin Moore rep or stop by your locally owned retailer. Don't have a rep? Find yours by calling 866-708-9180 or emailing info@benjaminmoore.com

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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 ensures long-lasting color • Excellent fade resistance and gloss retention for lasting beauty • Breathable coating is less prone to blistering, providing long-term durability and protection • Finish jobs faster using less paint
Envy®		Regal® Select Exterior High Build <ul style="list-style-type: none"> • Excellent 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
Dura-Poxy® Exterior		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
AcryShield Exterior or Inspire		Ultra Spec® Exterior <ul style="list-style-type: none"> • Easy application • Enhanced adhesion that bonds to most hard-to-coat substrates • Exceptional film durability and hiding power • Resistant to color fading, blistering and alkali

Primer/Specialty

If you like...	You will love...	Product Highlights
Acry-Plex® Interior Enamel Undercoater		Fresh Start® High-Hiding All-Purpose Primer <ul style="list-style-type: none"> • Seals and suppresses most bleeding type stains • Delivers maximum hide • Excellent adhesion to multiple substrates • Fast drying – recoat in as little as 2 hours
Kel-Bond® Quick Sand		Fast-Sanding Primer <ul style="list-style-type: none"> • Excellent sealing and holdout • Sands to a powder in as little as one hour† • For use on wood, drywall, and plaster
Level 5 Primer		Insl-X® High Build Latex Primer <ul style="list-style-type: none"> • Can be used to achieve a level 5 finish • Minimizes minor surface imperfections • Helps provide a smooth base for a uniform finish • Sands easily
Dura-Poxy® HP		Command® <ul style="list-style-type: none"> • Dry to the touch in just 15 minutes • Fast return to service; traffic-ready in 24 hours • Flexible to resist cracking and peeling

*Before painting, refer to the Technical Data Sheet for specific application instructions. †Refer to TDS.