Your Guide to Interior & Exterior Coatings

A comprehensive resource with product listing and comparison charts for professionals
Complete Solutions for Every Coating Challenge

You need high-performance products for outstanding results: Benjamin Moore offers one of the most comprehensive and proven product portfolios in the industry.

With the help of knowledgeable field representatives—or experts from over 5,000 Benjamin Moore® stores—we:

- Consult with you on choosing the best, most comprehensive coatings solution
- Help you source the right products for every unique circumstance
- Contribute to your clients’ overall satisfaction

The Gennex® Colorant Advantage

Gennex® is Benjamin Moore’s proprietary, zero-VOC* colorant system and it is what sets Benjamin Moore® apart from the competition. Typical colorants weaken paint, making it thinner and more difficult to apply. They also reduce the film’s washability, allowing the color to easily rub off and fade. But zero-VOC Gennex colorants actually fortify the paint, so it maintains its original viscosity in all colors, delivers a more durable finish, and retains true scrubbability. This makes the paint easier to work with and ensures that your clients will be satisfied with your work for years to come.

*Zero-VOC according to EPA Method 24.
Aura® Waterborne Interior Paint
The ultimate paint for brilliant, rich and everlasting color
• Color Lock® technology for richer, more durable color
• Extreme hide for fewer coats
• Levels to an ultra-smooth finish
• Zero-VOC*, low odor
• Meets MPI Green Performance™ standards
• Qualifies for LEED®, LEED® v4 credit
• Available in thousands of colors
Available in Matte, Eggshell, Satin and Semi-Gloss finishes

Natura® Waterborne Interior Paint
Our greenest and most decorated paint with no compromise in performance
• Zero-VOC*
• Zero Emissions (measured at 4 hours after application) **
• Certified asthma & allergy friendly*, Cradle to Cradle Certified™ Silver; version V3, meets MPI Green Performance™
• Excellent adhesion with a durable finish
• Dries fast for quick return-to-service
• Qualifies for LEED®, LEED® v4 credit
• Available in thousands of colors
Available in Flat, Eggshell and Semi-Gloss finishes

Regal® Select Waterborne Interior Paint
Trusted by professional painters for more than 50 years
• Excellent hide and coverage for a perfectly uniform finish
• Stain release technology that is easy to clean with less scrubbing
• Levels smoothly to hide brush marks
• Zero-VOC*, low odor
• Qualifies for LEED®, LEED® v4 credit
• Meets MPI Green Performance™ standards
• Available in thousands of colors
Available in Flat, Matte, Eggshell, Pearl and Semi-Gloss finishes

ben® Waterborne Interior Paint
The user-friendly paint that puts premium color within reach
• Easy application with great flow and leveling
• Smooth finish with great touch up characteristics
• Spatter resistant with easy cleanup
• Zero-VOC*, low odor
• Fast drying for same day return-to-service
• Qualifies for LEED®, LEED® v4 credit
• Available in thousands of colors
Available in Flat, Eggshell and Semi-Gloss finishes

*Zero-VOC according to EPA Method 24. **According to ASTM Standard Guide D 5116 and CDPH/ EHLB Standard Method V1.1. The CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the ASTHMA AND ALLERGY FOUNDATION OF AMERICA and ALLERGY STANDARDS LTD. Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.
Aura® Bath & Spa Waterborne Interior Paint
A luxurious matte finish that will stand up to humidity
- Specially formulated to repel moisture and maintain color integrity
- Color Lock® technology for brilliant, rich, everlasting color
- Extreme hide for fewer coats
- Levels to an ultra-smooth finish
- Zero-VOC*, low odor
- Qualifies for LEED®, LEED® v4 credit
- Available in thousands of colors

Available in Matte finish

Waterborne Ceiling Paint
A unique ultra flat finish specially formulated for ceiling applications
- Easy to apply with minimal spatter
- Conceals common surface imperfections
- Ample open time to ensure minimal lapping
- Zero-VOC*, low odor
- Qualifies for LEED®, LEED® v4 credit
- Available in thousands of colors

Available in Ultra Flat finish

ADVANCE® Waterborne Interior Alkyd Paint
Waterborne alkyd paint designed with professional painters in mind
- Produces a durable furniture-quality finish for doors, trim and cabinetry
- 100% water reducible alkyd resin remains low VOC in thousands of colors
- Flows and levels like traditional alkyd
- Soap and water clean-up
- Qualifies for LEED®, LEED® v4 credit

Available in Primer, Matte, Satin, Semi-Gloss and High-Gloss finishes

*Zero-VOC according to EPA Method 24.
Eco Spec® WB Interior Latex Paint
A high-performance commercial coating that remains zero-VOC* even after tinting
• Meets the highest MPI approval
• Zero-VOC* in thousands of colors
• Fast drying for same day return-to-service
• Minimal odor
• Qualifies for LEED®, LEED® v4 credit
Available in Primer, Flat, Eggshell and Semi-Gloss finishes

Eco Spec® WB Silver Interior Latex Paint
Contains elemental silver and other antimicrobial ingredients that inhibit growth of mold and mildew
• Creates a durable finish that fights mildew and odor growth on the paint surface
• Zero-VOC* and low odor in thousands of colors
• Fast drying for same day return-to-service
• Qualifies for LEED®, LEED® v4 credit
• Ideal for hospitals, healthcare and educational facilities
Available in Flat, Eggshell and Semi-Gloss finishes

Ultra Spec® 500 Interior Paint
A zero-VOC,* professional-quality interior coating
• Exceptional application properties for high-quality performance
• Excellent hide and easy touch-ups
• Meets multiple MPI categories
• High performance
• Qualifies for LEED®, LEED® v4 credit
• Cradle to Cradle Certified™ Silver; version V3
• Quick dry and re-coat time for same day return-to-service
Available in Primer, Flat, Low Sheen, Eggshell, Semi-Gloss and Gloss finishes

Ultra Spec® HP DTM Acrylic Enamels
A professional-quality paint designed to provide superior corrosion control and protection for metal substrates
• Excellent adhesion over hard-to-coat surfaces
• Quick dry time for faster re-coat
• Excellent color and gloss retention
• Meets multiple MPI categories
Available in Primer, Low Lustre, Semi-Gloss and Gloss finishes

*Zero-VOC according to EPA Method 24.
Aura® Waterborne Exterior Paint
A high-build super premium exterior paint that is durable and easy to apply
• Color Lock® technology for rich, fade resistant color
• Excellent flow and leveling with superior adhesion
• Resists cracking and peeling in the harshest weather conditions
• Extreme hide for fewer coats
• Quick drying and seamless touch-ups
• Low temperature application down to 40° F
Available in Flat, Low Lustre, Satin and Semi-Gloss finishes

Aura® Grand Entrance®
A luxurious finish for doors and trim
• Durable enamel that cures to a rich, lustrous finish
• Formulated to retain color integrity and gloss
• Easy and smooth application
• For interior and exterior use
Available in Satin and High-Gloss finishes

Regal® Select Waterborne Exterior Paint — High Build
A thick, high-build, premium exterior paint engineered for optimum hide
• High-build for superior coverage and fewer coats
• Dries quickly for fast re-coats and less time on the job
• Durable finish resists cracking and peeling
• Excellent flow and leveling for easy application
• Mildew resistant even in humid conditions
• Low temperature application down to 40° F
Available in Flat, Low Lustre and Soft Gloss finishes

Regal® Select Exterior Paint
A 100% acrylic exterior paint formulated with a proprietary alkyd technology for superior adhesion
• Superior adhesion even to hard-to-coat surfaces
• Longer open time when application conditions require it
• Durable finish resists cracking and peeling
• Excellent flow and leveling for easy application
• Mildew resistant even in humid conditions
• Low temperature application down to 40° F
Available in Flat, Low Lustre and Soft Gloss finishes

Regal® Select REVIVE®
An exterior coating specially formulated for vinyl siding and trim, including PVC
• Vinyl Lock Technology for superior adhesion
• Durable finish that resists cracking, peeling and fading
• Mildew resistant finish
• Low temperature application down to 40° F
• Formulated to be safe for vinyl and resist buckling even in darker shades
• Available in hundreds of colors that are safe for vinyl
Available in a Low Lustre finish
**ben® Waterborne Exterior Paint**

Premium Benjamin Moore® performance that’s available at a great value

- Easy to apply, with good flow and leveling
- Excellent coverage and hide
- Creates a durable, fade resistant finish
- Low temperature application down to 40° F
- Available in thousands of colors

*Available in Flat, Low Lustre and Soft-Gloss finishes*

**ARBORCOAT®**

Super Premium Exterior Stain

- Excellent color retention and durability
- Excellent protection from moisture and UV rays
- Provides a mildew-resistant coating
- Complete stain line includes Waterborne & Classic Oil Finishes

*Available in Primer, Clear, Translucent, Semi Transparent, Semi Solid and Solid finishes*

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**Ultra Spec® EXT Exterior Paint**

Ultra coverage and durability for professionals

- Excellent adhesion to a wide variety of substrates
- Best-in-class durability—resists peeling, cracking and blistering
- Low temperature application down to 40° F
- Low VOC formulation
- MPI approved

*Available in Primer, Flat, Low Lustre, Satin and Gloss finishes*

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**Fresh Start® Interior & Exterior Primers**

A complete line of premium primers that deliver exceptional adhesion and holdout for a smooth, durable topcoat

- Outstanding adhesion and sealing
- Superior flow and leveling
- Excellent coverage and hide
- Quick drying
- Low VOC, low odor
- Mildew resistant
- Qualifies for LEED®, LEED® v4

*Your Benjamin Moore® representative and retailer will help you determine which primers are best for your project*

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**Sure Seal® Interior & Exterior Latex Primer Sealer**

A high quality, 100% acrylic latex primer for a wide range of interior and exterior projects

- Strong adhesion and sealing
- Excellent stain blocking
- Fast dry
- Qualifies for LEED®, LEED® v4
- Meets multiple MPI categories
- Low odor, low VOC
# Interior Comparison Chart

All Benjamin Moore® Interior Products Listed Have the GenNex® Colorant Advantage

<table>
<thead>
<tr>
<th>BENJAMIN MOORE®</th>
<th>SHERWIN-WILLIAMS®</th>
<th>PPG PAINTS®</th>
<th>CALIFORNIA PAINTS®</th>
<th>GLIDDEN®</th>
<th>KELLY-MOORE®</th>
<th>DUNN-EDWARDS®</th>
<th>BEHR®</th>
<th>VALSPAR®</th>
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<tr>
<td>AURA®</td>
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<td></td>
<td>Color Lock® Technology • Extreme Hide • Color Fastness • Zero-VOC*, Low Odor • Available in Color Foundation, Matte, Eggshell, Satin and Semi-Gloss Finishes. Also Available in Bath &amp; Spa Matte Finish</td>
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<td>NATURA®</td>
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<td>Zero-VOC* • Zero emissions (measured at 4 hours after application)** • Certified asthma &amp; allergy friendly® and Cradle to Cradle Certified℠ Silver • Available in Thousands of Colors, Some Competitive Products in Category are Limited in Color Selection • Available in Flat, Eggshell and Semi-Gloss Finishes</td>
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<td>REGAL SELECT</td>
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<td>High Hiding, Great Flow and Leveling, and Outstanding Washability • Zero-VOC*, Low Odor • Available in Thousands of Colors • Seamless Touch-Ups • Available in Flat, Matte, Eggshell, Pearl and Semi-Gloss Finishes</td>
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<td>Easy Application • Dependable Performance • Seamless Touch-Up • Zero-VOC,* Low Odor • Available in Flat, Eggshell and Semi-Gloss Finishes</td>
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<td>ADVANCE®</td>
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<td>Newest Technology in Alkyd Coatings • Easy Soap and Water Clean-Up • Low VOC • Flows and Levels Like Traditional Alkyd Paint • Proprietary Resin System • Available in Primer, Satin, Semi-Gloss and High-Gloss</td>
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<td>Zero-VOC*, Low Odor in Thousands of Colors • Fast Drying for Same Day Return-to-Service • Qualifies for LEED®, LEED® v4 Credit Building Specifications • Available in Primer, Flat, Eggshell and Semi-Gloss Finishes</td>
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<td>ECO SPEC® SILVER</td>
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<td>Contains Elemental Silver Antimicrobial Ingredient • Dried Paint Film Resists Mold and Fungus • Zero-VOC* and Low Odor in Thousands of Colors • Qualifies for LEED®, LEED® v4 credit • Available in Flat, Eggshell and Semi-Gloss Finishes</td>
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<td>WATERBORNE CEILING</td>
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<td>Hides Surface Imperfections • Great Open Time for Minimized Lapping • Minimal Spatter • Zero-VOC*, Low Odor • Available in Ultra Flat Finish in Thousands of Colors</td>
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<td>ULTRA SPEC® 500</td>
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<td>Zero-VOC*, Low Odor • Exceptional Application Properties for High Quality Performance • MPI HP Approved • Available in Primer, Flat, Low Sheen, Eggshell, Semi-Gloss and Glaze Finishes • Cradle to Cradle Certified℠ Silver</td>
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### EXTERIOR COMPARISON CHART

**ALL BENJAMIN MOORE® EXTERIOR PRODUCTS LISTED HAVE THE GENNEX® COLORANT ADVANTAGE**

<table>
<thead>
<tr>
<th>BENJAMIN MOORE®</th>
<th>SHERWIN-WILLIAMS®</th>
<th>PPG PAINTS®</th>
<th>CALIFORNIA PAINTS®</th>
<th>GLIDDEN®</th>
<th>KELLY-MOORE®</th>
<th>DUNN-EDWARDS®</th>
<th>BEHR®</th>
<th>VALSPAR®</th>
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<tr>
<td><strong>AURA®</strong></td>
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<tr>
<td>• Color Lock® Technology • Extreme Hide • Durable Finish • Superior Adhesion • Lifetime Limited Warranty • Available in Flat, Low Lustre, Satin and Semi-Gloss Finishes</td>
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<td><strong>AURA® GRAND ENTRANCE®</strong></td>
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<td>• Rich, Lustrous Finish • Outstanding Durability • Easy Application • For Interior and Exterior Use • Lifetime Limited Warranty • Available in Satin and High-Gloss Finishes</td>
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<td><strong>REGAL® SELECT HIGH BUILD</strong></td>
<td>Duration®</td>
<td>Manor Hall® Timeless®</td>
<td>2010 House Paint</td>
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<td>Marquee® DuraMax Reserve™</td>
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<tr>
<td>• High-Build Formula for Superior Coverage • Excellent Flow and Leveling • Quick Drying • Mildew and Fade Resistant • Lifetime Limited Warranty • Available in Flat, Low Lustre and Soft Gloss Finishes</td>
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<tr>
<td><strong>REGAL® SELECT</strong></td>
<td>RESILIENCE®</td>
<td>Manor Hall® Regency®</td>
<td>2010 House Paint</td>
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<td>AcryShield®</td>
<td>EVERSHEILD</td>
<td>Premium Plus Ultra® Reserve™ Aspire™ Pristine™</td>
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<tr>
<td>• Super Adhesion • Excellent Flow and Leveling • Mildew and Fade Resistant • Longer Open Time • Lifetime Limited Warranty • Available in Flat, Low Lustre and Soft Gloss Finishes</td>
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<tr>
<td><strong>REGAL® SELECT REVIVE</strong></td>
<td>RESILIENCE® VinylSafe™ Colors Only</td>
<td>MANOR HALL SidingSafe™ Colors Only</td>
<td>2010 House Paint</td>
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<tr>
<td>• Superior Adhesion with Vinyl Lock Technology • Excellent Durability • Easy Application • Mildew Resistant Coating • Lifetime Limited Warranty • Available in Low Lustre Finish</td>
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<tr>
<td><strong>BEN®</strong></td>
<td>SuperPaint®</td>
<td>Sun Proof Latex WEATHER KING®</td>
<td>Pacific</td>
<td>Premium Exterior Latex</td>
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<td>SPARTA-SHIELD®</td>
<td>Premium Plus</td>
<td>Medallion® Ultra Premium Duramax®</td>
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<tr>
<td>• Excellent Hiding • Great Flow and Leveling • Easy Application • 25 Year Warranty • Available in Flat, Low Lustre and Soft Gloss Finishes</td>
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<td><strong>ULTRA SPEC® EXT</strong></td>
<td>A-100®</td>
<td>WONDER-SHIELD®</td>
<td>Fres-Coat Exterior</td>
<td>Glidden® Premium Exterior</td>
<td>AcryShield® Premium Exterior Paints</td>
<td>ACRY-HUES® EXTERIOR PAINT</td>
<td>BEHR PRO™ e600</td>
<td>Ultra®, Climate Zone®</td>
</tr>
<tr>
<td>• Low VOC After Tinting • MPI Approved • Gennex® Waterborne Colorant Platform • Meets — and often exceeds — rigorous environmental criteria regarding VOCs • Available in Primer, Flat, Low Lustre, Satin and Gloss Finishes</td>
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</table>
## Exterior Stains Comparison Chart

### Arborcoat® Waterborne Stains

<table>
<thead>
<tr>
<th>Exterior Finish</th>
<th>Cabot®</th>
<th>Sikkens®</th>
<th>Sherwin-Williams®</th>
<th>PPG Paints®</th>
<th>Home Depot®</th>
<th>Lowe’s®</th>
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</thead>
<tbody>
<tr>
<td><strong>ARBORCOAT® Protective Clear Topcoat 636</strong></td>
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<tr>
<td>Functions as an annual refresher coat for Benjamin Moore® ARBORCOAT® Translucent (W623) and Semi Transparent (N638) stains, reviving that newly-stained look. For a low lustre finish it can be used over ARBORCOAT® Semi Solid (639).</td>
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<tr>
<td><strong>ARBORCOAT® Translucent Deck &amp; Siding Stain W623</strong></td>
<td>Waterbased Australian Timber Oil #19400</td>
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<td>Acri-Shield® Acrylic/Oil Toner PP13XX</td>
<td>BEHR® Weatherproofing Transparent Wood Finish</td>
<td>Olympic® Elite® Toner Exterior Stain</td>
</tr>
<tr>
<td>For use on both hard and soft woods and may be used as a one or two coat system to achieve optimal color. May be applied over weathered transparent/translucent stains in good condition. Dries fast and is offered in 6 ready made colors. Optional Protective Clear Coat 636 available for annual maintenance.</td>
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<tr>
<td>For use on soft woods and may be used as a one or two coat system to achieve optimal color. Water dispersible alkyl/urethane blend that not only penetrates the surface but also provides a protective acrylic layer against harsh UV rays and wind driven rain. Available in 75 colors. Optional Protective Clear Coat 636 available for annual maintenance.</td>
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<tr>
<td><strong>ARBORCOAT® Semi-Solid Deck &amp; Siding Stain 639</strong></td>
<td>Semi Solid Acrylic Siding Stain #1100</td>
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<td>Olympic® Elite® Tintable Semi-Transparent/Semi-Solid Exterior Stain</td>
</tr>
<tr>
<td>Proprietary 100% acrylic resin combined with Gennex® colorants deliver superior color retention and protection against the exterior elements. May be used on previously stained surfaces stained with a translucent, semi transparent, or semi solid finish. Available in 75 colors.</td>
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<tr>
<td><strong>ARBORCOAT® Solid Deck &amp; Siding Stain 640</strong></td>
<td>Solid Acrylic Deck Stain #1800</td>
<td>Rubbol® ProLuxe™ Solid Stain</td>
<td>SuperDeck® Exterior Waterborne Solid Color Deck Stain</td>
<td>Acri-Shield® Deck, Fence &amp; Siding 100% Acrylic Latex Solid Color Stain PP197X</td>
<td>BEHR PREMIUM® Solid Color Weatherproofing All-In-One Wood Stain</td>
<td>Olympic® Elite® Solid Exterior Stain</td>
</tr>
<tr>
<td>Proprietary 100% acrylic resin combined with Gennex® colorants deliver superior color retention, protection against the exterior elements, and fantastic hiding abilities. May be applied to new or previously stained wood surfaces and available in any color. For maximum durability, one coat of 366 primer may be applied to the surface prior to application.</td>
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<tr>
<td><strong>ARBORCOAT® Ultra Flat Solid Siding Stain 610</strong></td>
<td>Solid Color Acrylic Siding Stain #0800</td>
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<td>WoodScapes® Acrylic Solid House Stain</td>
<td>BEHR® Solid Color Weatherproofing Wood Stain</td>
<td>Olympic® WOOD PROTECTOR 79301 Series</td>
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<tr>
<td>This Ultra Flat finish was designed for siding only for added durability against wind driven rain, snow, sleet, harsh UV rays and other exterior elements. Dries quickly and may be re-coated in 4 hours after application.</td>
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### Arborcoat® Classic Oil Finishes

<table>
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<tr>
<th>Exterior Finish</th>
<th>Cabot®</th>
<th>Sikkens®</th>
<th>Sherwin-Williams®</th>
<th>PPG Paints®</th>
<th>Home Depot®</th>
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<tr>
<td><strong>ARBORCOAT® Alkyd Translucent Deck &amp; Siding Stain 526</strong></td>
<td>Cabot® Wood Toned Deck &amp; Siding Stain 18000 Series</td>
<td>Cetol® SRD ProLuxe™ RE Transparent</td>
<td>SuperDeck® Oil-Based Transparent Stain</td>
<td>Acri-Shield® Waterproofing Sealant Alkyd/Oil Toner PP21XX (Non-OTC Compliant)</td>
<td>BEHR® Transparent Oil-Based Waterproofing Wood Finish</td>
<td>Olympic® Elite® Woodland Oil® 80100 Series</td>
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<tr>
<td>Tung Oil formula penetrates deep into hard and soft woods to resist cracking and peeling. OTC compliant, available in 6 stock colors.</td>
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## PRIMER AND PREP PRODUCTS

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<tr>
<th>BENJAMIN MOORE</th>
<th>CABOT</th>
<th>SIKKENS</th>
<th>SHERWIN-WILLIAMS</th>
<th>PPG PAINTS</th>
<th>HOME DEPOT</th>
<th>LOWE’S</th>
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<tr>
<td><strong>ARBORCOAT® Exterior Oil Primer 366</strong></td>
<td>Cabot® Semi-Transparent Deck &amp; Siding Stain 16300 Series</td>
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<td>Acri-Shield® Deck, Fence &amp; Siding Alkyd/Oil Semi-Transparent Stain PP1850 (Non-OTC Compliant)</td>
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<td>Olympic® Elite™ Semi-Transparent Advanced Stain</td>
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<td><strong>ARBORCOAT® Clear Waterborne Waterproofer 320</strong></td>
<td>Crystal Clear Waterprooﬁng #1000</td>
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<td>Thompson’s® WaterSeal® Advanced Natural Wood Protector</td>
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<td>Olympic® MAXIMUM® Clear Exterior Stain</td>
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<td><strong>Benjamin Moore® CLEAN Multi-Purpose Cleaner 318</strong></td>
<td>Problem Solver® Wood Cleaner #8002</td>
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<td>Deck Cleaner 18-2</td>
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<td>Olympic® Deck Cleaner</td>
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<td><strong>Benjamin Moore® BRIGHTEN Brightener and Neutralizer 317</strong></td>
<td>Problem Solver® Wood Brightener #8003</td>
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<td>Olympic® Premium Deck Brightener &amp; Wash</td>
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<td><strong>Benjamin Moore® RESTORE for Gray &amp; Weathered Wood 316</strong></td>
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<td><strong>Benjamin Moore® REMOVE Finish Remover 315</strong></td>
<td>Problem Solver® Wood Stripper #8004</td>
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<td>Stain Stripper 18-3</td>
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<td>Olympic® Premium Stain Stripper</td>
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<td><strong>Benjamin Moore® Composite Deck Cleaner 313</strong></td>
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<td>Olympic® Deck Cleaner</td>
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