



Benjamin Moore  
professional  
quality  
polyester/nylon  
for all paints  
1 1/2"

Benjamin Moore  
professional  
quality  
polyester/nylon  
for all paints  
2"

Professional  
quality  
for semi-smooth surfaces  
9" x 3/8" nap  
knit fabric: high capacity / resists matting

Benjamin Moore®  
**Applicator  
Program  
Guide**

Benjamin Moore  
Brushes  
HAND-CRAFTED  
EXTRA-FIRM  
NYLON &  
POLYESTER  
2"  
LATEX

Benjamin M  
Brush  
HAND-CRAF  
NYLON &  
POLYESTE  
3"  
LATEX For use with  
WATER-BASED COATINGS

Benjamin Moore  
Rollers  
SHED-RESISTANT  
Benjamin Moore  
Rollers  
HIGH-CAPACITY  
complete coverage • reduces spattering  
use with All Flat paints & stains

Benjamin Moore  
Rollers  
Aura



# Premium Applicators from Benjamin Moore

Benjamin Moore is committed to providing painters with the finest quality architectural coatings for every job. And to ensure the best possible results for both contractors and consumers, we are pleased to partner with respected manufacturers to provide two full lines of Benjamin Moore branded applicators. Both collections have been tested to ensure that they provide the highest level of quality with our products.

## Custom-Crafted Applicators

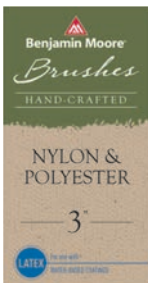
For painters that settle for nothing less than the very best, our Custom-Crafted Applicators feature the highest quality natural and synthetic materials. These applicators are custom-blended and are specifically designed for use with Benjamin Moore premium paints.

## Professional Quality Applicators

Introducing a new premium applicator line designed to deliver the performance and durability required by today's customers. Professional Quality applicators deliver the perfect mix of quality and value.



**Benjamin Moore®**



## CUSTOM-CRAFTED NYLON/POLYESTER

As the result of extensive testing, Benjamin Moore® nylon/polyester professional paintbrushes are custom-blended to deliver the highest levels of performance with Benjamin Moore® paints. They have just-right flex and taper for even coverage. Exceptional paint capacity provides the fastest results.

- Natural nylon/buff polyester
- For all paints, from latex and acrylics to oil-based enamels
- Rust-resistant steel ferrule
- Birch hardwood handle

### ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
651-15	82685-7	1½"	2¾"	1/2"	6
651-20	47031-9	2"	2¾"	9/16"	6
651-25	47041-8	2½"	2 <sup>15</sup> / <sub>16</sub> "	5/8"	6
651-30	47051-7	3"	3¾"	11/16"	6

### THIN ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
655-10	49501-5	1"	2 <sup>8</sup> / <sub>8</sub> "	5/16"	6
655-15	49511-4	1½"	2 <sup>1</sup> / <sub>8</sub> "	3/8"	6
655-20	49521-3	2"	2 <sup>7</sup> / <sub>16</sub> "	7/16"	6
655-25	49531-2	2½"	2 <sup>11</sup> / <sub>16</sub> "	1/2"	6
655-30	49541-1	3"	2 <sup>15</sup> / <sub>16</sub> "	1/2"	6

### FLAT SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
652-20	47061-6	2"	2 <sup>11</sup> / <sub>16</sub> "	9/16"	6
652-25	47071-5	2½"	2 <sup>15</sup> / <sub>16</sub> "	5/8"	6
652-30	47081-4	3"	3¾"	11/16"	6

### VARNISH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
653-20	47091-3	2"	2 <sup>11</sup> / <sub>16</sub> "	9/16"	6
653-25	47101-9	2½"	2 <sup>15</sup> / <sub>16</sub> "	5/8"	6
653-30	47111-8	3"	3¾"	11/16"	6

### WALL



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
654-30	47121-7	3"	3 <sup>7</sup> / <sub>16</sub> "	7/8"	6
654-40	47131-6	4"	3 <sup>15</sup> / <sub>16</sub> "	7/8"	6



## CUSTOM-CRAFTED SOFT NYLON/POLYESTER

A unique formulation gives Benjamin Moore® soft nylon/polyester professional paintbrushes extra flex. They provide a smooth application with fewer brushmarks and excellent paint capacity. The custom blend is recommended for all Benjamin Moore® paints.

- Rose nylon/rose chemically tipped polyester
- For all paints, especially semi-gloss and satin finishes
- Rust-resistant steel ferrule
- Birch hardwood handle

### ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
732-15	00245-9	1½"	2¼"	1/2"	6
732-20	00246-6	2"	2¼"	9/16"	6
732-25	00247-3	2½"	2½"	5/8"	6
732-30	00248-0	3"	3¾"	11/16"	6

### FLAT SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
733-20	00249-7	2"	2¼"	9/16"	6
733-25	00250-3	2½"	2½"	5/8"	6



## CUSTOM-CRAFTED EXTRA-FIRM NYLON/POLYESTER

Added stiffness allows Benjamin Moore® extra-firm professional paintbrushes to maintain a sharp edge for controlled painting, even in hot or humid conditions. They provide exceptional capacity for the fastest results. The customized blend delivers the highest levels of performance with Benjamin Moore® paints.

- Natural nylon/wild cherry polyester
- For all paints, especially thick or heavy coatings
- Recommended for use with Aura® paint
- Rust-resistant steel ferrule
- Birch hardwood handle

### ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
647-20	82592-8	2"	2¼"	9/16"	6
647-25	82593-5	2½"	2½"	5/8"	6
647-30	82594-2	3"	3¾"	11/16"	6

### FLAT SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
648-20	82595-9	2"	2¼"	9/16"	6
648-25	82596-6	2½"	2½"	5/8"	6
648-30	82597-3	3"	3¾"	11/16"	6

### VARNISH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
649-20	82598-0	2"	2¼"	9/16"	6
649-25	82599-7	2½"	2½"	5/8"	6
649-30	82600-0	3"	3¾"	11/16"	6



## CUSTOM-CRAFTED CHINEX

Benjamin Moore® Chinex® professional paintbrushes are made with DuPont® synthetic bristles, the same popular formulation that painters request by name. They create a smooth finish, have low moisture absorption for stiffness retention, and clean up easily. Outstanding paint capacity delivers fast results with all Benjamin Moore® paints.

- 100% white DuPont® Chinex®
- For all paints, especially fast-drying or high-build coatings
- Rust-resistant steel ferrule
- Birch hardwood handle

## ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
728-25	00239-8	2½"	2¹⁵⁄₁₆"	5/8"	6
728-30	00240-4	3"	3¾"	11/16"	6

## FLAT SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
729-20	00241-1	2"	2¹¹⁄₁₆"	9/16"	6
729-30	00242-8	3"	3¾"	11/16"	6



## CUSTOM-CRAFTED 100% POLYESTER

Made with chemically tipped filaments, Benjamin Moore® 100% polyester professional paintbrushes virtually eliminate brushmarks. They provide superior smoothness and excellent paint capacity for the highest levels of performance with all Benjamin Moore® paints.

- Gold and brown chemically tipped polyester
- For all paints, especially lighter or thinner coatings
- Satin alloy ferrule
- Birch hardwood handle

## ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
672-15	00230-5	1½"	2⁷⁄₁₆"	1/2"	6
672-20	00233-6	2"	2¹¹⁄₁₆"	9/16"	6
672-25	00234-3	2½"	2¹⁵⁄₁₆"	5/8"	6

## VARNISH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
673-15	00236-7	1½"	2⁷⁄₁₆"	1/2"	6
673-20	00237-4	2"	2¹¹⁄₁₆"	9/16"	6
673-30	00238-1	3"	2¹⁵⁄₁₆"	11/16"	6





## CUSTOM-CRAFTED WHITE CHINA BRISTLE

With their naturally soft tips, Benjamin Moore® white China bristle professional paintbrushes virtually eliminate brushmarks. They are custom-formulated and recommended for all Benjamin Moore® oil-based coatings, and are especially suited for interior woodwork or marine applications.

- Natural white China bristle
- For oil-based paints, especially interior enamels or varnishes
- Rust-resistant steel ferrule
- Birch hardwood handle

## ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
663-15	47241-2	1½"	2 <sup>1</sup> / <sub>16</sub> "	1/2"	6
663-20	47251-1	2"	2 <sup>15</sup> / <sub>16</sub> "	9/16"	6
663-25	47261-0	2½"	3 <sup>3</sup> / <sub>16</sub> "	5/8"	6

## THIN ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
666-10	49601-2	1"	2 <sup>3</sup> / <sub>16</sub> "	5/16"	6
666-20	49621-0	2"	2 <sup>1</sup> / <sub>16</sub> "	7/16"	6
666-25	49631-9	2½"	2 <sup>15</sup> / <sub>16</sub> "	1/2"	6
666-30	49641-8	3"	3 <sup>3</sup> / <sub>16</sub> "	1/2"	6

## FLAT SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
664-15	47271-9	1½"	2 <sup>7</sup> / <sub>16</sub> "	1/2"	6
664-20	47281-8	2"	2 <sup>1</sup> / <sub>16</sub> "	9/16"	6
664-25	47291-7	2½"	2 <sup>15</sup> / <sub>16</sub> "	5/8"	6

## VARNISH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
665-20	47301-3	2"	3 <sup>3</sup> / <sub>16</sub> "	9/16"	6
665-30	47311-2	3"	3 <sup>7</sup> / <sub>16</sub> "	11/16"	6

## WALL



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
665-40	47321-1	4"	3 <sup>1</sup> / <sub>16</sub> "	7/8"	6



## CUSTOM-CRAFTED BLACK CHINA BRISTLE

Benjamin Moore® black China bristle professional paintbrushes are custom-formulated and recommended for all Benjamin Moore® oil-based coatings. They provide outstanding capacity with a smooth finish and are especially suited for high-productivity applications.

- Natural black China bristle
- For oil-based paints, especially exterior enamels or urethanes
- Rust-resistant steel ferrule
- Birch hardwood handle

## ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
657-15	47141-5	1½"	2 <sup>7</sup> / <sub>16</sub> "	1/2"	6
657-20	47151-4	2"	2 <sup>11</sup> / <sub>16</sub> "	9/16"	6
657-25	47161-3	2½"	2 <sup>15</sup> / <sub>16</sub> "	5/8"	6

## THIN ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
661-10	49551-0	1"	2 <sup>1</sup> / <sub>8</sub> "	5/16"	6
661-20	49571-8	2"	2 <sup>7</sup> / <sub>16</sub> "	7/16"	6
661-25	49581-7	2½"	2 <sup>11</sup> / <sub>16</sub> "	1/2"	6

## FLAT SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
658-15	47171-2	1½"	2 <sup>11</sup> / <sub>16</sub> "	1/2"	6
658-20	47181-1	2"	2 <sup>15</sup> / <sub>16</sub> "	9/16"	6
658-25	47191-0	2½"	3 <sup>3</sup> / <sub>16</sub> "	5/8"	6
658-30	47201-6	3"	3 <sup>7</sup> / <sub>16</sub> "	11/16"	6

## VARNISH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
659-30	47221-4	3"	3 <sup>7</sup> / <sub>16</sub> "	11/16"	6



## CUSTOM-CRAFTED EXTERIOR STAIN BRUSH

With its unique combination of synthetic and natural bristle blend, the Benjamin Moore® stainer provides premium performance. Bristle holds more stain for less dipping and delivers a smooth, even finish for thorough coverage on siding, shakes, decks, fences, masonry, and rough wood.

- Synthetic and natural bristle blend
- For all stains, sealers, and urethanes
- Threaded handle for extension pole use
- Clip for side of bucket



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
676-41	060701	4"	2 <sup>11</sup> / <sub>16</sub> "	7/8"	6

CUSTOM-CRAFTED

# HIGH-CAPACITY ROLLER COVERS

With dense, golden yellow fabric that resists matting for complete coverage and minimal spattering, Benjamin Moore® high-capacity roller covers provide superior performance. They have outstanding paint-holding capacity for time-saving production with all flat paints and stains.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
681-70	47581-9	7"	3/8"	semi-smooth	12
681-90	47591-8	9"	3/8"	semi-smooth	12
682-70	47601-4	7"	1/2"	semi-smooth to semi-rough	12
682-90	47611-3	9"	1/2"	semi-smooth to semi-rough	12
682-91	61111-8	9"	1/2"	semi-smooth to semi-rough	100
682-92	82673-4	9"	1/2"	semi-smooth to semi-rough	12 packs of 6
682-18	47621-2	18"	1/2"	semi-smooth to semi-rough	6
683-90	47631-1	9"	3/4"	semi-rough	12
684-90	47651-9	9"	1"	rough	12
689-90	49461-2	9"	1 1/4"	extra-rough	6

CUSTOM-CRAFTED

# SHED-RESISTANT ROLLER COVERS

For superior performance with all paints and enamels, recommend Benjamin Moore® shed-resistant roller covers. The dense, white woven fabric resists matting and reduces spattering for a clean job. Shed-resistant roller covers lay down the smoothest, most lint-free finish—the perfect choice for professional results, no matter what the coating.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
685-70	47661-8	7"	3/16"	smooth	12
685-90	47671-7	9"	3/16"	smooth	12
686-40	47681-6	4"	3/8"	semi-smooth	24
686-70	47691-5	7"	3/8"	semi-smooth	12
686-90	47701-1	9"	3/8"	semi-smooth	12
686-91	70491-9	9"	3/8"	semi-smooth	100
686-93	82722-9	9"	3/8"	semi-smooth	12 packs of 3
686-92	82672-7	9"	3/8"	semi-smooth	16 packs of 6
686-18	82650-5	18"	3/8"	semi-smooth	6
687-90	47711-0	9"	1/2"	semi-smooth to semi-rough	12
688-90	47721-9	9"	3/4"	semi-rough	12

CUSTOM-CRAFTED

# AURA® ROLLER COVERS

The Aura® roller cover was specifically designed to be the ideal roller for use with Benjamin Moore® super-premium Aura® paints. It provides the optimal balance of surface smoothness and hide, while also offering shed resistance.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
725-90	10047-6	9"	3/8"	semi-smooth	12
735-90	02523-6	9"	1/2"	semi-rough	12
725-18	04256-1	18"	3/8"	semi-smooth	6



CUSTOM-CRAFTED

# MICROFIBER ROLLER COVER

The Benjamin Moore® microfiber roller cover offers the smoothest finish available from a Benjamin Moore® applicator. It can be used for all paints and enamels to provide a spray-like finish.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
722-90	98530-1	9"	5/16"	smooth	12

CUSTOM-CRAFTED

# LAMBSWOOL ROLLER COVERS

Benjamin Moore® lambswool roller covers are made of hand-sewn, buff-colored shearling. Single-piece pelts without multiple seams or gaps provide complete coverage. They set the standard for professional finish quality with all paints, including latex, enamels, and varnishes.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
698-90	82654-3	9"	3/8"	semi-smooth	12
699-90	82655-0	9"	1/2"	semi-smooth to semi-rough	12
700-90	82656-7	9"	3/4"	semi-rough	12

CUSTOM-CRAFTED

# POLY/WOOL ROLLER COVERS

The golden yellow fabric blend of 50% lambswool and 50% polyester in Benjamin Moore® poly/wool roller covers delivers 100% performance in all flat and satin paints or stains. Wool provides maximum paint capacity and a smooth finish; polyester resists matting and adds resilience in hot weather or when using latex paints.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
690-90	82651-2	9"	1/2"	semi-smooth to semi-rough	10
694-90	82652-9	9"	3/4"	semi-rough	10

CUSTOM-CRAFTED

# ALL-PURPOSE ROLLER COVERS

Benjamin Moore® all-purpose roller cover is a money-saving choice for fast, smooth results. The shed-resistant fabric works with all paints, enamels, and primers.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
760-90	00256-5	9"	3/8"	semi-smooth	12
761-90	00257-2	9"	1/2"	semi-smooth to semi-rough	12

# CUSTOM-CRAFTED MINI-ROLLER 2-PACKS

These professional mini-roller fabrics match full-size Benjamin Moore® roller covers for seamless blending of the trim area with the rest of the wall or ceiling. The open, 3/4" core makes cleaning easy. Refills offer more value because the mechanics are built into the frame instead of the roller.



## High-Capacity

golden yellow fabric is designed for fast results with all flat paints and stains.

Product No.	UPC 0-23906-	Length	Nap	Fabric Type	Shelf Pack
704-45	82658-1	4½"	3/8"	high-capacity	12 packs of 2
704-65	82659-8	6½"	3/8"	high-capacity	12 packs of 2
709-45	82660-4	4½"	1/2"	high-capacity	12 packs of 2
709-65	82661-1	6½"	1/2"	high-capacity	12 packs of 2



## Shed-Resistant

white fabric provides the smoothest finish with all paints and enamels.

Product No.	UPC 0-23906-	Length	Nap	Fabric Type	Shelf Pack
712-45	82662-8	4½"	3/8"	shed-resistant	12 packs of 2
712-65	82663-5	6½"	3/8"	shed-resistant	12 packs of 2
716-45	82664-2	4½"	1/2"	shed-resistant	12 packs of 2
716-65	82665-9	6½"	1/2"	shed-resistant	12 packs of 2



## Poly/Wool

yellow blended fabric is excellent for all flat and satin paints or stains.

Product No.	UPC 0-23906-	Length	Nap	Fabric Type	Shelf Pack
721-45	82670-3	4½"	1/2"	poly/wool	12 packs of 2
721-65	82671-0	6½"	1/2"	poly/wool	12 packs of 2



## Mohair Blend

shed-resistant fabric creates a mirror-smooth finish with enamels, urethanes, and all paints. The 4½" length has a closed, fabric-covered end to paint corners.

Product No.	UPC 0-23906-	Length	Nap	Fabric Type	Shelf Pack
720-45	82668-0	4½"	1/4"	mohair blend	12 packs of 2
720-65	82669-7	6½"	1/4"	mohair blend	12 packs of 2



## Lint-Free Foam

lives up to its name by delivering a lint-free finish with varnishes, enamels, and all paints. Both the 4½" and 6½" lengths have a closed end to paint corners.

Product No.	UPC 0-23906-	Length	Nap	Fabric Type	Shelf Pack
719-45	82666-6	4½"		lint-free foam	12 packs of 2
719-65	82667-3	6½"		lint-free foam	12 packs of 2

# CUSTOM-CRAFTED ALL-PURPOSE ROLLER KIT

This complete kit contains three pieces to make painting any room fast and easy: an all-purpose 3/8" nap roller cover, a lightweight 9" roller frame with a threaded handle for extension pole use, and a rust-resistant 11" metal tray that holds one quart of paint.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
697-90	47781-3	9"	3/8"	semi-smooth	12

# CUSTOM-CRAFTED APPLICATORS P.O.P.

The following POP kit ships with your opening order of the core assortment. The applicator POP kit provides selling tools showing your customer the perfect custom-crafted applicator to complete their Benjamin Moore paint project.

48" x 5" In-Store Marketing Headers



*Brushes*  
CRAFTED FOR PEAK PERFORMANCE WITH BENJAMIN MOORE® PAINTS.



*Rollers*  
CRAFTED FOR PEAK PERFORMANCE WITH BENJAMIN MOORE® PAINTS.

## Rollers

**INTERIOR**

- AURA® Aura Roller
- AURA® BATH & SPA Aura Roller
- NATURA® Microfiber
- REGAL® SELECT Shed-Resistant Microfiber
- BEN® Shed-Resistant
- CONCEPTS® Shed-Resistant

**EXTERIOR**

- AURA® Aura Roller
- REGAL® SELECT High-Capacity
- BEN® High-Capacity

## Brushes

**INTERIOR**

- AURA® Extra-Firm Nylon/Polyester
- AURA® BATH & SPA Extra-Firm Nylon/Polyester
- NATURA® Nylon/Polyester
- REGAL® SELECT Nylon/Polyester
- BEN® Nylon/Polyester
- CONCEPTS® Nylon/Polyester

**EXTERIOR**

- AURA® Extra-Firm Nylon/Polyester
- REGAL® SELECT Nylon/Polyester
- BEN® Nylon/Polyester

3" x 4.5" Shelf Talker Add-On

### Recommended Applicators

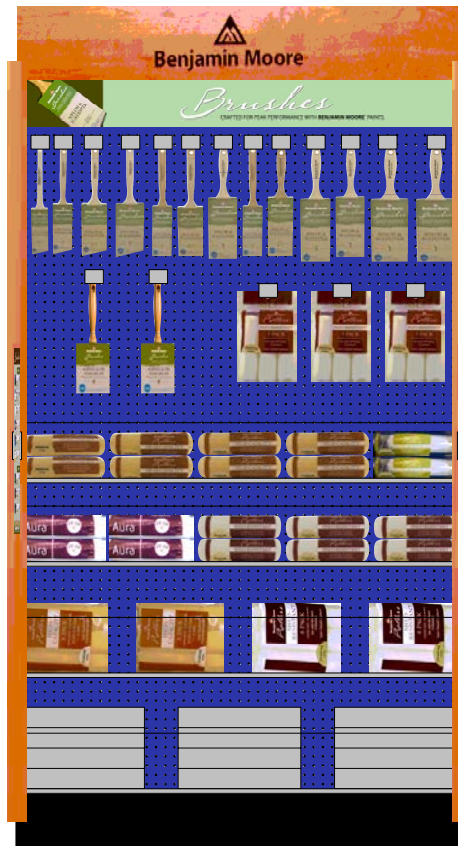
CRAFTED FOR PEAK PERFORMANCE WITH AURA® INTERIOR PAINTS.

6" x 20" Aisle Interrupter (double-sided)

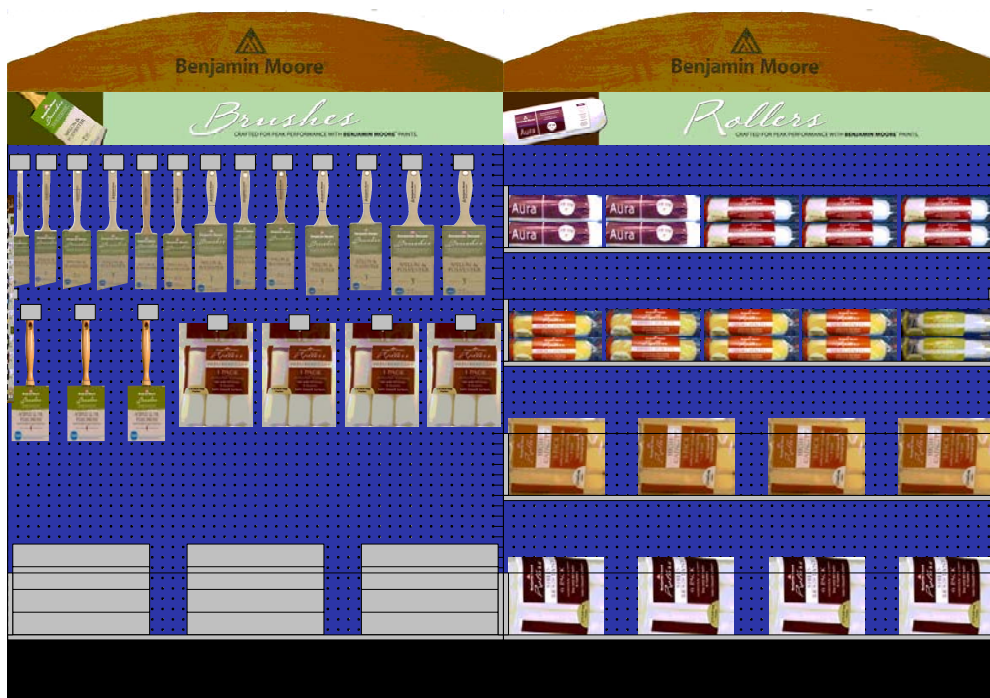


# CUSTOM-CRAFTED APPLICATOR PLANOGRAMS

These planograms provide merchandising guidelines for the Custom-Crafted Applicator line. It is highly recommended that Custom-Crafted brushes and rollers are merchandised as a brand to reinforce the importance of using a Benjamin Moore applicator with Benjamin Moore paint. Following the suggested merchandising guidelines will result in increased Custom-Crafted applicator sales. The following planograms are included in the POP kit and available on [www.mybenjaminmoore.com](http://www.mybenjaminmoore.com)



4' wall display



8' gondola display

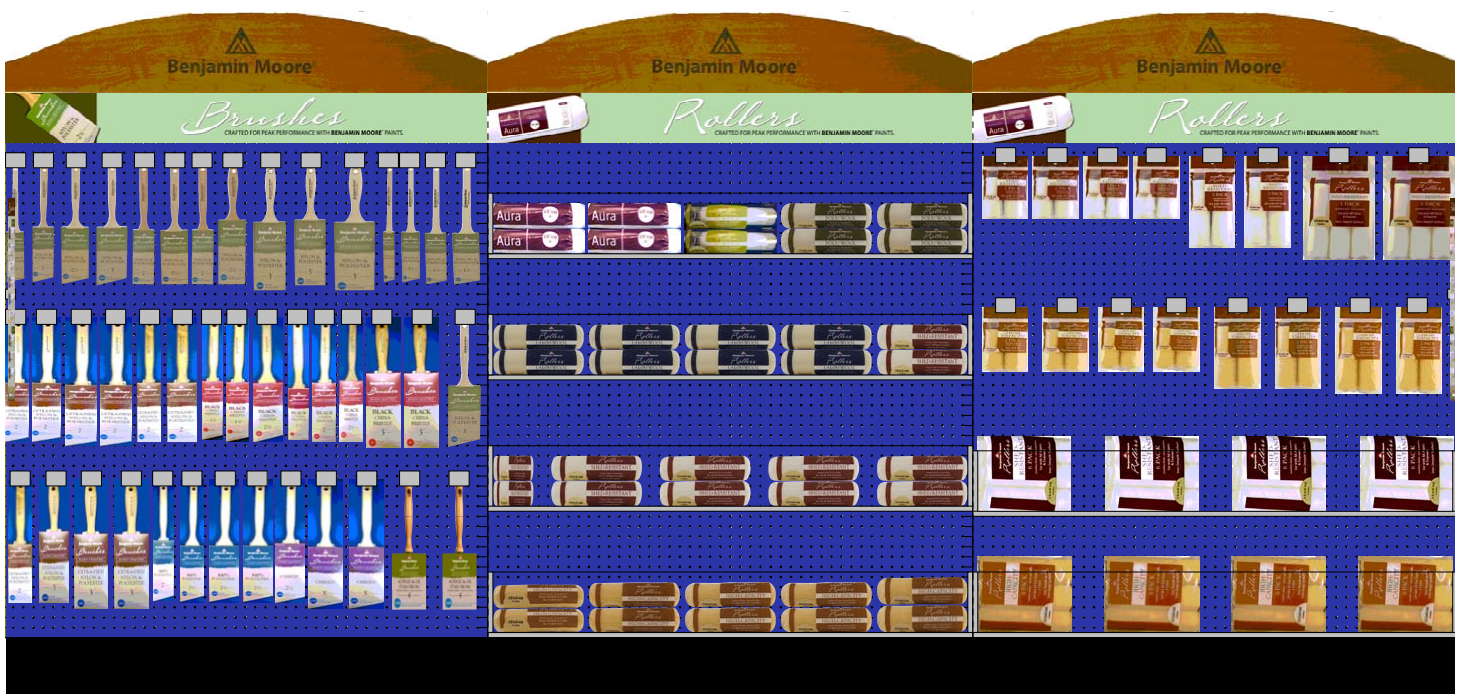
CUSTOM-CRAFTED

# APPLICATOR PLANOGRAMS (commercial)

The following planograms display the Commercial assortment. The full commercial planogram is available on [www.mybenjaminmoore.com](http://www.mybenjaminmoore.com). Refer to the opening stock order form to order the commercial applicator assortment.



8' wall display



12' gondola display



# PROFESSIONAL QUALITY POLYESTER/NYLON

The Professional Brush Series offers quality crafted brushes for today's painting contractors and DIY consumers. Each brush is a blend of tapered nylon and polyester filament. Its extra firm composition results in a stronger, stiffer touch and chiseled trim.

Every brush is finished with a sanded and polished hardwood handle and copper ferrules. Available in flat beavertail varnish brushes, flat and angle sash brushes.

## ANGLE SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
662-15	097318	1½"	2½"	½"	6
662-20	097325	2"	2¾"	9/16"	6
662-25	097332	2½"	3¼"	11/16"	6
662-30	097349	3"	3"	5/8"	6

## FLAT SASH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
667-15	097356	1½"	2½"	½"	6
667-20	097363	2"	2¾"	9/16"	6
667-25	097370	2½"	3"	5/8"	6
667-30	097387	3"	3¼"	11/16"	6

## VARNISH



Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
677-15	097394	1½"	2½"	½"	6
677-20	097400	2"	2¾"	9/16"	6
677-25	097417	2½"	3"	5/8"	6
677-30	097424	3"	3¼"	11/16"	6

## WALL

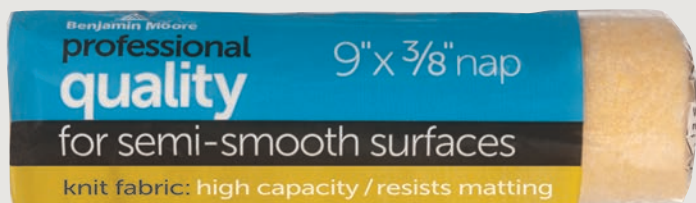


Product No.	UPC 0-23906-	Size	Length	Thick	Shelf Pack
677-40	097431	4"	3¾"	7/8"	6



## PROFESSIONAL QUALITY HIGH-CAPACITY ROLLERS

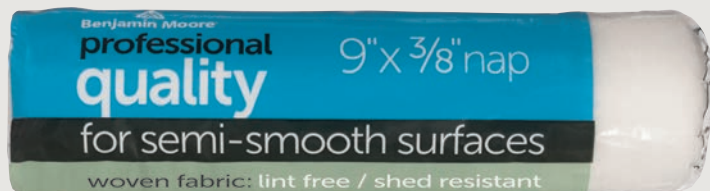
These roller covers are produced with the finest quality knitted synthetic fabric. They offer maximum paint pick-up and release. These covers resist matting and can be used with any Benjamin Moore® paint on any type of surface. The heavy-duty polypropylene core is resistant to water and solvents.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
714-80	097271	9"	3/8"	semi-smooth	12
714-81	097288	9"	1/2"	semi-rough	12
714-82	097295	9"	3/4"	rough	12

## PROFESSIONAL QUALITY SHED-RESISTANT ROLLERS

These covers are made from the finest blend of white woven fabric and provide maximum protection against shedding. Each cover offers a lint-free finish that can be used with any Benjamin Moore® paint on any type of surface. The heavy-duty polypropylene core withstands water and solvents.



Product No.	UPC 0-23906-	Length	Nap	Surfaces	Shelf Pack
656-90	097240	9"	1/4"	smooth	12
656-91	097257	9"	3/8"	semi-smooth	12
656-92	097264	9"	1/2"	semi-rough	12
656-41	097301	4"	3/8"	semi-smooth	12
656-42	097479	4"	1/2"	semi-rough	12
656-93	097486	9"	3/8"	semi-smooth (3-pack)	12
656-94	116606	9"	3/8"	semi-smooth (3-pack)	64

## PROFESSIONAL QUALITY 6-PIECE PAINTING KIT



This 6 piece Painting Kit contains the essentials for any painting project. It includes a metal tray with plastic liner, 9" roller frame, 9"x3/8" shed resistant roller cover, 2" angle sash brush and a 9'x12' clear plastic drop cloth.

Product No.	UPC 0-23906-	Roller Length	Roller Nap	Surfaces	Shelf Pack
726-03	097462	9"	3/8"	semi-smooth	6

# PROFESSIONAL QUALITY ROLLER FRAMES

Roller frames are essential for any painting project. The 9" frame has a 5-wire cage, a heavy-duty 5/16" shank and an ergonomic handle that is threaded for use with an extension handle. The 4" frame has a 4-wire cage, 1/4" shank and a threaded ergonomic handle.



Product No.	UPC 0-23906-	Length	Shelf Pack
726-01	097448	4"	12
726-02	47591-8	9"	12

# PROFESSIONAL QUALITY APPLICATOR P.O.P

The following POP kit ships with your opening order of the core assortment. The applicator POP kit provides selling tools showing your customer that the Professional Quality applicator line is the perfect applicator for their Benjamin Moore paint project.

48" x 5"  
In-Store  
Marketing  
Header



## applicators

Ensure great results from start to finish with our complete line of professional-grade brushes and rollers.

### PROFESSIONAL QUALITY APPLICATORS



Ensure great results from start to finish with our complete line of professional-grade brushes, rollers and accessories.

**Benjamin Moore**

### PROFESSIONAL QUALITY APPLICATORS



Ensure great results from start to finish with our complete line of professional-grade brushes, rollers and accessories.

**Benjamin Moore**

### PROFESSIONAL QUALITY APPLICATORS

ENSURE GREAT  
RESULTS FROM  
START TO FINISH!



3" x 4.5" Shelf Talker Add-On  
(10 per kit)

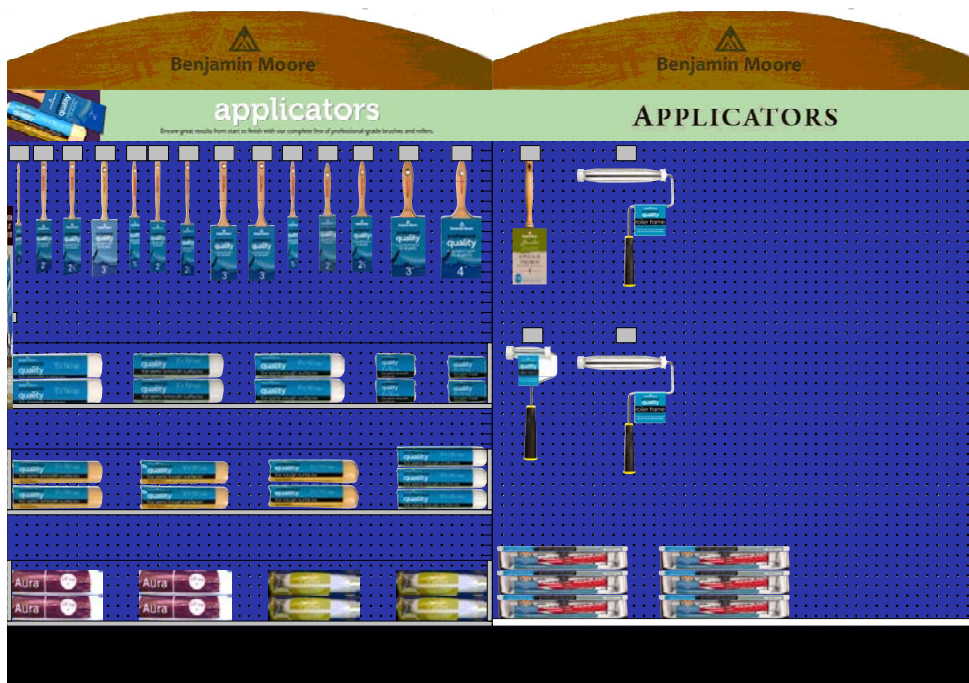
6" x 20" Aisle Interrupter  
(double-sided)

# PROFESSIONAL QUALITY APPLICATOR PLANOGRAMS

The following planograms provide merchandising guidelines for the Professional Quality Applicator line. It is highly recommended that Professional Quality brushes and rollers are merchandised as a brand to reinforce the importance of using a Benjamin Moore applicator with Benjamin Moore paint. Following the suggested merchandising guidelines will result in increased Professional Quality applicator sales. The following planograms are included in the POP kit and available on [www.mybenjaminmoore.com](http://www.mybenjaminmoore.com)



4' wall display

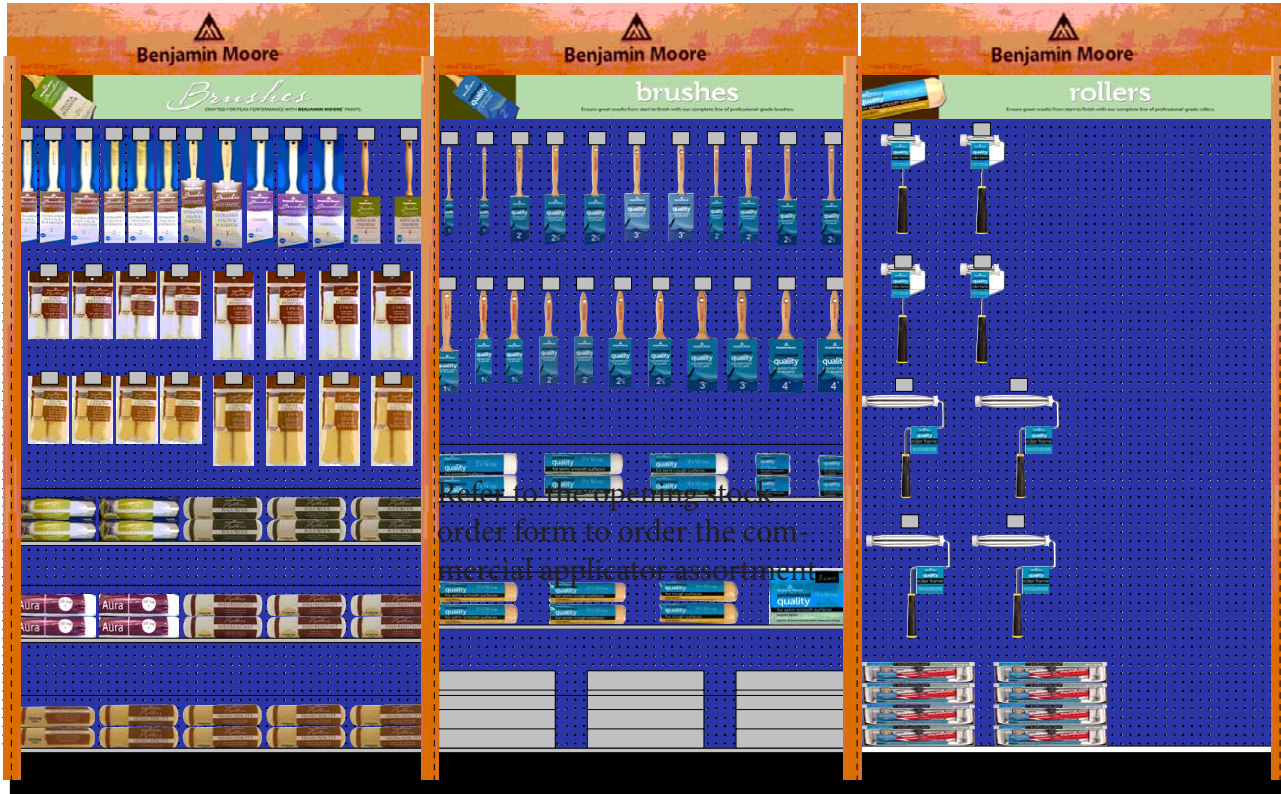


6' gondola display



# COMPLETE OFFERING APPLICATOR PLANOGRAMS

The following planograms display an assortment of both the Custom-Crafted and Professional Quality applicators. Offering both lines meets your customer base demand of your contractor and your DIY consumers. This planogram is available on [www.mybenjaminmoore.com](http://www.mybenjaminmoore.com). Refer to the opening stock order form to order the complete applicator offering.



10' wall display



16' gondola display

# OPENING STOCK ORDER FORMS

Order forms are available at [www.mybenjaminmoore.com](http://www.mybenjaminmoore.com). To order the Custom Crafted and Professional Quality applicators, fill out available order forms and fax to our Customer Information Center at 888-866-3900.

**Benjamin Moore®**  
Paints

**BENJAMIN MOORE® CUSTOM CRAFTED APPLICATOR ORDER FORM**

Cust Code \_\_\_\_\_ Order Date \_\_\_\_\_ P.O. Number \_\_\_\_\_ SR Name & Territory \_\_\_\_\_

Retailer Name & Address \_\_\_\_\_

Ship To Address (if different) \_\_\_\_\_

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**PROMOTIONAL OFFER:** *One Order Per Retail Location - Dating Requires Credit Approval*

<p align="center"><b>Alliance 2020 Retailers:</b> Place a Minimum Order And Receive A 10% Off Invoice Discount &amp; 180 Day Dating* Terms Code TCAPP; Promotion Code PRCCD</p>	<p align="center"><b>Non-Alligned Retailers:</b> Place a Minimum Order And Receive A 10% Off Invoice Discount &amp; 90 Day Dating* Terms Code TCAPR; Promotion Code PRCCD</p>
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Please Provide Choice Of Delivery Date (After June 18, 2021): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

BRUSHES				BRUSHES							
SKU No.	Size	Description	Core Assortment Requirement	Pack	Order Qty.	SKU No.	Size	Description	Core Assortment Requirement	Pack	Order Qty.
064720	017 2"	Pro Extra Firm Angle Sash	6	6		065520	017 2"	Pro Nylon/Polyester Thin Angle Sash	6	6	
064725	017 2 1/2"	Pro Extra Firm Angle Sash	6	6		065525	017 2 1/2"	Pro Nylon/Polyester Thin Angle Sash	6	6	
064730	017 3"	Pro Extra Firm Angle Sash	6	6		065530	017 3"	Pro Nylon/Polyester Thin Angle Sash	6	6	
064820	017 2"	Pro Extra Firm Angle Sash	6	6		065715	017 1 1/2"	Pro Black Bristle Angle Sash	6	6	
064825	017 2 1/2"	Pro Extra Firm Angle Sash	6	6		065720	017 2"	Pro Black Bristle Angle Sash	6	6	
064830	017 3"	Pro Extra Firm Angle Sash	6	6		065725	017 2 1/2"	Pro Black Bristle Angle Sash	6	6	
064920	017 2"	Pro Extra Firm Varnish	6	6		065815	017 1 1/2"	Pro Black Bristle Flat Sash	6	6	
064925	017 2 1/2"	Pro Extra Firm Varnish	6	6		065820	017 2"	Pro Black Bristle Flat Sash	6	6	
064930	017 3"	Pro Extra Firm Varnish	6	6		065825	017 2 1/2"	Pro Black Bristle Flat Sash	6	6	
065115	017 1-1/2"	Pro Nylon/Polyester Angle Sash	6	6		065830	017 3"	Pro Black Bristle Flat Sash	6	6	
065120	017 2"	Pro Nylon/Polyester Angle Sash	6	6		065930	017 3"	Pro Black Bristle Varnish	6	6	
065125	017 2 1/2"	Pro Nylon/Polyester Angle Sash	6	6		066110	017 1"	Pro Black Bristle Thin Angle Sash	6	6	
065130	017 3"	Pro Nylon/Polyester Angle Sash	6	6		066120	017 2"	Pro Black Bristle Thin Angle Sash	6	6	
065220	017 2"	Pro Nylon/Polyester Flat Sash	6	6		066125	017 2 1/2"	Pro Black Bristle Thin Angle Sash	6	6	
065225	017 2 1/2"	Pro Nylon/Polyester Flat Sash	6	6		066315	017 1 1/2"	Pro White Bristle Angle Sash	6	6	
065320	017 2"	Pro Nylon/Polyester Flat Sash	6	6		066320	017 2"	Pro White Bristle Angle Sash	6	6	
065325	017 2 1/2"	Pro Nylon/Polyester Flat Sash	6	6		066325	017 2 1/2"	Pro White Bristle Angle Sash	6	6	
065430	017 3"	Pro Nylon/Polyester Wall	6	6		066415	017 1 1/2"	Pro White Bristle Flat Sash	6	6	
065440	017 4"	Pro Nylon/Polyester Wall	6	6		066420	017 2"	Pro White Bristle Flat Sash	6	6	
065510	017 3 1/2"	Pro Nylon/Polyester Thin Angle Sash	6	6		066425	017 2 1/2"	Pro White Bristle Flat Sash	6	6	
065515	017 4"	Pro Nylon/Polyester Thin Angle Sash	6	6		066520	017 2"	Pro White Bristle Varnish	6	6	
						066530	017 3"	Pro White Bristle Varnish	6	6	
						066540	017 4"	Pro White Bristle Varnish	6	6	

## Custom-Crafted Applicators opening stock order form

Core Assortment Requirement		Order Qty.	SKU No.	Size	Description	Pack	Core Assortment Requirement	Order Qty.
6			068170	018 7"	Pro High Capacity 3/8"	12		
6			068190	018 9"	Pro High Capacity 3/8"	12	12	
6			068218	018 18"	Pro High Capacity 1/2"	6	6	
6			068270	018 7"	Pro High Capacity 1/2"	6	6	
6			068280	018 9"	Pro High Capacity 1/2"	12	12	
6			068291	018 9"	Bulk High Capacity Cover	100	100	
6			068292	018 9"	High Capacity 1/2" Six Pack	12	12	
6			068390	018 9"	Pro High Capacity 3/4"	12	12	
6			068450	018 9"	Pro High Capacity 1"	12	12	
6			068570	018 7"	Pro Shed-Resistant 3/16"	12	12	
6	6		068590	018 9"	Pro Shed-Resistant 3/16"	12	12	
6			068618	018 18"	Pro Shed-Resistant 3/8"	6	6	
6			068640	018 4"	Pro Shed-Resistant 3/8"	24	24	
6			068670	018 7"	Pro Shed-Resistant 3/8"	12	12	
6			068690	018 9"	Pro Shed-Resistant 3/8"	12	12	
6			068691	018 9"	Bulk Shed-Resistant 3/8"	100	100	
6			068693	018 9"	Pro Shed-Resistant 3/8" 3-Pack	12	12	
6			068790	018 9"	Pro Shed-Resistant 1/2"	12	12	
6			068890	018 9"	Pro Shed-Resistant 3/4"	12	12	
6			068990	018 9"	Pro High Capacity 1 1/4"	6	6	
6			069090	018 9"	Pro 50/50 Polyester/Lambdowood 1/2"	10	10	
6			069490	018 9"	Polyester/Lambdowood 3/4"	10	10	

Core Assortment Requirement		Order Qty.	SKU No.	Size	Description	Pack	Core Assortment Requirement	Order Qty.
12			069790	018 9"	Performance Roller Kit	12	12	
12			069990	018 9"	Pro Lambdowood 1 1/2"	12	12	
12			070090	018 9"	Pro Lambdowood 3/4"	12	12	
12			070190	018 9"	Pro Lambdowood 1 1/4"	12	12	
12			072290*	018 9"	Microfiber 5/16"	12	12	
12			072390*	018 9"	Aura Roller Cover 3/8"	12	12	
12			072518*	018 18"	Aura Roller Cover 3/8"	6	6	
12			073390*	018 18"	Aura Roller Cover 1/2"	12	12	

\*Items do not count towards achievement of \$250 minimum for pre-paid freight.

Opening Order - Merchandise

Code	Description	Pack Size	Quantity
/M11 06690	POP Kit	Each	

072145	018 4-1/2"	Poly/Wool Super-Coater	12	12
072165	018 6-1/2"	Poly/Wool Super-Coater	12	12

\*Items do not count towards achievement of \$250 minimum for pre-paid freight. These items ship from Benjamin Moore Distribution Centers. Please Fax To The Customer Information Center at 888-866-3900 or E-Mail To [paintorders@benjaminmoore.com](mailto:paintorders@benjaminmoore.com). Questions? Please Contact Us At 888 BEN MOOR

**Benjamin Moore®**  
Paints

**BENJAMIN MOORE® PROFESSIONAL QUALITY APPLICATOR ORDER FORM**

Cust Code \_\_\_\_\_ Order Date \_\_\_\_\_ P.O. Number \_\_\_\_\_

Retailer Name & Address \_\_\_\_\_

Ship To Address (if different) \_\_\_\_\_

SR Name & Territory \_\_\_\_\_

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**PROMOTIONAL OFFER:** *One Order Per Retail Outlet Dating Requires Credit Approval*

<p align="center"><b>Alliance 2020 Retailers:</b> Place a Minimum Order And Receive A 10% Off Invoice Discount &amp; 180 Day Dating Promotion Code PRPQA; Terms Code TCAPP</p>	<p align="center"><b>Non-Alligned Retailers:</b> Place a Minimum Order And Receive A 10% Off Invoice Discount &amp; 90 Day Dating Promotion Code PRPQB; Terms Code TCAPP</p>	<p align="center"><b>One Order Per Retail Outlet Dating Requires Credit Approval</b></p>
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Please Provide Choice Of Delivery Date (After June 18, 2021): 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

SKU No.	Size	Description	Pack	Core Assortment Requirement	Order Qty.
066215	017 1-1/2"	BM Pro Quality Nylon/Polyester Angle Sash	6	6	
066220	017 2"	BM Pro Quality Nylon/Polyester Angle Sash	6	6	
066225	017 2-1/2"	BM Pro Quality Nylon/Polyester Angle Sash	6	6	
066230	017 3"	BM Pro Quality Nylon/Polyester Angle Sash	6	6	
066715	017 1-1/2"	BM Pro Quality Nylon/Polyester Flat Sash	6	6	
066720	017 2"	BM Pro Quality Nylon/Polyester Flat Sash	6	6	
066725	017 2-1/2"	BM Pro Quality Nylon/Polyester Flat Sash	6	6	
066730	017 3"	BM Pro Quality Nylon/Polyester Flat Sash	6	6	
067715	017 1-1/2"	BM Pro Quality Nylon/Polyester BTV	6	6	
067720	017 2"	BM Pro Quality Nylon/Polyester BTV	6	6	
067725	017 2-1/2"	BM Pro Quality Nylon/Polyester BTV	6	6	
067730	017 3"	BM Pro Quality Nylon/Polyester BTV	6	6	
067740	017 4"	BM Pro Quality Nylon/Polyester BTV Wall	6	6	
065690	018 9"	BM Pro Quality Woven 1/4"	12	12	
065691	018 9"	BM Pro Quality Woven 3/8"	12	12	
065692	018 9"	BM Pro Quality Woven 1/2"	12	12	
065641	018 4"	BM Pro Quality Woven 3/8"	12	12	
065642	018 4"	BM Pro Quality Woven 1/2"	12	12	
065693	018 9"	BM Pro Quality Woven 3/8" (3-PK)	12	12	
065694	018 9"	BM Pro Quality Woven 3/8" (3-PK) Display	64	64	
071480	018 9"	BM Pro Quality Knit 3/8"	12	12	
071481	018 9"	BM Pro Quality Knit 1/2"	12	12	
071482	018 9"	BM Pro Quality Knit 3/4"	12	12	
072601	000 4"	BM Pro Quality Roller Frame 4"	12	12	
072602	000 9"	BM Pro Quality Heavy Duty Frame 9"	12	12	
072603	000 9"	BM Pro Quality 6 PC Kit	6	6	
067641*	017 4"	Acrylic/Oil Stain Brush	6	6	
072290*	018 9"	Microfiber 5/16"	12	12	
072390*	018 9"	Aura 3/8"	12	12	
073590*	018 9"	Aura 1/2"	12	12	
072518*	018 18"	Aura 3/8"	6	6	

\*Items do not count towards achievement of \$250 minimum for pre-paid freight. These items ship from Benjamin Moore Distribution Centers.

Opening Order - Merchandise

Code	Description	Pack Size	Quantity
/M11 06690	POP Kit	Each	

Please Fax To The Customer Information Center at 888-866-3900 or E-Mail To [paintorders@benjaminmoore.com](mailto:paintorders@benjaminmoore.com). Questions? Please Contact Us At 888 BEN MOOR

Form Date 5/11/21

## Professional Quality Applicators opening stock order form





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