



Achieving Faster Quality Paint Matching

Benjamin Moore has partnered with X-Rite, the global leader in color science and technology, to make it easier for Benjamin Moore retailers to take advantage of the many business benefits of using the latest technology for determining accurate paint mixing formulas.

See reverse for details.

Customer Service

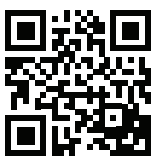
Customers can quickly become frustrated waiting for paint colors to be mixed or if mixed colors are not accurate, especially with the growing demand for custom colors. Updated spectrophotometer technology makes this process faster, easier and quickly generates results that are closer to the original sample.

Productivity

We estimate that an average Benjamin Moore store can save as much as \$5,200 per year in labor and significantly reduce lead time/customer wait time by upgrading its spectrophotometer to current technology standards.

Competitive Positioning

Many competitive retail stores have updated all of their color measurement instruments within the last two years. The average spectrophotometer age within the Benjamin Moore network is over 8 years.



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X-Rite iVue™: New Opportunities, More Productivity

In today's fast-paced world, consumers and contractors expect more than ever before from the retailers that serve them. Their time is precious, and they are increasingly looking for customized solutions.

In the world of retail paint, this means that the typical wait of 1 to 2.5 hours to receive the exact color of paint they are seeking becomes less acceptable. Many Paint and Décor retailers are addressing this situation by upgrading their spectrophotometers to allow faster, more accurate determination of paint mix recipes; in fact, many competitive retail paint stores have upgraded all of their equipment within the past two years. Within the Benjamin Moore network, average age of instruments is over 8 years, which makes it more difficult to accurately produce mixed paint quickly and consistently.

That is why Benjamin Moore is partnering with X-Rite to offer Benjamin Moore retailers a special opportunity to upgrade their existing color measurement devices to the new X-Rite iVue.

In visits to 25 different Benjamin Moore retailers, X-Rite found several issues with the paint matching process in use by these retailers. These included:

- Mixing, applying and drying paint for a first shot examination of color accuracy can take up to 20 minutes.
- If the color is not satisfactory to the Benjamin Moore expert and/or the customer, the process must be performed again. Often, these attempts to match the color are done by eye rather than using existing spectrophotometer equipment.
- Paint matching, especially for custom colors, comprises an estimated average of 10 matches per day, and can take 3, 4 or more attempts, each taking 15 to 20 minutes. This consumes 1 to 2.5 hours, depending upon the complexity of the match. This can cause customer dissatisfaction and frustration.
- During store visits, X-Rite technicians tested existing color measurement devices with its new NetProfiler Performance Checker. Forty percent (40%) of instruments failed. This means that instruments are not accurately measuring color, and in most cases, the operators would not be aware that there was a problem.

Why Upgrade?

The X-Rite iVue has a variety of features that will ensure better performance. These include:

- Current spectrophotometers must be calibrated twice per day at 2 minutes per calibration. With the X-Rite iVue, calibration takes 4 minutes but is only required once per week. This saves workers about a half hour per week.
- With the existing instrument, samples must be aligned on the instrument's arm and inserted. It can be difficult to target a specific area for color measurement. With the iVue, a visible target allows fast, non-contact pinpointing of the target area for easy measurement of all surface types. Additionally, it has a selectable aperture size of 6 or 12 millimeters, compared to the fixed 8-millimeter aperture on existing instruments.

- A sealed measurement port, compared to the current open port, can quickly and easily be cleaned without the risk of contamination entering the instrument or causing damage.
- The X-Rite iVue features a gloss sensor that enables operators to quickly determine if the sample being measured is gloss, satin, eggshell, flat, matte or another type of finish.
- LED lighting in the X-Rite iVue has many benefits over the older Tungsten lighting in existing instruments, including longer lasting, more consistent light.
- Upgrading your color measurement instrumentation also positions your store to better handle larger contractor orders.

Our study estimates that the average Benjamin Moore retailer can save as much as \$5,200 annually in labor alone by upgrading to the X-Rite iVue. This is achieved by eliminating a minimum of one color-matching attempt per paint order. Other benefits include reduced calibration time, increased customer satisfaction, better competitive positioning, more capability to match unique samples, plus less wasted paint material that is returned or rejected.

The Time is Now

Now is the best time to upgrade. Benjamin Moore is offering its retailers a 50%** "Share the Cost" promotion for a limited time on qualified upgrades, reducing the cost from \$3,995 to \$1,997. Even at full price, the new X-Rite iVue can easily pay for itself in 6 months or less.

Act now to put your store ahead of the crowd, increasing your customer service levels, productivity and profitability, and maintaining a clear competitive advantage.



Payment Terms

Option 1

Three low payments of \$1,381.66[◇], paid in 30, 60, and 90 days. This option is available to the first 50 Benjamin Moore retailers that take advantage of this special upgrade offer.

Option 2

Twelve payments of \$379 through Marlin Financing***.

Option 3

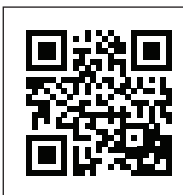
One-time payment of \$3,995 put on a credit card.

All prices are in US Dollars.

** To qualify for the Share the Cost, retailers must be eligible for Benjamin Moore credit approval.

***Financing program includes a \$1 buyout at the end of the term.

[◇]This includes a \$150 processing fee.



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