

# The Quality of **COLOR**

How innovative waterborne colorants  
create richer hues and more-durable paint films

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## **Most paint has the same basic components.**

There are pigments that provide the color, resins that hold the pigments together and help the paint stick to the substrate, additives that improve stability and durability, and solvents that help disperse these materials.

**It all sounds simple — but it's not.**



The durability, ease of use, and quality of paint and colors rely on the specific components manufacturers choose. All of these components must work together in a precise balance in order to produce a paint film that helps the contractor get a high-quality finish, and creates the colors that designers and homeowners are looking for.

Paint colorants are among the key differentiators in paint products, because they not only affect the appearance of the paint film, but also how long the paint will last and how easily it can be applied. This whitepaper will highlight the attributes of Benjamin Moore's proprietary Gennex® Color Technology, and explain how these colorants work in conjunction with Benjamin Moore® paints to provide highly durable finishes across the full color spectrum.



**“A key benefit is that even deep colors engineered with Gennex® Color Technology remain rich and vibrant over time, while minimizing any compromise of the paint film.”**

### **Understanding Surfactants**

The addition of colorant to the base paint is one of the most critical aspects of paint preparation. It's this process—compounded by the quality of the chemicals used in the colorant manufacturing process—that ultimately determines the final performance characteristics of the paint. As mentioned, colorants contain more than the pigments that give the paint color; they also have several additives, including one or more surfactants. Surfactants are chemicals that can help distribute the pigments evenly while facilitating flow, leveling, color accuracy, and hide. These are all significant attributes for the painter in the field.

As important as they are, surfactants can affect the integrity

of the paint film and its overall durability. As the paint dries or cures, the surfactants have a tendency to be left behind and not integrate with the paint film. Deeper colors require more colorant, and the more colorant that's added, the more surfactants that go along with it. The deeper the color, the higher the risk of a weaker, less durable paint film. Further, depending on the color, the surfactants can make the paint watery or, alternately, too thick. Both of those problems make application difficult and time consuming.

Using Benjamin Moore's Gennex colorants in designated Benjamin Moore® paints prevents the kind of trouble that may come with certain surfactants that Universal Tinting Colorants (UTCs) contain.

## A stronger formula with Gennex®

Gennex colorants replace the surfactants and other additives of typical paint formulations with a patented blend of ingredients that makes paint more durable while improving properties such as hide and fade resistance. A key benefit is that even deep colors engineered with Gennex Color Technology remain rich and vibrant over time, while minimizing any compromise of the paint film.

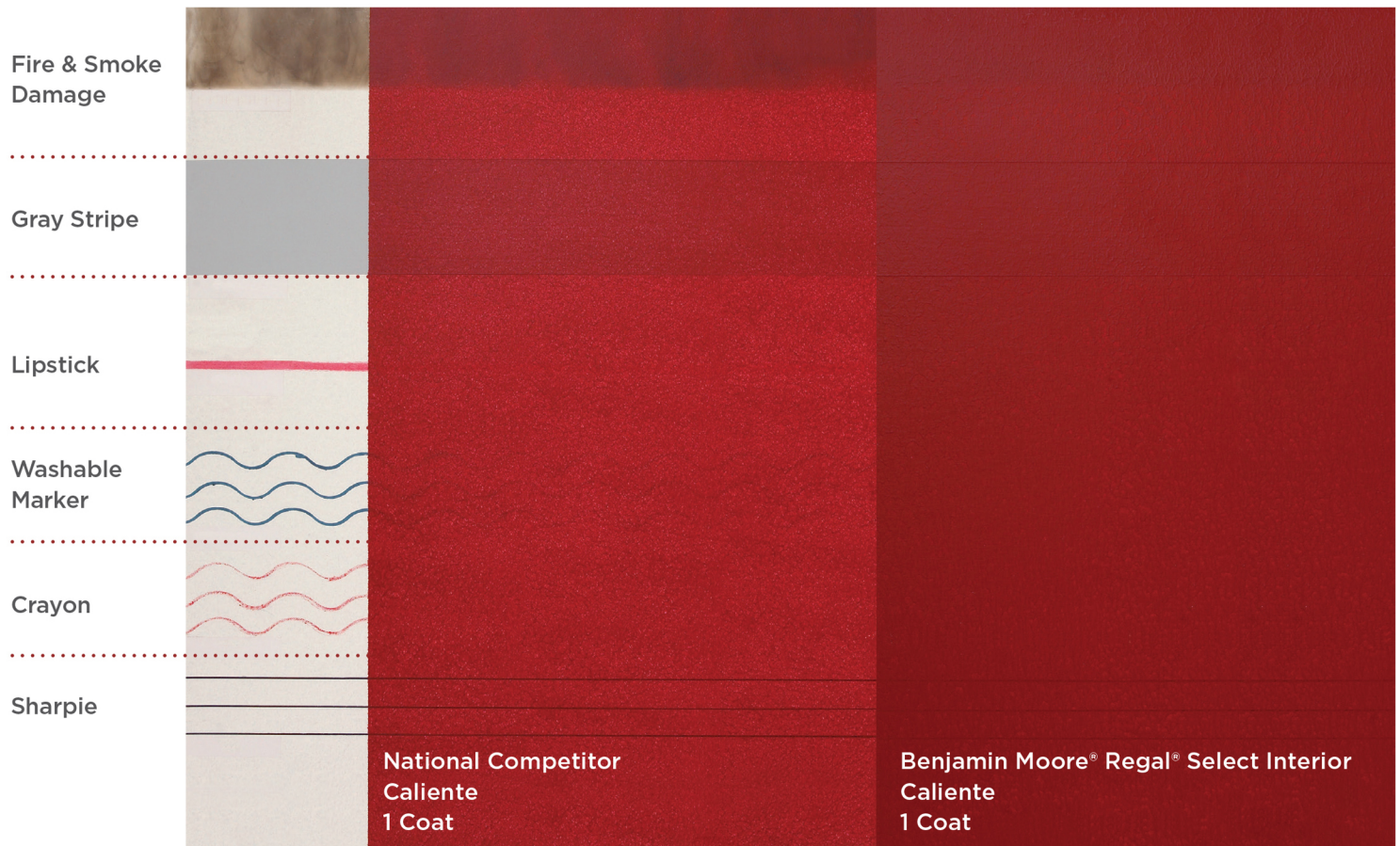
Third-party accelerated weather testing shows that Benjamin Moore® exterior paints, such as Aura®, tinted with Gennex colorants retain color and are more resistant to fading than those of Benjamin Moore's closest national competitor. Years down the road, customers will still feel good about the investment they've made in the appearance of their homes, and good about the job their professional painter has done.

Along with long-term performance advantages, Benjamin Moore's Gennex colorants deliver several application

advantages. Put simply, Benjamin Moore paint tinted with Gennex hides with fewer coats. A qualified hide test showed that Benjamin Moore Regal® Select Interior engineered with Gennex Color Technology in Caliente AF-290 covered more effectively than its closest national competitor, which had been mixed with UTC.

The development of Gennex prompted Benjamin Moore to rethink its entire paint-making process. New formulas, new color machines, and new Gennex colorants were developed in order to ensure product quality and accuracy. This comprehensive approach to paint manufacturing and tinting is critical for those making purchasing decisions. Only customers who specify Benjamin Moore color in Benjamin Moore paint will get the performance benefits of Gennex colorants. Alternative-brand paint products tinted to match Benjamin Moore colors will not yield equivalent performance attributes.

## SUPERIOR HIDE - So the Job is Complete in Less Time



Gennex® colorants do not weaken a paint's ability to hide, so you can cover stains and imperfections in fewer coats, use less paint overall, and finish the job more quickly.

*The image above represents an internal test comparing the hide performance of Benjamin Moore® Regal® Select Interior tinted with Gennex colorants to its closest national competitor tinted with Universal Tinting Colorant (UTC).*

## **The VOC advantage**

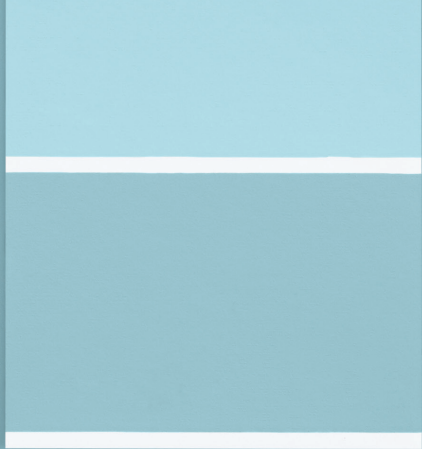
There's one more advantage to using Benjamin Moore® paints with Gennex® Color Technology — there are no volatile organic compounds (VOCs) added to the paint. VOCs are chemicals that are emitted by a wide range of building materials, including some paints, and are a source of concern for anyone interested in indoor-air quality. The LEED rating system, for example, grants points toward green certification for materials low in VOCs.

Some manufacturers have developed low-VOC or zero-VOC paint formulations to meet these higher consumer expectations. The problem is that some paints will release additional VOCs when generic, all-purpose UTCs have been added to the base paint— negating some of the benefits of paint designed to be environmentally friendly. That's not the case with Gennex colorants. They contain zero VOCs and won't compromise no- or low-VOC formulations.

## **Bottom-line benefits**

Using Benjamin Moore paints with Gennex colorants provides a host of benefits to those in the field. For the painting pro, it means bringing a competitive edge to every job. Application is predictable and trouble-free, so jobs can be handled more efficiently. Consistent, long-lasting results add to the credibility of contractors using the paint. And high performance across the entire color spectrum ensures the best possible outcome for customers.





**See the color you expect to,  
for as long as you expect to.**



You can tell when the color in the store doesn't match the color on your wall. When we reinvented our paint, we created our exclusive Gennex® Color Technology which makes our paint simpler on the inside and truer on the outside. So you get exactly what you expect. That's proudly particular.

To find a local retailer, go to [benjaminmoore.com](http://benjaminmoore.com)

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