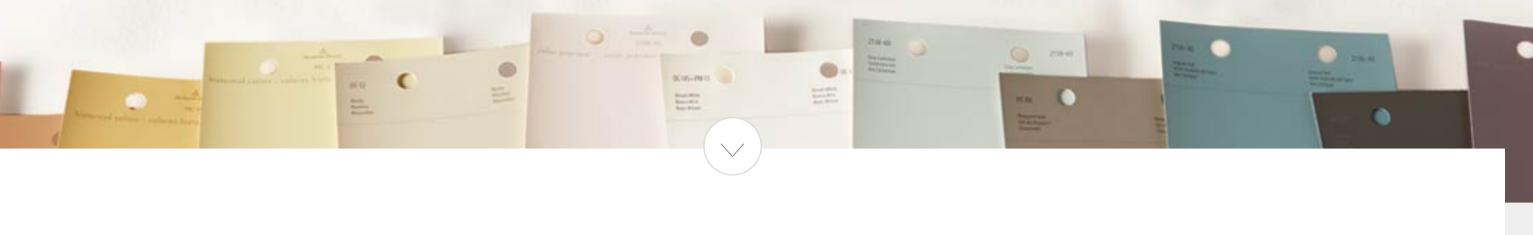


TIPS ON HOW TO SAMPLE PAINT COLORS



Build confidence in the paint color you'll ultimately choose by sampling color choices at home.









Benjamin Moore offers a range of paint samples so you can eliminate the stress of wrong choices, and instead—focus on the transformative power that a fresh coat of color brings to your home. Choose the paint sampling option that works for you.

Benjamin Moore Color Samples

Paint Color Samples Color Swatches Peel-and-Stick Additional Color Resources **Display Chips**

Display Chips: In-Store & Readily Available

Available for free from your local Benjamin Moore store, Display Chips are how most homeowners get started on their color search.

Tips for Using Display Chips

and-Stick samples.

- Pull and play Cut them, fold them, leave them on your walls...use Display Chips to narrow down which color family you'll eventually choose.
- Going darker? Lighter? Display Chips are great for seeing different color values, as they are typically organized by gradations of color. • Stack them up Layering and observing helps you
- compare nuances in warm vs. cool colors and undertones. • Graduate Once you narrow down a few favorites, move to Paint Color Samples, Color Swatches, and/or Peel-
- While Display Chips may be Benjamin Moore's smallest color swatches, they remain a vital starting point for narrowing down color.



Paint Color Samples are pint-sized cans of paint in the color

Paint Color Samples: Brush Them On

of your choice. Details include: • Each 16 oz. can covers approximately two 4' X 4' or

- eight 2' x 2' areas. • Comes in an eggshell finish.
- Available for purchase online or at your local store.
- Tips for Using Paint Color Samples There are two ways you

can use a Paint Color Sample: • Brush directly on your wall: This is most effective if your

- wall is white or a light neutral—the new color won't compete against your existing one. • Brush on a white foam core board: This approach lets
- you easily move color samples around the room throughout the day to see how the color appears in different lighting. • For exteriors: When testing color outside, use the white foam core board approach, as Paint Color Samples are

the most accurate color depiction. And remember to live with it—observe your painted wall

Whichever method you choose, brush on two coats to see

samples over time and during different times of the day. Don't rush your decision!



If you don't want to paint, a Color Swatch is a great alternative to Paint Color Samples. A quick and easy way to

Color Swatches: Tape Them Up

formulated for interior use only.

view paint color, Color Swatches are... • Paper samples that are larger than Display Chips. • 4" x 8" in size with each swatch dedicated to one paint

- color. • Available in an eggshell finish.
- For purchase online only.
- **Tips for Using Color Swatches**

• Use painter's tape to safely adhere the Color Swatch to

the wall.

- Observe how colors appear in different lighting in both artificial and natural light sources. • Compare your color choices to one another in different
- light sources as well. • Keep your Color Swatches up for a while for a time-tested
- approach.



to selecting the perfect hue. An easy way to view large

Peel-and-Stick Paint Samples

swaths of color on your walls, Peel-and-Stick color samples are... • Reusable and movable from wall to wall, and room to room

Peel-and-Stick color samples provide a worry-free approach

• 12" x 12" in size • Available for purchase on the Benjamin Moore Online

Available in every Benjamin Moore paint color

Store only (please note: Peel-and-Stick samples are not available at Benjamin Moore retail locations)

looks on each wall.

- Produced by Samplize using Benjamin Moore paint Tips for Using Peel-and-Stick Color Samples • Move your sample around the room to see how the hue
- Wrap around edges to understand how the color looks in light and dark corners. This is a great way to view the color

from multiple angles and in different lighting all at once.



MORE COLOR SAMPLING TIPS

Get the Right Angle

Don't physically look down on Display Chips or Color Swatches—hold them up against the wall. Ceilings? Same concept —look up for the best color representation.

to make sure the existing color doesn't

influence how your sample color

appears.

Add a White Border Place your Display Chip or Color Swatch against a white piece of paper

Amplify Your Color Samples

Observing a larger swath of color is important to your decision-making. Benjamin Moore Color Samples help you see a truer, more robust representation of color.