



# 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

[Display Chips](#) [Paint Color Samples](#) [Color Swatches](#) [Peel-and-Stick](#) [Additional Color Resources](#)

### 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

- **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-and-Stick samples.

While Display Chips may be Benjamin Moore's smallest color swatches, they remain a vital starting point for narrowing down color.



### Paint Color Samples: Brush Them On

Paint Color Samples are pint-sized cans of paint in the color 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 formulated for interior use only.

Whichever method you choose, brush on **two coats** to see the most accurate color depiction.

And remember to live with it—observe your painted wall samples over time and during different [times of the day](#). Don't rush your decision!



### Color Swatches: Tape Them Up

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



### Peel-and-Stick Paint Samples

Peel-and-Stick color samples provide a worry-free approach to selecting the perfect hue. An easy way to view large swaths of color on your walls, Peel-and-Stick color samples are...

- Reusable and movable from wall to wall, and room to room
- Available in every Benjamin Moore paint color
- 12" x 12" in size
- Available for purchase on the [Benjamin Moore Online Store](#) only (please note: Peel-and-Stick samples are not available at Benjamin Moore retail locations)
- 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 looks on each wall.
- **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

1

### 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.

2

### Add a White Border

Place your Display Chip or Color Swatch against a white piece of paper to make sure the existing color doesn't influence how your sample color appears.

3

### 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.