



# SUSTAIN MOORE

2016 CORPORATE RESPONSIBILITY OVERVIEW



**Benjamin Moore®**

Paint like no other.®



# A LETTER FROM CEO MIKE SEARLES

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Benjamin Moore is known for an unwavering commitment to industry-leading quality, innovation and environmental responsibility. Our 1,600+ employees in the U.S. and Canada work hard every day to make sure that reputation endures. From developing innovative paints that are safer for your family and the environment, to manufacturing them safely and efficiently, to helping out in our communities, we care about the impact of our products and our actions.

We have identified four pillars that define corporate responsibility and make us who we are: paint, people, planet and partnerships. In the following pages, you'll learn about some of our recent accomplishments in each of these areas. For example:

- ▶ We have a major distribution center that has gone over 11 years without a lost time injury.
- ▶ In Flanders, New Jersey, the solar array generates more than 2.4 million kilowatt hours of renewable electricity, which is about 70% of the site's annual usage.
- ▶ We donated more than 7,000 gallons of paint last year to worthy organizations.

We are also very involved in the green building movement. We manufacture paints that qualify for credits from the U.S. Green Building Council's LEED® program, as well as those that meet Green Seal, asthma and allergy friendly™ certifications, and Cradle to Cradle standards. Our decision to pursue these certifications confirms our commitment to the long-term sustainability of the company, our employees, the environment and our communities. We plan to expand the number of products certified to these standards every year.

As Benjamin Moore continues to expand globally, our employees are the ones who will be paving the way, coming up with new ideas and making our products, our processes and our communities more sustainable. Our employees are ready to lead this company into the future. We hope you will join us in our journey.

Mike M. Searles, CEO



**PAINT**

33 U.S. patents received for innovative products since 2005

**PEOPLE**

41% of our employees have been with Benjamin Moore for 10+ years

**PLANET**

826,000+ gallons of diesel saved by our truck fleet since 2009

**PARTNERSHIPS**

7,000+ gallons of paint donated in 2015

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We work hard to reduce VOCs from our paints and are certifying many of our products to leading voluntary sustainability standards.

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Our employees are the heart of this company. Their safety and wellness are our top priority.

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Our employees strive to operate efficiently, save energy and protect the plants and animals at our sites.

## **30/** Partnerships

We support efforts that foster education, community outreach and preserve our architectural heritage.

### **VISION:**

Revolutionize how the world thinks about paint and why it matters.

### **MISSION:**

Lead the paint industry by relentless focus on those who use our products; unwavering commitment to the Independent Channel; development of best-in-class products, services and experiences; and continuous enhancement of our world-leading brands.

In the following pages, you will find an overview of Benjamin Moore & Co. corporate responsibility activities in the United States and Canada in 2015. Data presented with different dates is clearly indicated. This brochure was published in October 2016.

For comments or questions, please contact:  
[sustainmoore@benjaminmoore.com](mailto:sustainmoore@benjaminmoore.com)

# ABOUT BENJAMIN MOORE

*Founded in Brooklyn in 1883, Benjamin Moore & Co. is North America's favorite paint, color and coatings brand.*

Benjamin Moore paints deliver authentic colors available exclusively from our network of 5,000+ independent Benjamin Moore paint and decorating retailers across the U.S. and Canada.

Color, technology, innovation and leadership define Benjamin Moore. For more than a century, succeeding in these areas has motivated all who work here, and continues to inspire and direct our growth today. Since our founding, we've created and sold products that preserve, protect and beautify our homes, buildings and structures. We excel at creating a portfolio of products that our customers desire and demand.

With our acquisition in 2000 by Berkshire Hathaway, Benjamin Moore joined a family of companies under the direction of Warren Buffett. Berkshire Hathaway embodies success and is distinguished by brands that shine through the clutter of competition. Benjamin Moore continues to be at the forefront of product innovation, with a commitment to research and development unrivaled

in the architectural coatings industry. At Benjamin Moore laboratories and manufacturing facilities, our scientists and technicians work to exceed the already superior application, quality and environmental performance properties of our products. Our commitment to color inspires an ongoing search for the perfect hues, the ones that lead our customers to claim: "That's the color I want."

Independent retailers - our primary distribution channel - do more than sell our products. With our help, they provide the service and tools that give customers confidence about their product choices, color selections and their ability to get the best results possible. And we embrace a company tradition of giving back. Across North America, Benjamin Moore is preserving historic structures, protecting the environment and supporting programs that enrich our communities.

## **J.D. POWER CUSTOMER SATISFACTION AWARDS**

According to the J.D. Power 2016 Paint Satisfaction Study, Benjamin Moore achieved the highest numerical scores from consumers over all other brands among interior paints (836) and exterior stains (814) on a 1,000-point scale.

J.D. Power measures customer satisfaction in the paint and stain market across six factors: application, design guides, durability, price, product offerings and warranty/guarantee. For interior paints, we achieved the highest score in the segment in the application, durability and product offerings study factors, while exterior stains received the highest score in the application, durability, design guides and instructions, price, product offerings and warranty/guarantee offerings study factors within its segment.

**"Highest in Customer Satisfaction with Interior Paints and Exterior Stains"**



*Benjamin Moore received the highest numerical score among interior paints and exterior stains in the J.D. Power 2016 Paint Satisfaction Study, based on 16,128 responses measuring experiences and perceptions of customers who purchased and applied interior paint and exterior stain in the previous 12 months, surveyed in January and February, 2016.*



*“Benjamin Moore’s  
prime objective:  
first-class paint at all  
times. Better tomorrow  
than yesterday.”*

*- Warren Buffett*  
CEO, Berkshire Hathaway

## MILESTONES

**1883** - Benjamin Moore is founded by the Moore Brothers in a small loft in Brooklyn, New York.

**1907** - Benjamin Moore & Co. hires its first chemist and establishes a research department.

**1982** - Moore’s® Computer Color Matching System is introduced, an industry first. Benjamin Moore retailers can now match the color of any sample. Color choice is no longer limited to chips.

**2000** - Benjamin Moore joins the Berkshire Hathaway family.

**2005** - Benjamin Moore introduces the industry’s first patented waterborne color system, Gennex®.

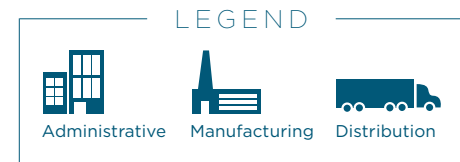
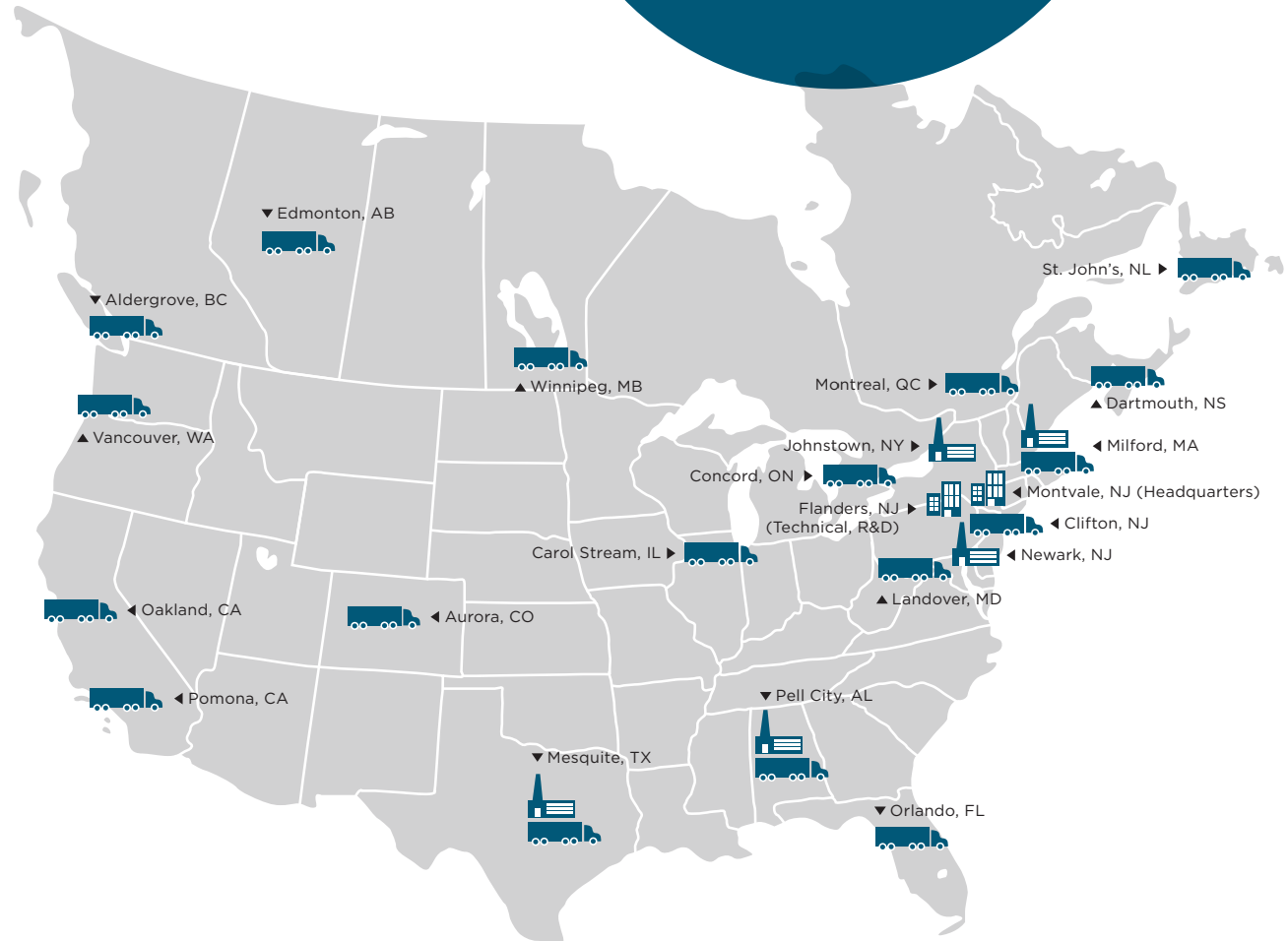
# BENJAMIN MOORE FACILITIES

## LOCATIONS

Benjamin Moore has five manufacturing facilities and 18 distribution centers in the U.S. and Canada as well as over 5,000 independent retailers across North America.

In addition to the U.S. and Canada, our paint is made available in over 49 countries through a network of over 477 outlets in the Caribbean, Europe, Asia and the Middle East. One of our distributors, B.M. Middle East, supplied paint for and opened a new outlet in the most sustainable building in the world: Dubai's The Change Initiative, a 4,000-square-meter space that garnered 107 out of 110 possible LEED® points. The building contains a retail area for environmentally preferable products from around the world and features Benjamin Moore paints.

Benjamin Moore also leases space in two LEED® Silver-certified logistics centers, in Landover, Maryland, and Oakland, California. The Landover site enhances service in the fast growing Mid-Atlantic and Southeast markets and supports distribution of an expanded line of Benjamin Moore & Co. latex products. The Oakland facility serves as the key hub for our growing network of West Coast and Asia-Pacific retailers and distributors.







## RESEARCH & DEVELOPMENT

Benjamin Moore has eight research and development laboratories at our 80,000 square-foot facility in Flanders, New Jersey, where more than 100 chemists, chemical engineers, technicians and support staff ensure our formulations are best in class. Each lab focuses on a different area of expertise, from evaluating color standards to enhancing high-performance coatings designed for industrial facilities. Since 2005, Benjamin Moore has received 33 U.S. patents for innovative products.



# PAINT

*At the vanguard of our product portfolio, Benjamin Moore's premium paint lines include Aura®, Regal® Select, ben® and Natura®.*

The better the resins and colorants, the better the paint. Benjamin Moore creates and manufactures our own resins – the binders that make the film and finish of a paint – and colorants – the pigments that give the paint its unique color and hiding characteristics. Then we take these proprietary ingredients and custom-formulate them to optimize their performance in each one of our products. This is a key component of our competitive advantage.

Each product is designed to perform, crafted to serve a specific role, and to deliver specific benefits. This is the secret behind the superior performance of Benjamin Moore coatings: extraordinary application properties, durability, scrubability and longevity. More than a century of commitment to producing superior products and unrivaled colors has its rewards: Our paint is the number one choice of interior designers. People who choose our products know they'll get the inspiration and support to make their vision a reality. They depend on our extraordinary colors and product performance. Their trust defines Benjamin Moore.

We're committed to developing products that are safe and minimize our impact on the environment. Years before government requirements, we eliminated lead, formaldehyde and mercury from our paints.

## REDUCING VOC EMISSIONS

Volatile organic compounds (VOCs) are chemicals that, along with oxides of nitrogen and sunlight, create ground level ozone, a major component of smog. Certain VOCs are also harmful when breathed in and pose indoor air quality concerns. Benjamin Moore submits several of our interior and exterior paints to third-party emissions testing to ensure they meet or exceed the strict VOC emissions standards set by California's Collaborative for High Performance Schools (CHPS) as well as Green Seal, Cradle to Cradle, Master Painters Institute and LEED®.

In 2005, with the introduction of our Gennex® patented waterborne colorant system, Benjamin Moore established a foundation for the growth of a greener portfolio of products. Starting with Aura®, which revolutionized the industry with its combination of high performance and low emissions, Benjamin Moore is redefining what is possible.

Overall, Benjamin Moore has been reducing VOC emissions from our paints by reformulating various product lines and discontinuing high VOC product lines. A majority of our architectural coating formulations range from 0-100 grams per liter (g/L) VOC, compared to previous formulations ranging from 100-250 g/L VOC.

Benjamin Moore's lowest VOC paints include Natura®, Aura®, Eco-Spec® WB, Ultra Spec® 500, ben®, Waterborne Ceiling Paint and Regal® Select.





*All-Time #1  
Best Selling Color:  
White Dove  
OC-17*



# PAINT

## 3RD PARTY CERTIFICATIONS

Benjamin Moore submits to a number of third-party certifications. These certifications allow our products to qualify for LEED® v4 points and meet a growing demand from our customers for products that reduce or eliminate negative human health and environmental impacts.

Health Product Declarations (HPDs) for all core products will be made available on Benjamin Moore's website by the end of 2016. HPDs disclose the chemical profile of a product, including both hazardous and non-hazardous ingredients.

## LEED®

The U.S. Green Building Council (USGBC) is committed to transforming the way buildings are designed, constructed and operated through LEED, the top third-party verification system for sustainable structures around the world. LEED, or Leadership in Energy and Environmental Design, is a certification program for buildings and communities that guides their design, construction, operations and maintenance toward sustainability. It is based on prerequisites and credits that a project meets to achieve a certification level: Certified, Silver, Gold and Platinum. For example, to earn maximum LEED credits as a low-emitting product under the newest standard, LEED v4, flat paint must meet a VOC level of 50 g/L or less (100 g/L or less for non-flats), as well as be emissions certified.

In addition, LEED v4 awards transparency credits for construction projects that use materials for which an HPD and/or an Environmental Product

Declaration (EPD) is provided (among other options). An EPD provides a way of communicating the results of a life cycle assessment (LCA) in a standardized format. The American Coatings Association and the U.S. coatings industry have developed a standardized format for measuring the environmental impacts of architectural paint based on a defined set of criteria. Benjamin Moore is working on conducting an LCA that would allow certain brands to qualify for these LEED credits.

## CRADLE TO CRADLE CERTIFIED™



The Cradle to Cradle Certified™ Product Standard guides designers and manufacturers through a continual improvement process that looks at a product through five quality categories:

material health, material reutilization, renewable energy and carbon management, water stewardship, and social fairness. A product receives an achievement level in each category — Basic, Bronze, Silver, Gold or Platinum — with the lowest representing the product's overall mark.

Product assessments are performed by a qualified independent organization trained by the Cradle to Cradle Product Innovation Institute, a nonprofit organization which manages the certification program. Every two years, manufacturers must demonstrate good faith efforts to improve their products in order to have their products recertified. Benjamin Moore has two paints Cradle to Cradle Certified Silver: **Ultra Spec® 500 Waterborne Interior Paint** (base formulation only for Flat,

Low-Sheen, Eggshell, Semi-Gloss, Gloss and Primer) and **Natura®** (base formulation only for Primer, Flat, Eggshell, Semi-Gloss and Pearl). Having achieved Silver Certification, these products can qualify for additional LEED v4 credits called optimization credits.

## DECLARE AND THE LIVING BUILDING CHALLENGE

The Living Building Challenge Imperative 11 requires manufacturers to disclose the ingredients in their products to show they are free of "red list" chemicals and materials. The red list represents the "worst in class" materials, chemicals and elements known to pose serious risks to human health and the environment as defined by the Green Building Alliance. Declare supports the Living Building Challenge by providing a transparent materials database that project teams can select from to meet Imperative 11. A complete list of ingredients ensures that project teams are specifying materials that are red list-free or comply with a red list exception.

By offering a platform for public disclosure, Declare takes complex chemical analysis and raw material source location information and provides consumers with an easy-to-understand label. The Declare database features Benjamin Moore's **Sure Seal® Latex Primer Sealer, Ultra Spec HP® Acrylic Metal Primer HPO4, Ultra Spec® 500 Interior Eggshell Finish N538, Ultra Spec® 500 Interior Flat Finish N536, Ultra Spec® 500 Interior Low Sheen Finish N537, Ultra Spec® 500 Interior Primer N534, and Ultra Spec® Exterior Flat Finish N447.**

## GREEN SEAL

Green Seal is a nonprofit organization founded in 1989 to safeguard the health of people and the planet. Green Seal provides science-based environmental certification standards to help manufacturers, purchasers and consumers make responsible choices that positively impact business behavior and improve quality of life. Thousands of products and services in over 390 categories have been certified to meet Green Seal standards.



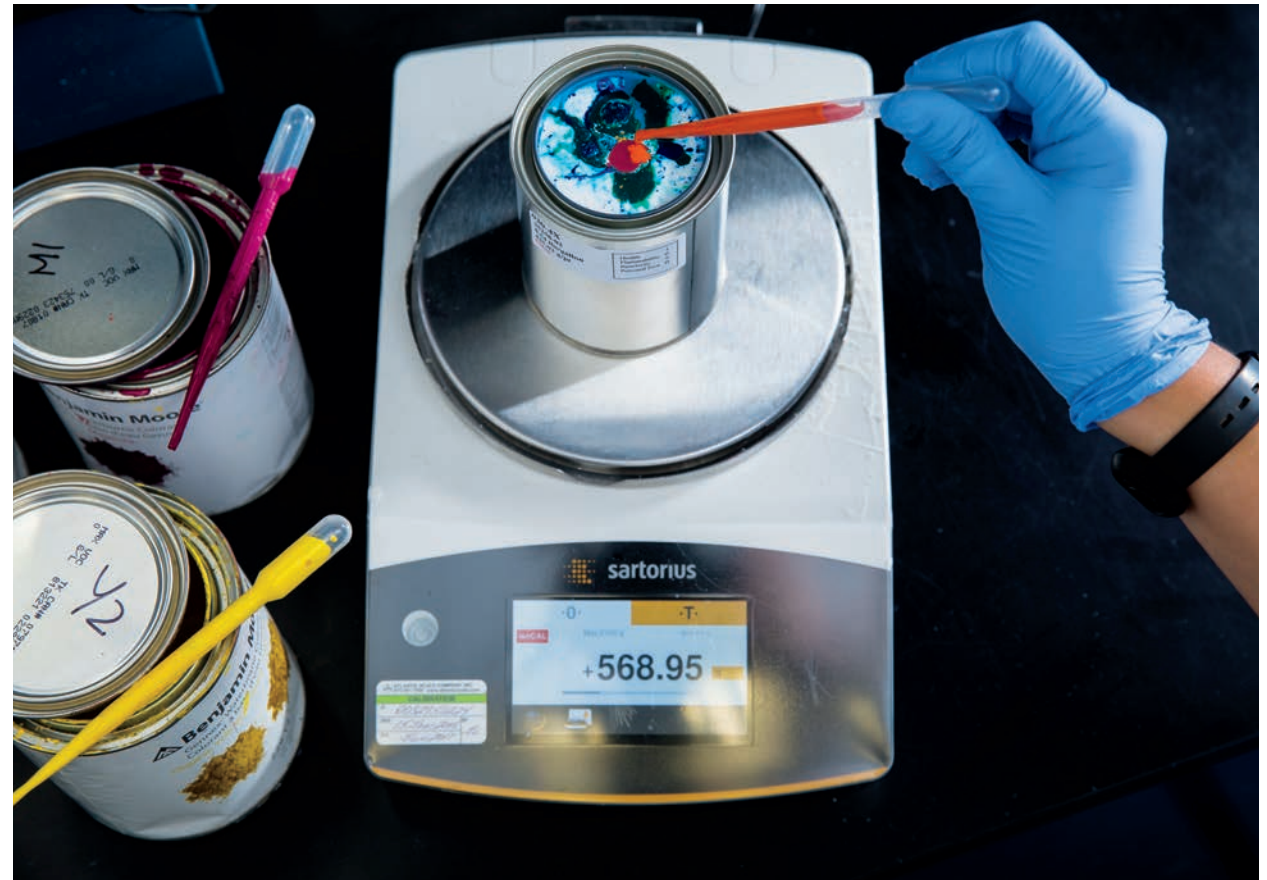
Benjamin Moore is in the process of certifying **Natura** to GS-11, Green Seal's standard for paints, coatings, stains and sealers. GS-11 establishes performance criteria for products and helps protect air quality, health and the environment by prohibiting harmful chemicals, limiting VOC content for base paint and colorants, and requiring consumer education measures regarding proper use, recycling and disposal. GS-11 sets limits on the amount of VOCs in both base paint and colorants, thereby ensuring that even a heavily tinted paint will still contain a low level of VOCs. Certification is expected in the fall of 2016.

## MASTER PAINTERS INSTITUTE (MPI) GREEN PERFORMANCE® STANDARD

The MPI Green Performance Standard was established to challenge the thinking that VOC level alone should determine a "green" coating. Paints certified to MPI's Green Performance Standard provide performance and durability equal to their conventional counterparts; have eliminated or

contain only trace quantities of various undesirable chemical components such as phthalates; and have reduced VOC levels. MPI GPS 1 sets VOC levels aligned with LEED requirements; MPI's GPS 2 - the most stringent in North America when introduced in 2007 - has a maximum allowable VOC level of

50 g/L across the board for all paint types. Many of Benjamin Moore's products are certified to MPI's Green Performance Standard.





## MILESTONES

Benjamin Moore was the first U.S. coatings company to comply with the new **Globally Harmonized System (GHS) for Hazard Communication's** label parameters, six months ahead of the June 1, 2015 deadline. The GHS includes criteria for the classification of health, physical and environmental hazards, and specifies what information should be included on labels of hazardous chemicals and safety data sheets.

All 1,600 product labels and 5,000+ safety data sheets have been revised to reflect this new hazardous material classification labeling system.

# PAINT

## **CERTIFIED ASTHMA & ALLERGY FRIENDLY™**

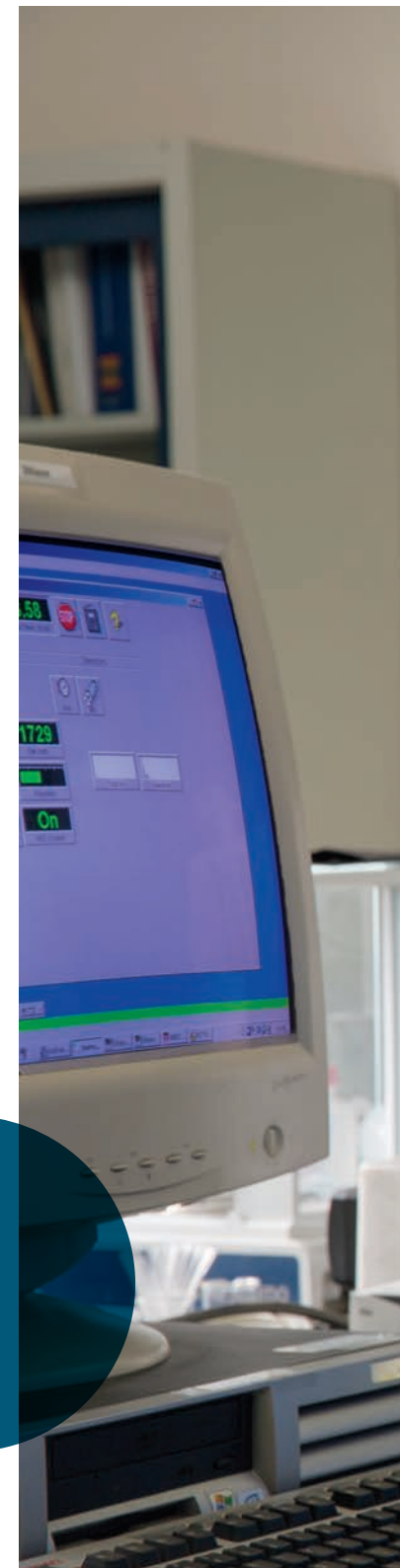
The asthma & allergy friendly™ Certification Program, administered by the Asthma and Allergy Foundation of America (AAFA) in partnership with the international research organization, Allergy Standards Ltd. (ASL), is an independent program created to scientifically test and identify consumer products that are more suitable for people with asthma and allergies.

Natura is asthma & allergy friendly™ certified and Cradle to Cradle Certified™ Silver and is expected to be Green Seal certified in the fall of 2016.



*“We submit a number of our paints to rigorous testing and evaluation for third-party certifications. These voluntary certifications are an essential part of our strategy for developing high quality products.”*

*-Christian Connelly*  
VP, Brand and Product Strategy









# PEOPLE

*Our Benjamin Moore founders once proclaimed to the marketplace that “Paint is no better than the character of its maker,” which explains perfectly why both the product and the people of Benjamin Moore are spectacular.*

Benjamin Moore has 1,600+ employees in North America working at our manufacturing sites, distribution centers, research and development labs and offices. We are proud of our mission to lead the paint industry by relentlessly focusing on those who use our products. The values of our company come from the values of our employees, who care about what they do and who their employer is.

The Berkshire Hathaway Code of Business Conduct and Ethics applies to all Berkshire Hathaway companies and thus is reviewed annually by all Benjamin Moore employees. The code instructs our employees to behave honestly and ethically at all times and with all people, to act in good faith, and to engage only in fair and open competition. We are committed to upholding the highest levels of business ethics and personal integrity in all of our transactions and interactions.

We are in the early stages of developing and implementing an enhanced management system

framework of policies, standards, procedures and implementation tools designed to formalize corporate expectations and accountabilities for environment, health, safety and security (EHSS) enterprise-wide. This systematic approach is consistent with broadly recognized international standards and guidelines. We began to roll out the enhanced framework in 2015.

We convened multi-disciplinary groups of subject matter experts, who established expectations and tools to support implementation of enhanced audit management, incident management and contractor management processes. The management system framework helps to drive a systematic approach to environmental responsibility and to maintain the safety and security of our employees and facilities.

# PEOPLE

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## **SAFETY**

Benjamin Moore makes the health and safety of all employees our number one priority, every day. Our ultimate goal is zero incidents. We are committed to providing every one of our employees with a safe working environment, and all our employees are committed to providing the same for their colleagues.

To that end, we continually review, reevaluate and invest in improving our processes and practices. And we regularly adopt new equipment, processes and procedures to ensure steady progress towards zero incidents.

Commitment to and accountability for personal and process safety begins at the highest levels of our company. That's why we have such a strong emphasis on strengthening our approach to safety leadership. By starting with our leadership, we create alignment and consistency throughout the organization.

In 2015, we launched a new **Safety Leadership Training Program**. Safety Leadership Training sessions were held in Montvale, New Jersey and Johnstown, New York and topics included: Moments of High Influence, Practice of Leadership, Manage by Walking Around (MBWA), Correcting Behavior, The Power of Questions, Managing Safety Suggestions,

Recognizing and Reinforcing Behavior, and Measuring Performance.

## **MOORE SAFETY MOMENTS**

Benjamin Moore actively promotes MOORE Safety Moments, which are simple and informal



conversations regarding safety, health, environment or security issues relevant to our lives and livelihoods. Sharing these moments creates awareness and promotes safe practices at home and at work.

MOORE Safety Moments include advice and tools designed to reinforce safety knowledge and a positive safety culture. They are invaluable opportunities to share personal experiences and communicate knowledge that fosters safe behaviors and practices. The act of sharing a safety moment also allows us to reemphasize the process of stopping and thinking about the task at hand, and asking ourselves, "Is it safe to proceed?"

For example, February is National Heart Month, so our MOORE Safety Moments focus on raising awareness about the warning signs of heart attack, stroke and cardiac arrest as well as providing tips on lowering blood pressure and stress. In the

spring – our busiest season – our MOORE Safety Moments focus on recognizing and avoiding complacency, fatigue, frustration and rushing, which can cause critical errors and increase the risk of injury.

Personal safety messages incorporate both on- and off-the-job information to provide an array of safety and health lessons, tips and habits that assist in promoting safe practices in everything we do. Through MOORE Safety Moments, we continue to transform our culture one moment at a time.

*The Pell City  
distribution center  
has gone more than  
11 years – 4,215 days  
and counting – without  
a Lost Time Injury!*

*(through the end of June 2016)*





## PEOPLE

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### *Benjamin Moore Core Values*

Our core values define who we are and how we conduct ourselves as we work together to achieve our purpose. They are a reflection of our heritage and commitment to honor the legacy of Benjamin Moore while preparing ourselves to compete in the future.

#### **INTEGRITY**

Doing the right thing when faced with difficult decisions, acting out of principle, being devoid of hypocrisy or pretense, being authentic and honest with ourselves and others, acting in ways that earn trust, owning our actions and their consequences, and supporting others' interest over just our own.

#### **PASSION FOR EXCELLENCE**

Holding ourselves to the highest standards, taking pride in our work and performing with a high degree of dependability and attention to detail, maintaining an uncompromising focus on excellent quality, being nimble, and proactively identifying what we can do to get better every day and then doing it.

◀ *Technologist Nancy Homyak is a fourth-generation Benjamin Moore associate.*

## COMMUNITY

Valuing relationships, being of service to others, appreciating the importance and interdependence of all of our stakeholders, balancing the needs of our stakeholders, and acting in ways that ensure our mutual long-term success.

## ATTAIN RESULTS

Embracing a can-do spirit, separating activity from outcome and relentlessly focusing on achieving results, applying Intelligence, Industry and Integrity to our business while being practical in our innovation, maintaining an openness to new ideas and using facts instead of opinions to make decisions.

## UNITY OF PURPOSE AND ACTION

Being steadfast in our commitment to our purpose and business strategy, banding together to compete against the outside world, collaborating with our stakeholders to achieve our goals, and always staying focused on our priorities and rowing in the same direction to achieve long-term success.


## EMPLOYEE RECOGNITION

Recognizing our employees at the right time for the right things has a very powerful impact. It's the key to creating the type of workplace we all want (open, agile, bold) and getting the results we need.

In 2015, Benjamin Moore launched the Ambassador Awards, a way for the company to recognize both individuals and teams for their contributions to the overall success of the company. The awards focus on four areas that embody Benjamin Moore's values and culture:

- ▶ **Positive Spirit** - looking for ways to support the success of others and the company
- ▶ **Full Engagement** - being relentless in improving ourselves and actively listening to others
- ▶ **Brand Ambassador** - taking pride in where we work and what we do
- ▶ **Excellence in Execution** - bringing the best of who we are to each moment, striving for personal and professional excellence, and always looking for opportunities to improve

The 2015 awards recognized 10 individuals and two teams for a range of accomplishments, including cost savings and improved training programs.



*At the bucolic Research & Development Facility in Flanders, New Jersey, employees regularly meet up for outdoor walks, aligning with the company's focus on employee wellness.*

# PEOPLE

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## WELLNESS

Benjamin Moore offers a robust wellness platform.

The goals of this program are to:

- ▶ Provide employees with information about their current health status
- ▶ Help them set realistic health improvement goals
- ▶ Provide health management tools and resources to help them reach their goals
- ▶ Reduce health care costs

All full-time employees and their spouses or domestic partners are eligible to participate in the wellness program. Participation allows employees to qualify for preferred medical rates. To qualify for the premium discount, employees and their spouses/partners must complete a health screening and a well-being assessment, and must either be tobacco-free or participate in six coaching sessions.

The program has four levels. Reaching higher levels is rewarded with gift cards. Employees can earn points by participating in individual weekly or one-time challenges, challenges with no end date or team challenges. Life-style management programs are offered on nutrition, stress management, how to transform unhealthy habits, losing weight and quitting smoking.



## DIABETES PREVENTION

More than 115 million Americans have diabetes or prediabetes. The disease costs an estimated \$245 billion each year in medical spending, lost productivity and lost wages.

Moore Health & Wellness offers a 16-week program focusing on education, diet and physical activity to help participants prevent diabetes. This program targets those at high risk for type 2 diabetes. Up to 70 percent of those with prediabetes will develop type 2 diabetes without intervention, but most don't even realize they are at risk.

Studies show that for every 1 percent of body weight loss, diabetes risk is reduced by 10 percent. So at its core, this program aims to help participants lose weight.

Webinars provide information tailored to specific risk areas, while one-on-one coaching sessions increase motivation through a more personal connection. When the 16-week program ends, unlimited coaching is available for participants to help them reach their health goals.

## AMERICAN HEART ASSOCIATION WALKS

In June 2015, 20+ Pell City employees and family members participated in the Birmingham Heart

Walk, raising over \$1,400 for the American Heart Association (AHA). Throughout the year, Benjamin Moore teams walked in 8 cities across the country. Benjamin Moore matches all donations to AHA and has been an AHA partner since 2014.

## SUMMER STEPS CHALLENGE

During the summer of 2015, over 200 employees participated in our Summer Steps Challenge. They walked nearly 30 million steps as part of one of our wellness challenges towards a healthier and happier life.

*“Nothing is more important than the health and wellness of our employees, both at work and at home. Leading a balanced and successful life is crucial for the well-being of the company and the individual.”*

*-Mike Farrell*

Director, Benefits

# PLANET

*Our comprehensive system of environmental management extends through the entire life cycle of product innovation, development, production and disposal.*

PaintCare is a national nonprofit organization that helps paint users find ways to reuse, recycle or safely dispose of leftover paint.


## WASTE MANAGEMENT

PaintCare is a national nonprofit organization that helps paint users find ways to reuse, recycle or safely dispose of leftover paint.

- ▶ Our manufacturing facility in Johnstown, New York, recycled 385 tons of scrap paint in 2015.
- ▶ Our manufacturing facility in Mesquite, Texas, recycled 271,900 gallons of wash water and 789,000 gallons of paint in 2015.
- ▶ Our distribution center in Clifton, New Jersey, recycled 83,000 pounds of scrap paint in 2015.

In addition to managing waste at our facilities, we also partner with the American Coatings Association (ACA) to find ways to reduce the disposal of leftover paint by our customers. The ACA created a nonprofit organization called PaintCare to manage an industry-wide program to collect leftover paint for reuse, recycling or safe disposal. PaintCare operates in U.S. states with paint stewardship laws. Benjamin Moore is a contributing board member of PaintCare. Our shared goal is to have each state adopt this national model so that all post-consumer paint is handled effectively and in an environmentally responsible manner.





*2.4 million  
kwh of renewable  
electricity  
generated*

*826,000+ gallons  
of diesel saved*

*2 sites certified  
with the  
Wildlife Habitat  
Council*



*“Benjamin Moore’s  
commitment to sustainable  
manufacturing practices is  
evident from every employee  
at every level, every day.”*

*- Barry Chadwick,*

Executive VP, Operations  
and International Sales



Benjamin Moore’s Pell City, Alabama and Flanders, New Jersey sites are certified with the Wildlife Habitat Council (WHC). Employees at these sites care for a total of 67 acres and frequently photograph the abundance of wildlife allowed to flourish on the grounds.



# PLANET

## ENERGY MANAGEMENT

Benjamin Moore uses electricity for lighting, operations and processing; natural gas for heating; and diesel for our fleet of trucks. Moving towards greater energy efficiency and seeking alternative energy options makes good business sense and helps us reduce greenhouse gas emissions.

In 2015:

- ▶ Our distribution center in Carol Stream, Illinois, installed high efficiency lighting with motion sensors.
- ▶ Our manufacturing facility in Newark, New Jersey, converted from number 2 fuel oil to natural gas with fuel oil as an emergency backup.
- ▶ Our distribution center in Toronto, Ontario, installed programmable thermostats, two 24-foot fans, and a high speed self-closing will call door, which saved 30 percent in heating costs last winter.
- ▶ Benjamin Moore headquarters in Montvale and our R&D site in Flanders (both in New Jersey) installed new printers that default to double-sided printing, saving paper and energy.

Our Flanders research and development facility hosts a 1.7 megawatt solar array for Constellation Energy Resources. Benjamin Moore purchases the electricity generated by the system under a 20-year power purchase agreement. The solar array was installed in 2010 and is one of the largest ground-mounted, on-site, behind the meter solar power systems in the state of New Jersey. The system generates more than 2.4 million kilowatt

hours of electricity annually and provides about 70 percent of the facility's annual electricity needs.

## SUSTAINABLE TRANSPORTATION

Benjamin Moore has 125 branded trucks in our delivery fleet. Over the last three years, we have optimized loads and streamlined routes, all while providing stellar service to our growing retailer network and customers. All new trailers are now being equipped with aerodynamic features and our newer trailers with idle restrictors. These efforts translate into better fuel efficiency, reduced costs and fewer greenhouse gas emissions.

Since becoming a truck carrier member of EPA's SmartWay® program in 2009, Benjamin Moore has saved \$2.6 million and more than 826,000 gallons of fuel. That's more than 8,400 metric tons of carbon dioxide avoided, which is equivalent to the emissions from 1,780 passenger vehicles driven for one year.<sup>1</sup>

EPA's SmartWay program is a public-private initiative to reduce greenhouse gas emissions and air pollution created by freight transportation in corporate supply



chains. SmartWay aims to accelerate the availability, adoption and market penetration of advanced fuel-efficient technologies and operational practices in the freight supply chain, while helping companies

<sup>1</sup> EPA Greenhouse Gas Equivalencies Calculator ([www.epa.gov/energy/greenhouse-gas-equivalencies-calculator](http://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator))

save fuel, lower costs and reduce adverse environmental impacts.

## BIODIVERSITY

Benjamin Moore facilities are spread across North America and occupy hundreds of acres. Our employees work to protect the wildlife that call our sites home and preserve their habitats.

One way we do this is by working with the Wildlife Habitat Council (WHC). WHC is a nonprofit group of corporations, conservation organizations and individuals dedicated to restoring and enhancing wildlife habitat. Two Benjamin Moore sites – our R&D center in Flanders, New Jersey, and our manufacturing facility and distribution center in Pell City, Alabama – are certified with WHC. WHC's Corporate Wildlife Habitat Certification/International Accreditation Program recognizes commendable wildlife habitat management and environmental education programs at individual sites.

Benjamin Moore has partnered with WHC since 1993. The wildlife teams at our two certified sites manage a total of 67 acres by providing habitat for native birds and pollinators and removing invasive species.

# PARTNERSHIPS

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*Benjamin Moore supports national and local organizations that help our neighbors in need. We strive to make a lasting impact on our communities, create strong towns, Main Streets and cities, and preserve the places of inspiration that have been the heart of our success for over 130 years.*

Our North American philanthropy program is called **GIVING MOORE** and is composed of in-kind donations of paint, employee volunteer hours, and financial contributions through the GIVING MOORE Foundation, a 501(c)(3) organization. The program focuses on three areas:

- ▶ Education
- ▶ Community Outreach
- ▶ Preserving Architectural Heritage

In addition to our corporate program, each Benjamin Moore facility supports local programs that strengthen community ties. First responders, educational and youth initiatives, environmental conservation, historic restoration, community food banks and disaster relief programs are at the very heart and soul of our communities. That's why they are the beneficiaries of our local charitable efforts. Through our Employee Double Matching Gift program, Benjamin Moore personnel can provide additional individual support for the nonprofit organizations of their choice.

## EDUCATION

Benjamin Moore supports a number of education initiatives, including scholarships and color and design education. Through the GIVING MOORE

### Architects Foundation



Foundation, we supported three students in 2015 with \$5,000 each through the American Institute of

Architects' Architects Foundation Diversity Advancement Scholarship. The foundation will be funding several additional scholars in 2017 and 2018.

In 2016, Benjamin Moore was honored to co-host a Workplace of the Future design student scholarship program with the **American Society of Interior Designers (ASID)**. Student contestants submitted renderings of a design solution that envisioned what an office workplace will look like in the future. Three talented young designers won \$5,000 scholarships for their innovative entries.



In celebration of National Lab Week, Benjamin Moore volunteers served as mentors-for-a-day at Students2Science (S2S) headquarters in East Hanover, New Jersey. S2S exposes students to Science, Technology, Engineering and Math (STEM) careers and improves student aptitude with STEM subject matter through experiments using state-of-the-art instrumentation.



Our GIVING MOORE Foundation supports the future of architecture through the American Institute of Architects' Diversity Advancement Scholarship. Last fall, we hosted a scholarship celebration in New York City that included a ceremony in our Designer Showroom as well as a private tour with renowned firm Pei Cobb Freed + Partners.

*“I think it’s remarkable that Benjamin Moore employees take hours and sometimes days out of their busy lives to help scores of people they’ve hardly met or don’t know at all.”*

**- Keri Fleming,**  
SVP, Human Resources

## COMMUNITY OUTREACH

As part of our commitment to the public at large, Benjamin Moore is proud to assist a number of community outreach programs that support those in need.

Through the GIVING MOORE Foundation, Benjamin Moore proudly supports **Make It Right**, a nonprofit founded by Brad Pitt in 2007 that builds homes, buildings and communities for people in need. With support from Benjamin Moore and other corporate partners, Make It Right is building 150 homes in New Orleans' Lower 9th Ward for victims of Hurricane Katrina. More than 350 people are already living in Make It Right homes. All Make It Right projects are LEED® Platinum certified and Cradle to Cradle inspired, meeting the highest standards of green building. Benjamin Moore and Make It Right also continue to make a difference in Newark, New Jersey, Fort Peck Reservation in Montana, and Kansas City, Missouri.

We also support **YouthBuild** programs in the United States that teach low-income young people construction skills to help build affordable housing, community centers and schools. YouthBuild's Green Initiative provides the training and support to build green homes, including ones certified to LEED®. At the end of 2015, the GIVING MOORE Foundation provided a \$25,000 grant to YouthBuild to fund six projects. Benjamin Moore will supply paint and volunteers for all six projects.

Benjamin Moore supports our nation's veterans. We are the official paint provider of the **Gary Sinise Foundation**, a nonprofit organization committed to helping wounded heroes increase their mobility



community centers and schools. YouthBuild's Green Initiative provides



*Benjamin Moore & Co. gratefully supports organizations that honor our nation's veterans. As the official paint provider to The Gary Sinise Foundation, we donate our finest paints to protect and beautify new homes that enhance the independence and protect the dignity of severely wounded veterans and their families. We also provide hundreds of gallons of Benjamin Moore paint to The Mission Continues, an innovative organization that helps hundreds of veterans across the U.S. maintain a vital role in sustaining their communities.*



and reclaim their self-reliance. Through R.I.S.E. (Restoring Independence Supporting Empowerment) and Building for America's Bravest partner program, the foundation is constructing one-of-a-kind, specially adapted smart homes for our nation's most severely wounded heroes. By the end of 2016,

46 smart homes will be completed or underway. We are also the official paint provider of **The Mission Continues**, a nonprofit organization empowering veterans to keep serving and succeeding. In honor of 9/11/01, Benjamin Moore employees volunteered in 2015 in New York City to improve public spaces.







*Benjamin Moore is proud to help preserve priceless historic sites such as The Octagon House. The bottom photo showcases the freshly painted Treaty Room, where President Madison ratified the Treaty of Ghent, which ended the War of 1812.*



# PARTNERSHIPS

*In 1976,  
Benjamin Moore created  
the Historical Colors  
Collection, an interpretation  
of colors from the archives  
of the National Park Service  
and its historic  
house sites.*

## PRESERVING ARCHITECTURAL HERITAGE

Benjamin Moore is proud of its role in preserving America's architectural heritage. We support historic restoration projects from coast to coast, including:

- ▶ 23 historic houses under the auspices of the **Historic House Trust of New York**. The Trust operates in tandem with the New York City Department of Parks & Recreation to provide essential support for houses of architectural and cultural significance. These include Gracie Mansion, the Alice Austen House and the Edgar Allan Poe Cottage.
- ▶ **The Octagon House** in Washington, D.C. Designed by William Thornton, the first architect of the U.S. Capitol, the Octagon was built between 1799 and 1801 for Colonel John Tayloe III. President James Madison moved in after the burning of the White House by the British in 1814. In 1815, President Madison ratified the Treaty of Ghent in the upstairs study, ending the War of 1812.

- ▶ **Oatlands Historic House and Gardens**, an estate in Leesburg, Virginia. The plantation was originally owned by a descendant of one



of Virginia's first families. In 1903, William Corcoran Eustis and his wife Edith Morton Eustis

purchased Oatlands as their country home. In 1964, the family donated the mansion, furnishings and estate grounds to the National Trust for Historic Preservation and in 1971, the site was designated a National Historic Landmark by the National Park Service.

Through the GIVING MOORE Foundation, Benjamin Moore also provides financial support to the **Colonial Williamsburg Foundation**, which operates the world's largest living history museum in Williamsburg, Virginia. Our WILLIAMSBURG Color Collection is inspired by this restored 18th century capital of Britain's largest and wealthiest outpost in the New World.



**Benjamin Moore®**

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