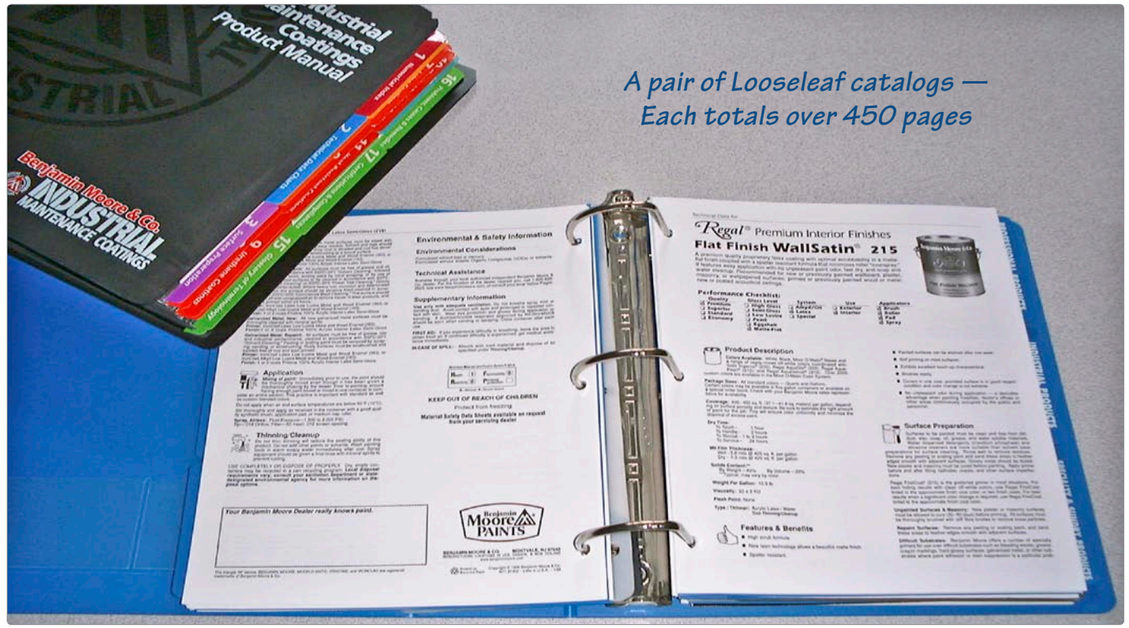
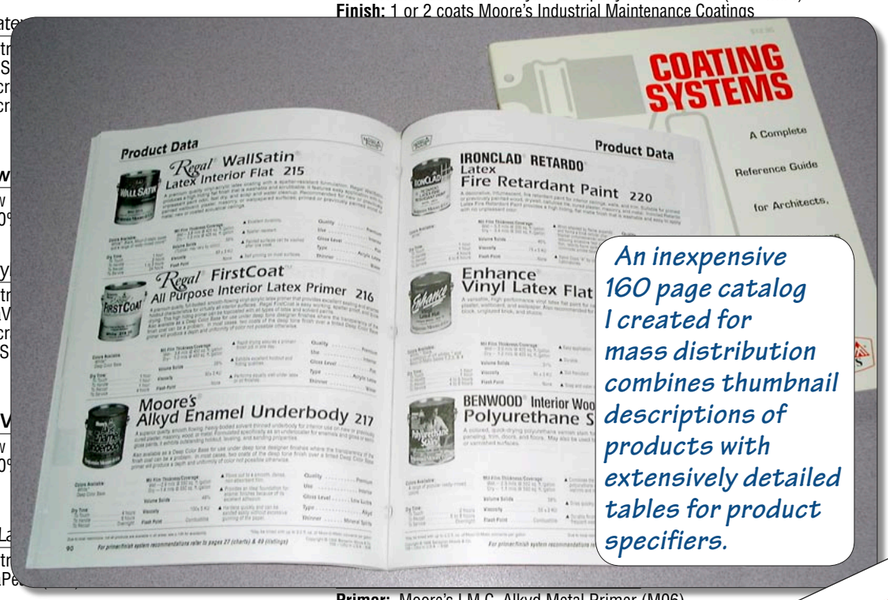
Catalogs,
Charts, and Labels

Details, details! I created several catalogs for paint manufacturer Benjamin Moore. These consisted of numerous product data sheets, charts, and tables; I was responsible for both design and content. Additionally I handled the can labels for the industrial maintenance line.



A pair of Looseleaf catalogs — Each totals over 450 pages



An inexpensive 160 page catalog I created for mass distribution combines thumbnail descriptions of products with extensively detailed tables for product specifiers.

Specifications

Benjamin Moore PAINTS

Finish Schedule — Interior Surfaces

METAL — Ferrous

Flat Finish / Vinyl Acrylic Late
Primer: IronClad Alkyd Low Lustr
Finish: 1 or 2 coats Regal Wall S
–or– 1 or 2 coats Moorcr
–or– 1 or 2 coats Moorcr
(282)

Flat Finish (Low Odor/Low
Primer: 1 coat IronClad Latex Low
Finish: 1 or 2 coats Pristine 100

Eggshell Finish / Vinyl Acry
Primer: IronClad Alkyd Low Lustr
Finish: 1 or 2 coats Regal AquaV
–or– 1 or 2 coats Moorcr
–or– 2 coats Moorcraft S
(286)

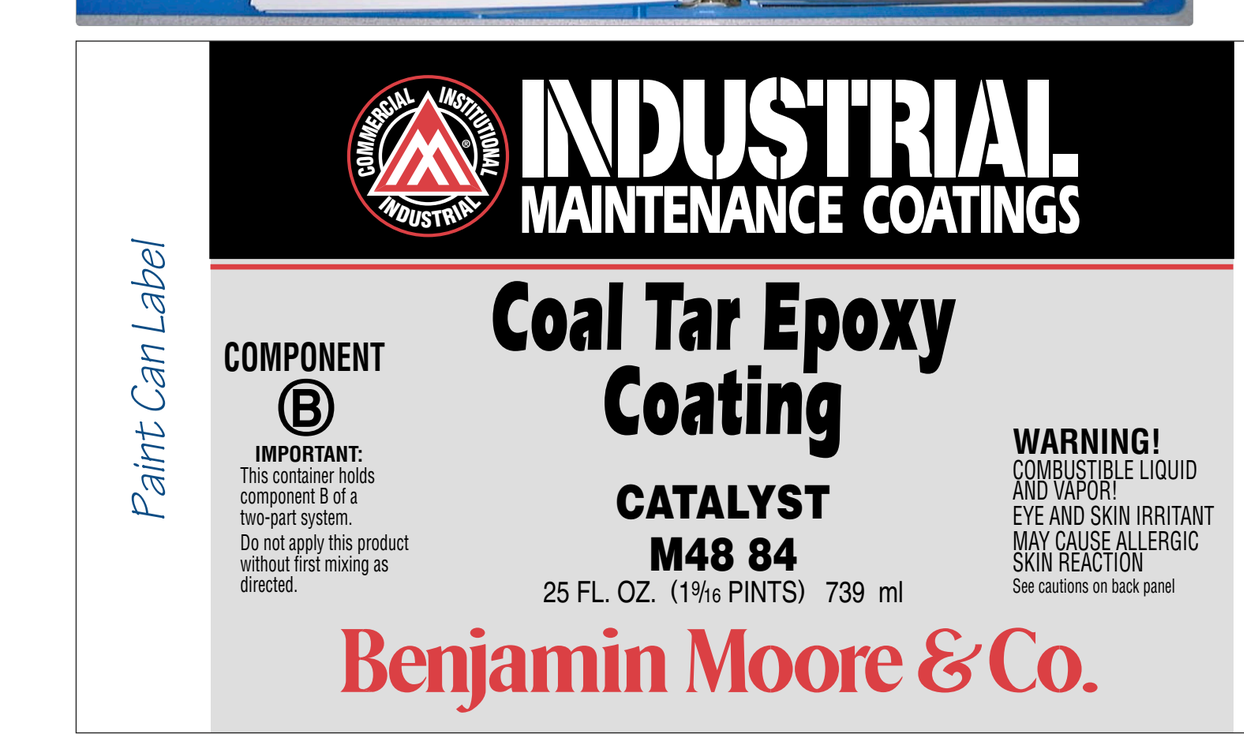
Eggshell (Low Odor/Low V
Primer: 1 coat IronClad Latex Low
Finish: 1 or 2 coats Pristine 100
(213)

Pearl Finish / Vinyl Acrylic La
Primer: IronClad Alkyd Low Lustr
Finish: 1 or 2 coats Regal AquaPe

Satin Finish / Alkyd
Primer: IronClad Alkyd Low Lustre Metal & Wood Enamel (163)
Finish: 1 or 2 coats Satin Impervo (235)

Semi-Gloss Finish / Polyamide Epoxy
Primer: Moore's I.M.C. Polyamide Epoxy Metal Primer (M33/M34)
Finish: 1 or 2 coats Moore's Industrial Maintenance Coatings

Primer: Moore's I.M.C. Alkyd Metal Primer (M06)
Finish: 1 or 2 coats Moore's Industrial Maintenance Coatings
Epoxy-Ester Gloss Enamel (M25)



Paint Can Label

M48-84 **COAL TAR EPOXY – Component B** **CATALYST**

PRODUCT TYPE This component "B" is needed for catalyzing BENJAMIN MOORE'S INDUSTRIAL MAINTENANCE COATINGS M47 Coal Tar Epoxy Coating (component "A"). Addition of this product to component "A" causes the coating to crosslink, necessary for the proper curing of the coating system.

IMPORTANT: Do not use this product alone. It must be mixed with BENJAMIN MOORE'S INDUSTRIAL MAINTENANCE COATINGS M47 Coal Tar Epoxy Coating before application.

MIXING INSTRUCTIONS The contents of this can are pre-measured to catalyze a one-gallon can of component "A". Stir contents of each can thoroughly before emptying contents of this can into the 5-gallon container. This mixture should be stirred thoroughly for at least 5 minutes using a power mixer. Allow the mixture to induct for 30 minutes and then stir thoroughly again. This epoxy coating has a workable pot life of 4–6 hours at 70°F. Higher temperatures will shorten working time. **Note:** If mixing less than the full amount of the component in each can, it is especially important to stir the individual components thoroughly before measuring them and mixing together. Mix 4 parts of component "A" (M47) to 1 part of component "B" (M48) by volume. (Mixing less than full containers is not recommended.)

CLEAN UP Clean all equipment immediately after use with BENJAMIN MOORE'S INDUSTRIAL MAINTENANCE COATINGS Epoxy Thinner (M95) or xylol. Flushing spray equipment at noon break, with a ... ough cleaning at the end of the work day, is good work practice.

WARNING! Contains epoxy resin and mineral spirits VAPOR OR LIQUID CAN CAUSE IRRITATION OF SKIN ... TIZE SKIN. LONG TERM EXPOSURE IN THE ABSENCE OF RECOMMENDED HYGIENE PRACTICES MAY SENSITIZE S... HARMFUL IF INHALED. MAY AFFECT THE BRAIN OR NERVOUS SYSTEM CAUSING DIZZINESS, HEADACHE OR NAUS...

IMPORTANT: Designed to be mixed with other components (M47). Mixture will have hazards of both components. Before...

NOTICE: Repeated and prolonged exposure to solvents may lead to permanent brain and nervous system damage. Eye waterin... too high. Intentional misuse by deliberately concentrating and inhaling the contents may be harmful or fatal. To avoid breathi... entry during application and drying.

Keep away from heat and flame. Use only with adequate ventilation. Do not breathe vapors, spray mist or sanding du...

WEAR A PROPERLY FITTED VAPOR/PARTICULATE RESPIRATOR APPROVED BY NIOSH/MSHA FOR USE WITH PAINTS, eye protec... vapors and spray mist are exhausted. In confined places or in situation where continuous spray operations are typical, or if proper respir... by NIOSH/MSHA. In all cases, follow respirator manufacturer's directions. Do not permit anyone without protection in the painting area...

FIRST AID: If affected by inhalation of vapors or spray mist, remove to fresh air. In case of eye contact, flush immediately with plenty of ... with soap and water. In case of ingestion, DO NOT induce vomiting. Get medical help immediately.

IN CASE OF: FIRE – Use foam, CO_2, dry chemical, or water fog. **SPILL** – Absorb with inert material and dispose of in accordance with ...

For Position Only
UPC

K M48-84 G
Epoxy Resin 25085-99-8
Stoddard Solvent 8052-41-3

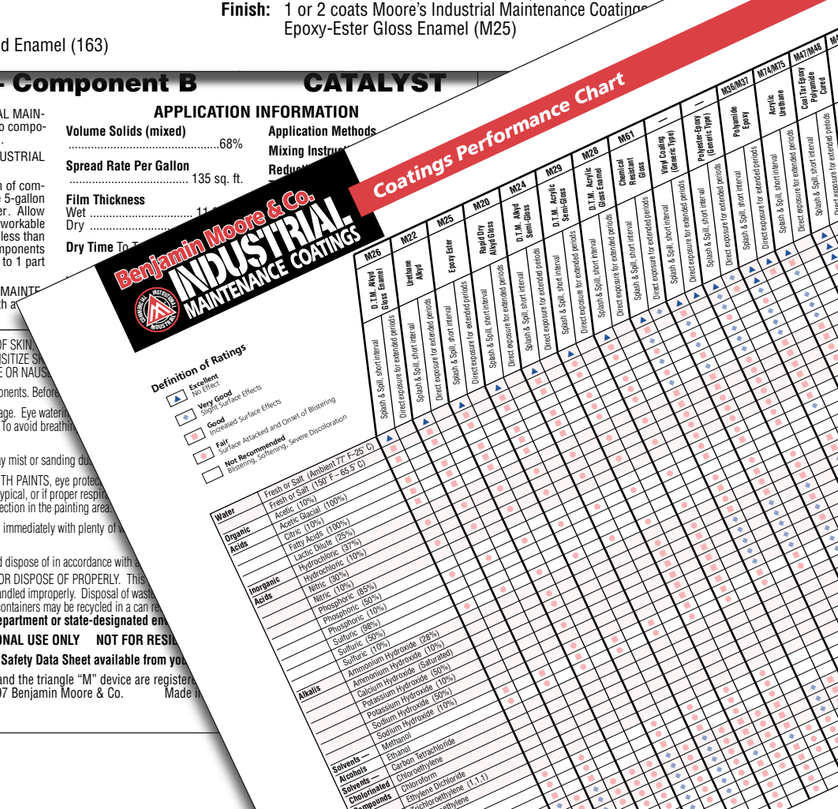
Hazardous Materials Identification System® NPCA
Health 2* Flammability 2
Reactivity 0 Personal protection
0 = Minimal; 4 = Severe Hazard

USE COMPLETELY OR DISPOSE OF PROPERLY. This... the environment if handled improperly. Disposal of waste... hibited. Dry, empty containers may be recycled in a can re... **your sanitation department or state-designated em...**

FOR PROFESSIONAL USE ONLY NOT FOR RESI...

Refer to Material Safety Data Sheet available from yo...

Benjamin Moore and the triangle "M" device are register... NJ 07645. ©1997 Benjamin Moore & Co. Made ...

APPLICATION INFORMATION

Volume Solids (mixed) 68%
Spread Rate Per Gallon ..... 135 sq. ft.
Film Thickness
Wet .....
Dry .....
Dry Time To...
Application Methods
Mixing Instruc...
Reduc...