

General Description

The go-to for significant color change, our highest-performing, premium quality, 100% acrylic resin primer delivers maximum hide, excellent adhesion, and a uniform finish across most interior and exterior surfaces. Seals and suppresses most bleeding type stains and provides a mildew-resistant coating in a low VOC formulation.

- Provides maximum hide.
- Seals and suppresses most bleeding type stains.
- Provides a mildew-resistant coating.
- Excellent adhesion to multiple substrates.

Usage

New, previously painted and properly prepared wood, drywall, ceiling tile, Formica®, Masonite®, ceramic tile, cured plaster and wall coverings. Use on new, previously painted and properly prepared exterior substrates such as wood, aluminum, hardboard and vinyl siding, shingles, concrete, masonry, brick and non-ferrous metal surfaces.

Seals and suppresses most bleeding type stains such as tannin bleed, water stains, smoke damage, markers, crayons, pens, pencils, nicotine, hand & fingerprints, household stains such as coffee and many more.

Colors	White (00)
Bases	Deep Base (04)
Colorant System	Gennex®

Technical Data

Vehicle	100% Acrylic
Pigment	Titanium Dioxide
Volume Solids	41 ± 2%
Spread Rate Per Gallon	400 – 450 Sq. Ft.
Recommended	Wet: 3.6 – 4.0 mils
Film Thickness	Dry: 1.4 – 1.6 mils
Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint.	
Dry Time @ 77 °F (25 °C) @ 50% RH	To Touch: 30 minutes To Recoat: 1 hour
High humidity and cool temperatures will result in longer dry, recoat and service times.	
Surface Temperature	Min: 40 °F
During Application	Max: 90 °F
Viscosity	95 ± 4 KU
Flash Point	None
Sheen / Gloss	7 – 12 @ 85°
Clean Up	Water
Thinner	Water
Weight Per Gallon	10.7 lbs.
Storage Temperature	Min: 40 °F Max: 90 °F
VOC	< 50 g/L

Surface Preparation

Surfaces to be painted must be clean, dry, and free of dirt, dust, grease, oil, soap, wax, scaling paint, water soluble materials, and mildew. Remove any peeling or scaling paint and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled. Drywall surfaces must be free of sanding dust.

New plaster or masonry surfaces must be allowed to cure (30 days) before applying base coat. Cured plaster should be hard, have a slight sheen and maximum pH of 10; soft, porous or powdery plaster indicates improper cure. Never sand a plaster surface; knife off any protrusions and prime plaster before and after applying patching compound. Poured or pre-cast concrete with a very smooth surface should be etched or abraded to promote adhesion after removing all form release agents and curing compounds. Remove any powder or loose particles before priming.

WARNING! If you scrape, sand, or remove old paint, you may release lead dust. LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE. Wear a NIOSH approved respirator to control lead exposure. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Primer Systems

Wood, and engineered wood products:
Fresh Start® High-Hiding All-Purpose Primer (046)

Bleeding Woods (Redwood, Cedar, etc.):
Fresh Start® High-Hiding All-Purpose Primer (046), Fresh Start® Undercoater & Primer/Sealer (032) or Fresh Start® Deck & Siding Primer (094)

Drywall:
Fresh Start® High-Hiding All-Purpose Primer (046)

Plaster / Masonry (Cured):
Fresh Start® High-Hiding All-Purpose Primer (046)

Rough or Pitted Masonry:
Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)

Ferrous Metal (Steel and Iron):
High Performance Acrylic Metal Primer (HP1100) or High Performance Alkyd Metal Primer (HP1320)

Non-Ferrous Metal (Galvanized & Aluminum):
All new metal surfaces must be thoroughly cleaned with Oil & Grease Emulsifier (HP6000) to remove contaminants. New shiny non-ferrous metal surfaces that will be subject to abrasion should be dulled with very fine sandpaper or a synthetic steel wool pad to promote adhesion. High Performance Acrylic Metal Primer (HP1100)

Compliance & Certifications

OTC	✓
OTC II	✓
CARB	✓
CARB07	✓
CARB19	✓
UTAH	✓
AZMC	✓
SCAQMD	✓

Eligible for LEED® v4	✓
CDPH Emissions Certified	✓
Eligible for CHPS low emitting credit (Collaborative for High Performance Schools)	✓
MPI	6, 17, 39, 50, 137
MPI X-Green™	17, 50, 137

Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84

ASTM D1653 Water vapor permeance:
Method A - 3.5 Perms / Method B - 19.5 Perms

Limitations

- Not recommended for sealing knots or over pine sap.
- On hard, non-porous surfaces, **maximum adhesion and hardness may take 3-4 days to develop.**
- Do not apply when air and surface temperatures are below 40 °F (4.4 °C).
- Two coats of primer may be required on severe stains.

Technical Assistance

Available through your local authorized independent Benjamin Moore retailer.

call 1-866-708-9180
visit www.benjaminmoore.com

Application

Stir thoroughly before and during use. Apply one or two coats. For best results, use a premium Benjamin Moore® custom-blended nylon/polyester brush, premium Benjamin Moore® roller, or a similar product. Apply paint generously from unpainted area into wet area. This product can also be sprayed.

Spray, Airless:

Pressure / 1,500 – 2,500 PSI

Tip / 0.013 – 0.017

Thinning/Cleaning

Thinning is unnecessary, but if required to obtain desired application properties, a small amount of clean water may be added; up to 8 fl. oz. per gallon. Never add other paints or solvents.

Clean Up: Wash brushes, rollers, and other painting tools in warm soapy water immediately after use. Spray equipment should be given a final rinse with mineral spirits to prevent rusting.

USE COMPLETELY OR DISPOSE OF PROPERLY. Dry, empty containers may be recycled in a can recycling program. Local disposal requirements vary; consult your sanitation department or state-designated environmental agency on disposal options.

Environmental Health & Safety Information

Use only with adequate ventilation. Do not breathe spray mist or sanding dust. Ensure fresh air entry during application and drying. Avoid contact with eyes and prolonged or repeated contact with skin. Avoid exposure to dust and spray mist by wearing a NIOSH approved respirator during application, sanding and clean up. Follow respirator manufacturer's directions for respirator use. Close container after each use. Wash thoroughly after handling.



WARNING Cancer and Reproductive Harm— www.P65Warnings.ca.gov
Refer to the product label & Safety Data Sheet for product specific information.

FIRST AID: In case of eye contact, flush immediately with plenty of water for at least 15 minutes; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately.

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under “Clean up”.

**KEEP OUT OF REACH OF CHILDREN
PROTECT FROM FREEZING**

**Refer to Safety Data Sheet for additional
health and safety information.**