

#### Features

- High scrub formula
- New resin technology allows a beautiful flat finish
- Low spatter
- Exhibits excellent touch-up characteristics
- Brushes easily
- Provides a mildew resistant coating
- Covers in one coat provided surface is in good repaint condition and color change is not extreme
- Excellent flat finish for ceilings and low traffic area walls
- Painted surfaces can be washed after two weeks

#### General Description

A premium quality, proprietary 100% acrylic coating in a flat finish coupled with a low spatter formula that minimizes roller "overspray." It features easy application with no unpleasant paint odor, fast dry, and soap and water cleanup. An elegant and easy to apply, flat finish for ceilings and low traffic areas.

#### Recommended For:

Residential or commercial applications where a flat, high quality finish is desired.  
New or previously painted wallboard, plaster, masonry, or wallpapered surfaces; primed or previously painted wood or metal; new or coated acoustic ceilings.

#### Limitations:

- Do not apply when air and surface temperatures are below 50° F (10° C)

#### Product Information

##### Colors: —Standard:

White and a variety of ready-mixed colors

##### —Tint Bases:

GENNEX™ Waterborne Colorant Bases 1X, 2X, 3X & 4X

##### —Special Colors:

Contact your Benjamin Moore & Co. representative

##### Certification:

Master Painters Institute MPI #53  
Formulated without lead, mercury, or chromates  
Very low in VOCs

##### Federal Specifications Generic Equivalent:

TT-P-29-J

##### Technical Assistance

Available through your local authorized independent BENJAMIN MOORE® retailer. For the location of the retailer nearest you, call 1-800-826-2623, see [www.benjaminmoore.com](http://www.benjaminmoore.com), or consult your local Yellow Pages.

##### Technical Data

##### White

Vehicle Type	Proprietary Acrylic Latex
Pigment Type <sup>◊</sup>	Titanium Dioxide
Volume Solids <sup>◊</sup>	33%
Theoretical Coverage At Recommended Film Thickness	400 – 450 Sq. Ft.
Recommended Film Thickness – Wet	3.8 mils
– Dry	1.3 mils
Dry Time @ 77° F (25° C) @ 50% RH	1 Hour
– To Recoat	1 to 2 Hours
– To Service	2 Weeks
Dries By	Evaporation, Coalescence
Viscosity <sup>◊</sup>	93 ± 3 KU
Flash Point (Seta)	None
60° Specular Gloss	Flat
Surface Temperature at application – Min.	50° F
– Max.	90° F
Thin With	Clean Water
Clean Up Thinner	Clean Water
Weight Per Gallon <sup>◊</sup>	10.9 lbs.
Storage Temperature – Min.	40° F
– Max.	90° F
Volatile Organic Compounds (VOC) <i>Unthinned, this product is formulated not to exceed 100 Grams/Liter. **</i>	

\*\* Contact Benjamin Moore & Co. for actual levels, which may or may not be substantially less than stated.  
<sup>◊</sup> Values given are for color shown; other colors may vary.

## Surface Preparation

Surfaces to be painted must be clean and free from dirt, dust, wax, soap, oil, grease, and water soluble materials. Water dispersed detergents (trisodium phosphate) and abrasive cleaners are more suitable than solvent base preparations for surface cleaning. Rinse well to remove residues. Remove any peeling or scaling paint and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled. New plaster and masonry must be cured before painting. Apply primer before and after filling nailholes, cracks, and other surface imperfections.

**Unpainted Surfaces & Masonry:** New plaster or masonry surfaces must be allowed to cure (30 – 60 days) before priming. All surfaces must be thoroughly brushed with stiff fibre bristles to remove loose particles.

**Repaint Surfaces:** Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces.

**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. Carefully clean up 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](http://www.epa.gov/lead).

## Primer/Finish Systems

REGAL® Primer (W216) is the preferred primer in most situations. For best hiding results with clean off-white colors, use REGAL® Primer tinted to the approximate finish coat color, or two finish coats. For best results when a significant color change is required, use REGAL® Primer tinted to the approximate finish coat color. **Special Note:** Certain custom colors require a Deep Color Base Primer tinted to a special prescription formula to achieve the desired color. Consult your retailer.

**Difficult Substrates:** Benjamin Moore & Co. offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease, crayon markings, hard glossy surfaces, galvanized metal, or other substrates where paint adhesion or stain suppression is a particular problem. Your BENJAMIN MOORE® retailer can recommend the right problem-solving primer for your special needs.

### Wood, New:

**Primer:** REGAL® Primer (W216), BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023), BENJAMIN MOORE FRESH START® Alkyd Enamel Underbody (217) or BENJAMIN MOORE FRESH START® All-Purpose Alkyd Primer (W024)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

### Wood, Repaint:

**Primer:** Spot prime as needed with REGAL® Primer (W216), BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023), BENJAMIN MOORE FRESH START® Alkyd Enamel Underbody (217) or BENJAMIN MOORE FRESH START® All-Purpose Alkyd Primer (W024)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

### Plaster/Drywall, New:

**Primer:** REGAL® Primer (W216) or BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

### Plaster/Drywall, Repaint:

**Primer:** Spot prime as needed with REGAL® Primer (W216) or BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

### Masonry, New:

#### Rough or Pitted Masonry:

**Primer:** MOORCRAFT SUPER CRAFT® Latex Block Filler (285)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

#### Priming Smooth Poured or Precast Concrete:

**Primer:** REGAL® Primer (W216) or BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

### Masonry, Repaint:

**Primer:** Spot prime as needed with REGAL® Primer (W216) or BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

### Unpainted Metal (Ferrous):

**Primer:** IRONCLAD® Latex Low Lustre Metal & Wood Enamel (C363 or W363) or IRONCLAD® Alkyd Low Lustre Metal & Wood Enamel (C163)

**Finish:** 1 or 2 coats REGAL® Premium Interior 100% Acrylic Flat Finish (W215)

## Application

**Mixing of Paint:** 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.

## Thinning/Cleanup

Thinning is unnecessary, but if required to obtain desired application properties, a small amount of clean water may be added. Never add other paints or solvents. Wash 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

**Contains: Crystalline Silica** that can cause cancer when in the respirable form (spray mist or sanding dust).

**Use only with adequate ventilation.** Do not breathe spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. Wear eye protection and gloves during application or sanding. A dust/particulate respirator approved by NIOSH should be worn when sanding or spraying. Close container after each use.

**FIRST AID:** If you experience difficulty in breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical assistance immediately.

**IN CASE OF SPILL –** Absorb with inert material and dispose of as specified under **Thinning/Cleanup.**

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

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

