

**Features**

- ▲ Blister resistant.
- ▲ High hiding.
- ▲ Excellent adhesion.
- ▲ Quick dry.
- ▲ Enamel holdout.
- ▲ Sandable.
- ▲ Possesses a "perm"<sup>\*\*</sup> rating of less than 1; effectively performs as a vapor barrier, sealing in moisture that would otherwise pass through outer walls and ceilings under unheated attics.

**Recommended For:**

**Interior:** Use on previously painted surfaces or as an undercoater or sealer on wood, plywood, ceiling tile, Formica®, Masonite®, ceramic tile, and cured plaster. Excellent as a sealer and primer under new wallcoverings and can also be used as a primer coat over existing wallcoverings.

**Exterior:** Use on new or previously painted wood, aluminum, hardboard and vinyl siding, shingles, shakes, cured concrete, masonry, brick, and ferrous metal surfaces.

**General Description**

A premium quality alkyd primer for use as an undercoater, sealer or stain blocking primer. Formulated for suppressing most bleeding type stains including crayon, graffiti, grease marks, water stains, cedar and redwood bleed, asphalt, creosote, rust stains, and smoke.

This all purpose primer can be used over oil or latex paint and performs equally well under all Benjamin Moore & Co. architectural finish coat products.

**Limitations:**

- On hard, non-porous surfaces, such as glazed ceramics and metal, maximum adhesion and hardness may take 3-4 days to develop.
- Not recommended for galvanized metal and unpainted drywall — use Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer (023) or Regal FirstCoat® (216).
- Do not apply when air and surface temperatures are below 50° F (10° C).

**Product Information**

**Colors: —Standard:**

White  
White may be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Color Preview® colorants per gallon.  
For best hiding results, tint to the approximate shade of the finish coat.

**—Tint Bases:**

Deep Color Base  
(When tinted in accordance with Benjamin Moore & Co. prescriptions, Deep Color Base will provide a hiding base coat suitable for use under deep and intense colors.)

**—Special Colors:**

Contact your Benjamin Moore & Co. representative

**Certification:**

Master Painters Institute MPI #45  
Formulated without lead or mercury.  
Formulated with non-photochemically reactive solvents.

**Technical Assistance**

Available through your local authorized independent Benjamin Moore & Co. 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.

\* A "perm" is a vapor transmission rate of 1 gram of water vapor per square foot, per hour, with a mercury vapor pressure difference of one inch. This rating is the level specified by the FHA in their Minimum Properly Standards.

**Technical Data**

**White**

Vehicle Type	Alkyd
Pigment Type <sup>∅</sup>	Titanium Dioxide
Volume Solids <sup>∅</sup>	55.5%
Theoretical Coverage At	450 – 550 Sq. Ft.
Recommended Film Thickness	<i>500 sq. ft. per gallon for use as a vapor barrier</i>
Recommended Film Thickness – Wet	2.7 mils
– Dry	1.5 mils
Dry Time @ 77° F	Set To Touch 6 Hours
(25° C) @ 50% RH	– To Handle 8 Hours
	– To Recoat Overnight
<i>for sanding or topcoating.</i>	
Dries By	Evaporation, Oxidation
Viscosity <sup>∅</sup>	88 ± 3 KU
Flash Point (Seta)	None
60° Specular Gloss	Flat
Surface Temperature at application – Min.	50° F
– Max.	90° F
Thin With	Do Not Thin
Clean Up Thinner	Mineral Spirits
Weight Per Gallon <sup>∅</sup>	11.8 lbs.
Storage Temperature – Min.	40° F
– Max.	90° F
Volatile Organic Compounds (VOC) <i>Unthinned, this product is formulated not to exceed 350 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, cured, dry and free of grease, wax, rust, chalk, and loose or scaling paint. Dull mill glazed areas with sandpaper. Unweathered areas such as eaves, ceilings and overhangs should be washed with a detergent solution and/or rinsed with a strong stream of water from a garden hose to remove surface salts that can interfere with proper adhesion. Spot prime all nail holes, areas that need caulking or putty, and any bare wood. Reprime all puttied areas before applying finish coat.

**Mildew:** If mildew is present, it must be removed with a commercial mildew wash or it will continue to grow through the fresh coating. Caution: Follow manufacturer's direction. Use rubber gloves and protective clothing.

**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

For best hiding results, tint primer to the approximate shade of the finish coat, especially when a significant color change is desired. **A properly tinted Deep Color Base (024 04) is essential for achieving best hiding results and minimizing the extra coats resulting from drastic color changes.**

**Plaster/Drywall, New:** All plaster surfaces must be thoroughly cured for at least 30 days. Drywall surfaces must be free of sanding dust.

**Primer:** 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer (023) or Regal FirstCoat® (216).

**Finish:** Appropriate Benjamin Moore® finish coat.

**Plaster, Repaint:** Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces. Greasy walls and ceilings must be washed with a strong detergent solution.

**Primer:** 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose Alkyd Primer.

**Finish:** Appropriate Benjamin Moore® finish coat.

### Wood, New, Non-Bleeding:

**Primer (exterior):** Caution: Smooth planed clapboards or siding must be sanded thoroughly to break the "mill glaze" allowing proper penetration and adhesion.

**Primer (interior):** 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose Alkyd Primer.

**Finish:** Appropriate Benjamin Moore® finish coat.

### Wood, Repaint (Including Shakes and Shingles):

**Primer:** Spot prime as needed with Benjamin Moore Fresh Start® All-Purpose Alkyd Primer.

**Finish:** Appropriate Benjamin Moore® finish coat.

### Hardboard Siding, Factory Primed:

**Primer:** 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose Alkyd Primer.

**Finish:** Appropriate Benjamin Moore® finish coat.

**Masonry, New and Unpainted (Including Unglazed Brick):** Poured concrete and precast concrete must be allowed to cure for 60-90 days; block construction should be allowed to cure for 30-60 days. All surfaces must be thoroughly brushed with stiff fibre bristles to remove loose particles.

### Rough or Pitted Masonry:

**Primer:** Moorcraft Super Craft® Latex Block Filler (285).

**Finish:** Appropriate Benjamin Moore® finish coat.

### Smooth Poured or Precast Concrete:

**Primer:** 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose Alkyd Primer.

**Finish:** Appropriate Benjamin Moore® finish coat.

### Masonry, Weathered and Unpainted (Including Unglazed Brick):

**Primer:** Not required if surface is firm. Loose, sandy masonry should be hosed down thoroughly to remove surface particles, allowed to dry, then primed with Benjamin Moore Fresh Start® All-Purpose Alkyd Primer.

**Finish:** Appropriate Benjamin Moore® finish coat.

**Masonry, Repaint (Including Unglazed Brick):** A common finish paint failure on masonry construction is peeling and scaling, often caused by painting over heavy chalk deposits. The most practical and efficient way to remove this substance is with high pressure spray equipment. Multiple coats of paint that are in an advanced state of deterioration or prior applications of cement based coatings must be removed to a sound substrate. Sand blasting or using a mechanical grinder are effective means of preparation. Surfaces should then be primed with a chalk binding primer such as Moore's® Alkyd Masonry Sealer — White (C077 01) or Clear (C077 00), or Moore's® Acrylic Masonry.

Sealer — White (066 01) or Clear (066 00).

**Finish:** Appropriate Benjamin Moore® finish coat.

**Metal Surfaces:** All ferrous metal surfaces must be free of rust. Wipe all metal surfaces with mineral spirits to remove any oily, greasy residue. Solvent and rags should be changed frequently.

**Primer:** 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose Alkyd Primer.

**Finish:** Appropriate Benjamin Moore® finish coat.

## Application

**Mixing of Paint:** Stir thoroughly before and occasionally during use. Apply 1 or 2 coats as received in the container. Do not thin. Two coats provide the maximum sealing and stain suppression. When spot-priming, double-coating or applying finish coat, allow at least an overnight dry between coats.

Apply one or two coats. For best results, use a Benjamin Moore® custom-blended nylon/polyester or china bristle brush, Benjamin Moore® roller, or a similar product. This product can also be sprayed.

**Spray, Conventional:** See **Thinning/Cleanup** below.

**Spray, Airless:** Fluid Pressure — 1,500 to 2,000 PSI;  
Tip — .018 Orifice; Filter — 50 mesh

## Thinning/Cleanup

Do not thin. Do not add other paints, oils, driers, or varnishes. Clean equipment with mineral spirits.

**USE COMPLETELY OR DISPOSE OF PROPERLY.** This product contains organic solvents which may cause adverse effects to the environment if handled improperly. Save unused product for touch-up purposes or a household hazardous waste collection program. 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

### WARNING! COMBUSTIBLE LIQUID AND VAPOR

### Contains Stoddard Solvent and Crystalline Silica

VAPOR HARMFUL. CAUSES EYE, SKIN, NOSE, AND THROAT IRRITATION.

**NOTICE:** Repeated and prolonged exposure to solvents may lead to permanent brain and nervous system damage. Eye watering, headaches, nausea, dizziness and loss of coordination are signs that solvent levels are too high. Intentional misuse by deliberately concentrating and inhaling the contents may be harmful or fatal. **Crystalline silica** can cause cancer when in the respirable form (spray mist or sanding dust).

Keep away from heat and flame. **Use only with adequate ventilation.** Do not breathe vapors, spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. Wear eye protection and gloves. To avoid breathing vapors or spray mist, open window and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches or dizziness, increase fresh air or wear a properly fitted vapor/particulate respirator approved by NIOSH for use with paints or leave the area. In all cases follow respirator manufacturer's directions for respirator use. Close container after each use.

**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 water for at least 15 minutes and call a physician; for skin, wash thoroughly with soap and water. In case of ingestion, DO NOT INDUCE VOMITING. Call physician immediately.

**IN CASE OF:** FIRE — Use foam, CO<sub>2</sub>, dry chemical, or water fog.  
SPILL — Absorb with inert material and dispose of as specified under **Thinning/Cleanup**.

### KEEP OUT OF REACH OF CHILDREN

**Material Safety Data Sheets available  
on request from your servicing retailer.**

