



# CENTURY

## SMALL BATCH INTERIOR PAINT 0030

Century is the first Soft Touch Matte paint with a never-before-seen depth of color and a soft touch finish. To achieve this unique finish it is made with a precise formula in small batches under the supervision of our master craftsmen. This innovative paint comes in a curated collection of 75 pre-mixed colors.

### FEATURES

- The superior application performance you expect from Benjamin Moore.
- Spreads smoothly with minimal effort.
- Brush strokes level evenly for seamless touch-ups.
- Exceptional coverage both wet & dry.
- Luxurious, Soft Touch Matte finish.
- Qualifies for LEED® v4 credit.

### RECOMMENDED FOR

Residential applications where an ultra-premium quality matte finish is desired. New or previously painted wallboard, plaster, primed or previously painted smooth wood.

### LIMITATIONS

- Do not apply when air and surface temperatures are below 50°F (10°C).
- Do not apply in high moisture areas, such as bathrooms and kitchens or in high traffic areas.

### PRODUCT INFORMATION

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<p><b>COLORS — STANDARD:</b></p> <p>75 Ready Made Colors</p>	<table border="1"> <thead> <tr> <th>TECHNICAL DATA</th> <th>LIGHTER COLORS</th> </tr> </thead> <tbody> <tr> <td>Vehicle Type</td> <td>Proprietary 100% Acrylic Latex</td> </tr> <tr> <td>Pigment Type</td> <td>Titanium Dioxide</td> </tr> <tr> <td>Volume Solids</td> <td>45%</td> </tr> <tr> <td>Coverage per Gallon at</td> <td>400 – 450 Sq. Ft.</td> </tr> <tr> <td>Recommended Film Thickness</td> <td>(37.1 – 41.8 sq. m.)</td> </tr> <tr> <td>Recommended Film Thickness</td> <td>– Wet 3.8 mils</td> </tr> <tr> <td></td> <td>– Dry 1.7 mils</td> </tr> </tbody> </table> <p>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.</p> <table border="1"> <tbody> <tr> <td>Dry Time @ 77°F (25°C) @ 50% RH</td> <td>– To Touch</td> <td>1 Hour</td> </tr> <tr> <td></td> <td>– To Recoat</td> <td>1 – 2 Hours</td> </tr> </tbody> </table> <p>Painted surfaces can be lightly washed with mild soap and water solution after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.</p> <table border="1"> <tbody> <tr> <td>Dries By</td> <td>Evaporation, Coalescence</td> </tr> <tr> <td>Viscosity</td> <td>95 ± 5 KU</td> </tr> <tr> <td>Flash Point</td> <td>None</td> </tr> <tr> <td>Gloss / Sheen</td> <td>Matte (0-4 @ 60°)</td> </tr> <tr> <td>Surface Temperature at</td> <td>– Min. 50° F (10° C)</td> </tr> <tr> <td>Application</td> <td>– Max. 90° F (32° C)</td> </tr> <tr> <td>Thin With</td> <td>Do Not Thin</td> </tr> <tr> <td>Clean Up Thinner</td> <td>Clean Water</td> </tr> <tr> <td>Weight Per Gallon</td> <td>10 lbs (4.53 kg)</td> </tr> <tr> <td>Storage Temperature</td> <td>– Min. 40° F (4.4° C)</td> </tr> <tr> <td></td> <td>– Max. 90° F (32° C)</td> </tr> </tbody> </table> <p style="text-align: center;"><b>VOLATILE ORGANIC COMPOUNDS (VOC)</b></p> <p style="text-align: center;">44 g/L</p>	TECHNICAL DATA	LIGHTER COLORS	Vehicle Type	Proprietary 100% Acrylic Latex	Pigment Type	Titanium Dioxide	Volume Solids	45%	Coverage per Gallon at	400 – 450 Sq. Ft.	Recommended Film Thickness	(37.1 – 41.8 sq. m.)	Recommended Film Thickness	– Wet 3.8 mils		– Dry 1.7 mils	Dry Time @ 77°F (25°C) @ 50% RH	– To Touch	1 Hour		– To Recoat	1 – 2 Hours	Dries By	Evaporation, Coalescence	Viscosity	95 ± 5 KU	Flash Point	None	Gloss / Sheen	Matte (0-4 @ 60°)	Surface Temperature at	– Min. 50° F (10° C)	Application	– Max. 90° F (32° C)	Thin With	Do Not Thin	Clean Up Thinner	Clean Water	Weight Per Gallon	10 lbs (4.53 kg)	Storage Temperature	– Min. 40° F (4.4° C)		– Max. 90° F (32° C)
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<p><b>CERTIFICATIONS &amp; QUALIFICATIONS:</b></p> <p><b>VOC compliant in all regulated areas</b></p> <p>Qualifies for LEED® v4 Credit</p> <p>Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)</p> <p>CDPH v1 Emission Certified</p>																																													
<p><b>TECHNICAL ASSISTANCE:</b></p> <p>Available through your local authorized independent Benjamin Moore retailer. For the location of the retailer nearest you, call 866-708-9180, see <a href="http://www.experiencecentury.com">www.experiencecentury.com</a>.</p>																																													

†Reported values are for Lighter colors. Contact Benjamin Moore for values of other colors.

# CENTURY® SMALL BATCH INTERIOR PAINT SOFT TOUCH MATTE FINISH 0030

## 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 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. Remove any powder or loose particles before priming/painting.

**DIFFICULT SUBSTRATES:** Benjamin Moore offers a variety of specialty primers for use over difficult substrates such as plaster, bleeding woods, grease stains, crayon markings, hard glossy surfaces, or other substrates where paint adhesion or stain suppression is a particular problem. Your Benjamin Moore® retailer or architectural representative can recommend the right problem-solving primer for your special needs.

**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 Informational Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead).

## PRIMER/FINISH SYSTEMS

Century® Small Batch Interior Paint is self-priming on most surfaces. Benjamin Moore recommends two coats of this product to achieve full color development, sheen, texture and to maximize paint film performance.

### PLASTER/WALLBOARD:

**PRIMER:** Fresh Start® High-Hiding All Purpose Primer (046) or Century® Small Batch Interior Paint Soft Touch Matte Finish (0030)  
**FINISH:** 2 coats of Century® Small Batch Interior Paint Soft Touch Matte Finish (0030)

### SMOOTH WOOD AND ENGINEERED WOOD PRODUCTS:

**PRIMER:** For non-bleeding woods, use Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh Start® High-Hiding All Purpose Primer (046)  
**FINISH:** 2 coats Century® Small Batch Interior Paint Soft Touch Matte Finish (0030)

**REPAINT, ALL SUBSTRATES:** Prime bare areas with the primer recommended for the substrate above.

## APPLICATION

**MIXING OF PAINT:** Stir thoroughly before and during use. Apply two coats to achieve full color development, sheen, texture and to maximize paint film performance. For best results, use a Benjamin Moore® Century® custom-blended nylon/polyester brush, Benjamin Moore® Century® 3/8" roller cover, or equivalent product. Apply paint generously from unpainted area into wet area. This product can also be sprayed.

**SPRAY:** Airless Pressure: 1500-2500 psi; tip: 0.013-0.017.

## THINNING/CLEAN UP

Thinning is unnecessary. 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 or follow state/local guidelines on solvent use.

**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. Close container after each use. Wash thoroughly after handling.



**WARNING** Cancer and Reproductive Harm –

[www.P65warnings.ca.gov](http://www.P65warnings.ca.gov)

**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 **THINNING/CLEAN UP**.

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

**REFER TO SAFETY DATA SHEET FOR ADDITIONAL  
HEALTH AND SAFETY INFORMATION.**

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