Benjamin Moore®

ADVANCE®
WATERBORNE INTERIOR ALKYD
PRIMER 790

Features

- Provides a total waterborne system for Advance® Waterborne Interior Alkyd finishes
- Easy to apply
- Excellent leveling properties
- Excellent adhesion
- Sandable
- Spatter resistant
- Minimal odor
- Excellent for blocking household stains

General Description

A premium quality waterborne alkyd primer formulated primarily to provide a sealed and sandable surface for Advance® Waterborne Alkyd topcoats. Combines the qualities desired in an interior primer: Excellent adhesion, spatter proof, sandability, minimal odor, excellent flow and leveling, and household stain blocking.

Recommended For

Ideal for interior doors, trim, cabinets, walls, and ceilings. For primed or previously painted wallboard, plaster, masonry, wood and metal.

Limitations

- Not recommended for blocking tannin, sealing knots or over pine sap.
- Proper adhesion to existing enamel, catalyzed lacquers or synthetic surfaces will require sanding and priming with a specialty primer. See Primer/Finish Systems on page 2.

Product Information

Colors — Standard:

White

White may be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Gennex® colorants per gallon.

For best hiding results, tint to the approximate shade of the finish coat.

— Tint Bases:

n/a

— Special Colors:

Contact your Benjamin Moore representative.

Certification:

VOC compliant in all regulated areas

Master Painters Institute MPI #172

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

Qualifies for LEED® Credit (PRIMER)

CHPS Certified (Collaboration for High Performance Schools)

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, or consult your local Yellow Pages.

Technical Data◊		White
Vehicle Type		Waterborne alkyd
Pigment Type		Titanium Dioxide
Volume Solids		41.5%
Coverage per Gallon at Recommended Film Thickness		400 – 500 sq. ft.
Recommended Film Thickness	– Wet	3.6 mils
	– Dry	1.5 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	4-6 Hours
	– To Recoat	8 Hours
Advance's full hardness and adhesion develop over time. Do not expose to heavy abrasion or return shelves/tabletops to service for at least 3-5 days to prevent damage to the finish. High humidity or cooler temperatures will prolong dry, recoat and cure times.		
Dries By		Evaporation, Oxidation
Viscosity		100 ± 4 KU
Flash Point		None
Gloss / Sheen		Flat (<5 @ 85°)
Surface Temperature at Application	– Min.	50°F
	– Max	90°F
Thin With		Do Not Thin
Clean Up Thinner		Clean Water
Weight Per Gallon		11.8 lbs
Storage Temperature	– Min.	40°F
	– Max	90°F

Volatile Organic Compounds (VOC)

White 44 Grams / Liter .37 LBS / Gallon

◊ Reported values are for White. Contact Benjamin Moore for values of other bases or colors.

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 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. Wood substrates must be thoroughly dry.

Difficult Substrates: If the surfaces to be painted exhibits severe tannin or smoke staining, a Benjamin Moore solvent based alkyd primer may be your best choice for conquering these severe conditions. Consult your Benjamin Moore retailer for further guidance.

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.

Primer/Finish Systems

New surfaces should be fully primed, and previously painted surfaces may be primed or spot primed as necessary. For best hiding results use Benjamin Moore® Advance® Waterborne Interior Alkyd 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.

Wood and engineered wood products:
Primer: Advance® Waterborne Interior Alkyd Primer (790), Fresh Start® All-Purpose 100% Acrylic Primer (N023), Fresh Start®100% Acrylic Superior Primer (046) or Fresh Start® All-Purpose Alkyd Primer (024)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Cabinetry-All surfaces to be roughened by sanding (220 grit or coarser) before priming; light sanding between coats allows for a smoother finish; all dust must be cleaned.

Wood, MDF & Thermofoil
Primer: 1 coat Advance® Waterborne Interior Alkyd Primer (790)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Laminate (Formica)
Primer: 1 coat Fresh Start® 100% Acrylic Superior Primer (046)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Plastic (Vinyl) veneer
Primer: 1 coat of Advance® Waterborne Interior Alkyd Primer (790) after removing plastic veneer by sanding away (an electric sander with a 100 grit paper works fine; manual sanding may need to be vigorous)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Drywall:
Primer: Advance® Waterborne Interior Alkyd Primer (790)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Plaster:
Primer: Fresh Start® All-Purpose 100% Acrylic Primer (N023) or Fresh Start® 100% Acrylic Superior Primer (046)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Rough or Pitted Masonry:
Primer: Super Spec® Latex Block Filler (160) or Super Spec® Masonry Interior/Exterior Hi-Build Block Filler (206)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Smooth Poured or Pre-cast Concrete:
Primer: Fresh Start® All-Purpose 100% Acrylic Primer (N023) or Fresh Start® 100% Acrylic Superior Primer (046)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Ferrous Metal (Steel and Iron):
Primer: Super Spec HP® Acrylic Metal Primer (P04) or Super Spec HP® Alkyd Metal Primer (P06)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish

Non-Ferrous Metal (Galvanized & Aluminum): All new metal surfaces must be thoroughly cleaned with Super Spec HP® Oil & Grease Emulsifier (P83) 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
Primer: Super Spec HP® Acrylic Metal Primer (P04) or Super Spec HP® DTM Acrylic Low Lustre (P25)
Finish: 1 or 2 coats of the appropriate Advance® Waterborne Interior Alkyd finish
Repaint, All Substrates: Prime bare areas with the primer recommended for the substrate above.

Application

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

Spray, Airless: Fluid Pressure: 1500 – 2500
Tip: .013 - .017

Extra ventilation is necessary under humid conditions to speed the dry time of Advance, especially when the paint is applied over sealed, hard, non-porous surfaces. The chart below is for general guidance.

Mild conditions	Severe conditions	Very severe conditions
Dry (RH<50%), and Temperature between 70˚F and 90˚F	(RH> 50%), and/or temperature between 50˚F and 70˚F	RH> 85%, or temperature < 50˚F
Advance will dry normally. Dry to touch: 4-6 hours To Recoat: 8 hours	Advance will dry slower than normal unless the following is done to speed the dry time: **Ventilate the room with a fan and/or turn on A/C to lower the humidity.**	Do not apply Advance

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. Clean up with warm soapy water. Brushes and rollers should be given a final rinse with mineral spirits to remove residual alkyd. 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: This product contains a chemical known to the state of California to cause cancer and birth defects, or other reproductive harm.
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 Material Safety Data Sheet for additional health and safety information.

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