ADVANCE®

WATERBORNE INTERIOR ALKYD PRIMER 790

Features

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

Recommended For

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

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, excellent flow and levelling, and household stain blocking.

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	
Standard Colours	White (00)
Tint Bases	NA
Colorant System	Up to 60 ml per 3.79 L of Gennex® Waterborne Colorants

Certifications & Qualifications:

VOC compliant in all regulated areas

Qualifies for LEED® v4 Credit

Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)

CDPH v1 Emission Certified

Master Painters Institute MPI # 172

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

Technical Assistance

Available in the UK through Benjamin Moore UK showrooms and Authorized Stockists.
See www.benjaminmoorepaint.co.uk/stores for contact information.

Benjamin Moore corporate customer service +1 855-724-6802 or info@benjaminmoore.com

Technical data for base 1		
Vehicle Type		Waterborne Alkyd
Pigment Type		Titanium Dioxide
Volume Solids		41.5 ± 2 %
Coverage per 3.79 L at Recommended Film Thickness		37.1 – 46.4 sq. m. (400 – 500 sq. ft.)
Recommended Film Thickness	– Wet	78.7 – 99.0 µm (3.1 – 3.9 mils)
	– Dry	33.0 – 40.6 µm (1.3 – 1.6 mils)
Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure colour uniformity and minimize the disposal of excess paint.		
Dry Time @ 25 °C (77 °F) @ 50 % RH	– To Touch	4 – 6 Hours
	– To Recoat	8 Hours
Advance's full adhesion develop over time. Do not expose to heavy abrasion or return shelves/tabletops to service for at least 5-7 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.	10 °C (50 °F)
	– Max.	32.2 °C (90 °F)
Thin With		Do Not Thin
Clean Up Thinner		Clean Water
Weight Per 3.79 L		5.4 kg (11.8 lbs.)
Storage Temperature	– Min.	4.4 °C (40 °F)
	– Max	32.2 °C (90 °F)

Volatile Organic Compounds (VOC)

EU limit for this product is (Cat.A/a) 30 g/L
Max VOC 18 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 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 exhibit 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.

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 colour. **Special Note:** Certain deep custom colors may require a Deep Base Primer tinted to a special prescription formula to achieve the desired colour. Consult your Benjamin Moore® retailer.

Wood and Engineered Wood Products
Primer: Advance® Waterborne Interior Alkyd Primer (790) or Fresh Start® High-Hiding All Purpose Primer (046)
Finish: 1 – 2 coats of the appropriate ADVANCE® Finish

MDF & Thermofoil
Primer: Advance® Waterborne Interior Alkyd Primer (790)
Finish: 1 – 2 coats of the appropriate ADVANCE® Finish

Plaster/Wallboard
Primer: Ultra Spec® 500 Interior Latex Primer (N534) or Fresh Start® High-Hiding All Purpose Primer (046)
Finish: 1 – 2 coats of Ultra Spec® 500 Interior Flat Finish (N536)

Laminate (Formica)
Primer: Advance® Waterborne Interior Alkyd Primer (790)
Finish: 1 – 2 coats of the appropriate ADVANCE® 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 – 2 coats of the appropriate ADVANCE® Finish

Smooth Poured or Precast Concrete
Primer: Fresh Start® High-Hiding All Purpose Primer (046)
Finish: 1 – 2 coats of the appropriate ADVANCE® Finish

Ferrous Metal (steel & Iron)
Primer: Ultra Spec® HP Acrylic Metal Primer (HP04) or Super Spec HP® Alkyd Metal Primer (P06)
Finish: 1 – 2 coats of the appropriate ADVANCE® Finish

Non-Ferrous Metal (galvanized & aluminum)
All new metal surfaces must be thoroughly cleaned with Oil & Grease Emulsifier Corotech® V600 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: Ultra Spec® HP Acrylic Metal Primer (HP04)
Finish: Finish: 1 – 2 coats of the appropriate ADVANCE® Finish

Hard glossy alkyd surfaces:
Abrasion by sanding leads to optimum adhesion.

Repaint, All Substrates: Prime bare areas with the primer recommended for the substrate above.

Application

Stir thoroughly before use. Apply one or two coats. For best results, use a Benjamin Moore® Professional custom-blended nylon/polyester brush, Benjamin Moore® Professional roller, or a similar product. This product can also be sprayed.
Brush: Nylon / Polyester
Roller: 10 mm Roller Cover

Spray, Airless:
Fluid Pressure — 1,500 - 2,500 PSI; Tip — .013 - .017 Orifice

Spray, HVLP:
Fluid Pressure — 20 PSI; Tip — 1.8 Tip

Thinning/Clean Up

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.

Hazard statements

May cause an allergic skin reaction.

EUH208 - Contains (1,2-Benzisothiazolin-3-one). May produce an allergic reaction. EUH211 - Warning! Hazardous respirable droplets may be formed when sprayed. Do not breathe spray or mist. EUH210 - Safety data sheet available on request

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.**

PROTECT FROM FREEZING