

Features

- Maximum hiding
- Excellent all-around stain blocker
- Whole house primer
- Superior adhesion
- Quick drying
- Great flow & levelling
- Mildew resistant

Recommended For

Interior: Use on new or previously painted wood, plywood, drywall, ceiling tile, Formica®, Masonite®, ceramic tile and cured plaster.

Exterior: Use on new or previously painted wood, fibre cement board, hardboard siding, aluminum, galvanized, cured masonry and previously coated ferrous metal surfaces.

Type of Stains: Water stains, tannin bleed, smoke damage, markers, crayons, pens, pencils, nicotine, hand & fingerprints, household stains such as coffee and many more.

2 coats of primer may be required in severe cases; allow the primer to dry thoroughly for best results.

General Description

A superior quality, interior/exterior 100% acrylic primer that delivers maximum hide and ensures uniform finish. It is the product of choice when a significant colour change is required. It provides superior adhesion and is more forgiving over difficult substrates. Additionally, this product is effective in sealing and suppressing most bleeding type stains. In cases of severe bleeding, a solvent based primer should be used to prevent stains from reappearing.

Limitations

- Not recommended for sealing knots or over pine sap.
- On hard, non-porous surfaces, such as glazed ceramics and prefinished metal, maximum adhesion and hardness may take 3-4 days to develop.
- Do not apply when air and surface temperatures are below 4.4 °C (40 °F).

Product Information		Technical data for white	
Standard Colours	White (00)	Vehicle Type	100% Acrylic Latex
Tint Bases	Deep Base (04)	Pigment Type	Titanium Dioxide
Colorant System	Gennex® Waterborne Colorants	Volume Solids	43 ± 2%
Certifications & Qualifications:		Coverage per 3.79 L at	37.2 – 41.8 sq. m.
VOC compliant in all regulated areas		Recommended Film Thickness	(400 – 450 sq. ft.)
Eligible for LEED® v4 Credit		Recommended Film Thickness	88.9 – 101.6 µm
Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)			– Wet (3.5 – 4.0 mils)
CDPH v1 Emission Certified		– Dry	38.1 – 43.1 µm (1.5 – 1.7 mils)
Master Painters Institute MPI # 6, 17, 17 X-Green™, 39, 50, 50 X-Green™, 137, 137 X Green™		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.	
Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84		Dry Time @ 25 °C (77 °F) @ 50 % RH	– To Touch 1 Hour
Water vapor permeance (breathability) ASTM D1653 (method B): 19.5 Perms			– To Recoat 2 Hours
Technical Assistance		High humidity and cool temperatures will result in longer dry, recoat and service times.	
Available in the UK through Benjamin Moore UK showrooms and Authorized Stockists. See www.benjaminmoorepaint.co.uk/stores for contact information.		Dries By	Evaporation, Coalescence
Benjamin Moore corporate customer service +1 855-724-6802 or info@benjaminmoore.com		Viscosity	95 ± 5 KU
		Flash Point	None
		Gloss / Sheen	Flat (7 – 12 @ 85°)
		Surface Temperature at Application	– Min. 4.4 °C (40 °F)
			– Max. 32.2 °C (90 °F)
		Thin With	Do Not Thin
		Clean Up Thinner	Clean Water
		Weight Per 3.79 L	4.9 kg (10.8 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/g) 30 g/L	
		MAX VOC 16 g/L	

Fresh Start® High-Hiding All Purpose Primer (046)

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

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

Primer/Finish Systems

Fresh Start® High-Hiding All Purpose Primer is the preferred primer in most situations. New surfaces should be fully primed, and previously painted surfaces may be primed or spot primed as necessary. For best hiding results use Fresh Start® High-Hiding All Purpose Primer tinted to the approximate finish coat colour. **Special Note:** Certain custom colours require a Deep Colour Base Primer tinted to a special prescription formula to achieve the desired colour. Consult your retailer.

Wood, and engineered wood products:

Primer: Fresh Start® High-Hiding All Purpose Primer (046)

Bleeding type woods, (cedar and redwood): Fresh Start® High-Hiding All Purpose Primer (046) or Fresh Start® Multi-Purpose Oil Based Primer (024)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Drywall:

Primer: Fresh Start® High-Hiding All Purpose Primer (046)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Plaster:

Primer: Fresh Start® High-Hiding All Purpose Primer (046)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Masonry; Rough or Pitted:

Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Masonry; Smooth Poured or Pre-cast Concrete:

Primer: Fresh Start® High-Hiding All Purpose Primer (046) or Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Ferrous Metal (Steel and Iron):

Primer: Super Spec HP® Alkyd Metal Primer (P06)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat.

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: Fresh Start® High-Hiding All Purpose Primer (046)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

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

Pressure: 1,500-2,500 psi; Tip: 0.013-0.017

Thinning/Clean Up

Clean Up: Wash painting tools in warm soapy water immediately after use. Spray equipment should be given a final rinse with mineral spirits to prevent rusting.

WARNING Contains 2-Methyl-4-isothiazolin-3-one



Hazard statements

H317 - May cause an allergic skin reaction. H412 - Harmful to aquatic life with long lasting effects.

EUH208 - Contains (1,2-Benzisothiazolin-3-one, 5-Chloro-2-methyl-3(2H)-isothiazolone mixture with 2-methyl-3(2H)-isothiazolone (3:1)). May produce an allergic reaction

Precautionary Statements - EU (\$28, 1272/2008)

P101 - If medical advice is needed, have product container or label at hand. P102 - Keep out of reach of children. P261 - Avoid breathing dust/fume/gas/mist/vapors/spray. P280 - Wear eye protection/ face protection. P321 - Specific treatment (see supplemental first aid instructions on this label). P501 - Dispose of contents/container to industrial incineration plant.

PROTECT FROM FREEZING

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