

Features

- Excellent durability
- Excellent flow and levelling properties
- Extended open time
- Minimal yellowing
- Spatter resistant
- Easy application
- Easy clean up
- Block resistant

Recommended For

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

General Description

A premium quality waterborne alkyd matte that delivers the desired flow and levelling characteristics of conventional alkyd paint. It provides a tough finish that stands up to repeated washing. It is easy to apply, resists spattering, and has excellent flow and levelling.

Limitations

- Do not apply when air and surface temperatures are below 10 °C (50 °F).
- Depending on weather and drying conditions, it could take up to 30 days to reach optimum hardness and final sheen.
- Sand glossy alkyds before applying ADVANCE®.

Product Information		Technical data for base 1	
Standard Colours	White (01)	Vehicle Type	Waterborne Alkyd
Tint Bases	1X, 2X, 3X and 4X	Pigment Type	Titanium Dioxide
Colorant System	Gennex® Waterborne Colorants	Volume Solids	48 ± 2 %
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 # 165		Coverage per 3.79 L at	37.1 – 46.4 sq. m.
		Recommended Film Thickness	(400 – 500 sq. ft.)
		Recommended Film Thickness – Wet	78.7 – 101.6 µm (3.1 – 4.0 mils)
		Recommended Film Thickness – Dry	38.1 – 48.3 µm (1.5 – 1.9 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.	
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		Dry Time @ 25 °C (77 °F) @ 50 % RH	– To Touch 4 – 6 Hours – To Recoat 16 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 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	98 ± 4 KU
		Flash Point	None
		Gloss / Sheen	Matte (2 – 6 @ 85°)
		Surface Temperature at Application	– Min. 10 °C (50 °F) – Max. 32.2 °C (90 °F)
		Thin With	Clean Water
		Clean Up Thinner	Clean Water
		Weight Per 3.79 L	5.8 kg (12.7 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: Benjamin Moore offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease stains, crayon markings, hard glossy surfaces, galvanized metal, or other substrates where paint adhesion or stain suppression is a particular problem. Your Benjamin Moore® retailer can recommend the right problem solving primer for your special needs.

Note: Although Advance yellows less than conventional alkyds, a slight amount of yellowing may occur. This effect is accelerated in dark or poorly ventilated areas and is more visible in lighter colours.

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 or more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

MDF & Thermofoil

Primer: Advance® Waterborne Interior Alkyd Primer (790)

Finish: 1 or more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

Plaster/Wallboard

Primer: Ultra Spec® 500 Interior Latex Primer (N534) or Fresh Start® High-Hiding All Purpose Primer (046)

Finish: 1 or more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

Laminate (Formica)

Primer: Advance® Waterborne Interior Alkyd Primer (790)

Finish: 1 or more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

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 more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

Smooth Poured or Precast Concrete

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

Finish: 1 or more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

Ferrous Metal (steel & Iron)

Primer: Ultra Spec® HP Acrylic Metal Primer (HP04) or Super Spec HP® Alkyd Metal Primer (P06)

Finish: 1 or more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

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: 1 or more coats of ADVANCE® Waterborne Interior Alkyd Matte (791)

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.

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



Hazard statements

H317 - May cause an allergic skin reaction. 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. EUH211 - Warning! Hazardous respirable droplets may be formed when sprayed. Do not breathe spray or mist

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 protective gloves. P321 - Specific treatment (see supplemental first aid instructions on this label). P501 - Dispose of contents/container to an approved waste disposal plant.

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