Multi-Purpose Primer

067

General Description

A 100% acrylic resin, interior and exterior primer for all project needs. It combines all the qualities desired in a multi-purpose primer: strong adhesion for all surfaces, provides a mildew-resistant coating, quick drying, and low-VOC. Formulated to suppress most light stains.

- Strong adhesion to interior and exterior substrates
- Quick drying – 1 hour recoat
- Low VOC
- Provides a mildew resistant coating

Usage

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

Exterior: Use on new or previously painted wood, aluminum, hardboard and vinyl siding, shingles, shakes, concrete, masonry, brick, and non-ferrous metal surfaces. On hard, non-porous surfaces, such as glazed ceramics and non-ferrous metal, **maximum adhesion and hardness** may take 3-4 days to develop.

Colors	White (00)
Bases	N/A
Colorant System	Gennex® (up to 2 fl. oz. per gallon)

Technical Data

Vehicle		100% Acrylic
Pigment		Titanium Dioxide
Volume Solids		36 ± 2%
Spread Rate Per Gallon		350 – 450 Sq. Ft.
Recommended Film Thickness	Wet:	3.6 – 4.6 mils
	Dry:	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 color uniformity and minimize the disposal of excess paint.

Dry Time @ 77 °F (25 °C) @ 50% RH	To Touch:	30 minutes
	To Recoat:	1 hour

High humidity and cool temperatures will result in longer dry, recoat and service times.

Surface Temperature During Application	Min:	40 °F
	Max:	90 °F
Viscosity		98 ± 4 KU
Flash Point		None
Sheen / Gloss		0 – 10 @ 85°
Clean Up		Water
Thinner		Do not thin
Weight Per Gallon		10.3 lbs.
Storage Temperature	Min:	40 °F
	Max:	90 °F
VOC		< 50 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. 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 Systems

Wood, and engineered wood products:
Multi-Purpose Primer (067)

Bleeding Woods (Redwood, Cedar, etc.):
Fresh Start® High-Hiding All-Purpose Primer (046) or Fresh Start® Deck & Siding Primer (094)

Drywall:
Multi-Purpose Primer (067)

Plaster / Masonry (Cured):
Multi-Purpose Primer (067)

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

Ferrous Metal (Steel and Iron):
High Performance Acrylic Metal Primer (HP1100) or High Performance Alkyd Metal Primer (HP1320)

Non-Ferrous Metal (Galvanized & Aluminum):
All new metal surfaces must be thoroughly cleaned with Oil & Grease Emulsifier (HP6000) 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. Multi-Purpose Primer (067) or High Performance Acrylic Metal Primer (HP1100)

Compliance & Certifications

OTC	✓
OTC II	✓
CARB	✓
CARB07	✓
CARB19	✓
UTAH	✓
AZMC	✓
SCAQMD	✓

Eligible for LEED® v4	✓
CDPH Emissions Certified	✓
Eligible for CHPS low emitting credit (Collaborative for High Performance Schools)	✓
MPI	6, 39, 137
MPI X-Green™	137

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

ASTM D1653 Water vapor permeance:
Method A - 7.0 Perms

Limitations

- Not recommended for sealing knots or over pine sap.
- Do not apply when air and surface temperatures are below 40 °F (4.4 °C).
- Not recommended for use on floor surfaces.

Technical Assistance

Available through your local authorized independent Benjamin Moore retailer.

call 1-866-708-9180
visit www.benjaminmoore.com

Application

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

Spray, Airless:
Pressure / 1,500 – 2,500 PSI
Tip / 0.013 – 0.017

Thinning/Cleaning

Thinning is unnecessary, but if required to obtain desired application properties, a small amount of clean water may be added; up to 8 fl. oz. per gallon. Never add other paints or solvents.

Clean Up: Wash brushes, rollers, and other painting tools in warm soapy water immediately after use. 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! 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.


WARNING Cancer and Reproductive Harm– www.P65Warnings.ca.gov
Refer to the product label & Safety Data Sheet for product specific information.

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 Safety Data Sheet for additional health and safety information.

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