

General Description

A premium quality, interior and exterior, low VOC alkyd primer that provides excellent adhesion, sealing and stain blocking properties. This all-purpose primer is formulated to suppress most stains including: crayon, graffiti, grease marks, tannin bleeding, water stains, asphalt, creosote, rust stains and smoke.

- Stain Blocking
- Excellent adhesion
- Interior / Exterior
- Superior tannin blocking

Usage

Use on previously painted interior surfaces or as an undercoater or sealer on wood, drywall, plywood, ceiling tile, Formica®, Masonite®, ceramic tile, and cured plaster. For exterior surfaces, use on new or previously coated exterior wood. It is an excellent stain suppressor and is recommended for cedar and redwood bleeding. Fresh Start® All-Purpose Primer gives you the ability to recoat in the same day.

Colors White (00)

Can be tinted with up to 2 fl. oz. of colorant per gallon.

Bases NA

Colorant System Color Preview®

Technical Data

Vehicle	Alkyd
Pigment	Titanium Dioxide
Volume Solids	66 ± 2%
Spread Rate Per Gallon	550 – 650 Sq. Ft.
Recommended	Wet: 2.5 – 2.9 mils
Film Thickness	Dry: 1.6 – 1.9 mils

Depending on surface texture and porosity.

Dry Time @ 77 °F To Touch: 1.5 hours
(25 °C) @ 50% RH To Recoat: 3 – 4 hours*

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

*Surfaces not topcoated after 7 days should be lightly sanded to promote intercoat adhesion.

Surface Temperature	Min: 50 °F
During Application	Max: 90 °F
Viscosity	94 ± 4 KU
Flash Point	113 °F (45 °C) (TT-P-141, Method 4293)
Sheen / Gloss	< 30 @ 60°
Clean Up	Mineral Spirits
Thinner	Do not thin
Weight Per Gallon	14.1 lbs.
Storage Temperature	Min: 40 °F Max: 90 °F
VOC	< 100 g/L

Surface Preparation

Surfaces to be painted must be clean, cured, dry and free of grease, wax, rust, chalk, and loose or scaling paint. Caution: Smooth planed clapboards or siding must be sanded thoroughly to break the “mill glaze” allowing proper penetration and adhesion.

Un-weathered areas such as eaves, ceilings and overhangs should be washed with a detergent solution and/or rinsed with a strong stream of water from a garden hose to remove surface salts that can interfere with proper adhesion. Spot prime all nail holes, areas that need caulking or putty, and any bare wood. Re-prime all puttied areas before applying the finish coat.

New plaster or masonry surfaces must be allowed to cure (30 days) 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.

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.

Primer Systems

Wood, and engineered wood products:

Fresh Start® All-Purpose Primer (C085)

Bleeding Woods (Redwood, Cedar, etc.):

Fresh Start® All-Purpose Primer (C085)

Drywall:

Fresh Start® All-Purpose Primer (C085)

Plaster / Masonry (Cured):

Fresh Start® All-Purpose Primer (C085)

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):

Surfaces must be clean, dry and free of oil, grease, wax, rust, mildew, chalk and loose or scaling paint. Cement based water proofing paints should be removed. Glossy surfaces must be dulled. Un-weathered areas such as eaves, porch ceilings, overhangs and protected wall areas should be washed with an appropriate cleaner and rinsed with a strong stream of water from a garden hose or power washer to remove contaminants that can interfere with proper adhesion.

High Performance Acrylic Metal Primer (HP1100)

Compliance & Certifications

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

MPI 5, 45, 69 & 136

Limitations

- On hard, non-porous surfaces, maximum adhesion and hardness may take 3-4 days to develop.
- Do not apply when air and surface temperatures are below 50 °F (10 °C).

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 occasionally during use. Apply 1 or 2 coats as received in the container. Two coats provides the maximum sealing and stain suppression. When spot-priming, double-coating or applying finish coat, allow at least 3-4 hours between coats. Surfaces not topcoated after 7 days should be lightly sanded to promote intercoat adhesion.

For best results, use a Benjamin Moore® custom blended china bristle or nylon/polyester brush, Benjamin Moore® roller, or a similar product. This product can also be sprayed.

Spray, Airless:

Pressure / 1,500 – 2,500 PSI

Tip / 0.011 – 0.015

Thinning/Cleaning

Do not thin. Do not add other paints, oils, driers, or varnishes. Clean equipment with mineral spirits.

DANGER – Rags, steel wool or waste soaked with the product may spontaneously catch fire if improperly discarded. Immediately after use, place rags, steel wool or waste in a sealed water-filled metal container.

USE COMPLETELY OR DISPOSE OF PROPERLY. This product contains organic solvents which may cause adverse effects to the environment if handled improperly. Disposal of wastes containing either organic solvents or free-liquids in landfills is prohibited. **Local disposal requirements vary; consult your sanitation department or state-designated environmental agency for local 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 Cancer and Reproductive Harm– www.P65Warnings.ca.gov
Refer to the product label & Safety Data Sheet for product specific information.

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under “Clean up”.

KEEP OUT OF REACH OF CHILDREN

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