



FRESH START®

High-Hiding All Purpose Primer U046

Features

- Maximum hiding
- Efficient stain blocker
- Mildew resistant
- Superior adhesion
- Quick drying
- Great flow & leveling

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
Tint Bases	Deep Base (04)	Pigment Type	Titanium Dioxide
Colorant System	Gennex®	Volume Solids	43 ± 2%
Certifications & Qualifications:		Coverage per 3.79 L at Recommended Film Thickness	37.2 – 41.8 sq. m. (400 – 450 sq. ft.)
Eligible for LEED® v4 Credit		Recommended Film Thickness – Wet	90 – 101 µm (3.5 – 4.0 mils)
Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)		Recommended Film Thickness – Dry	38 – 43 µm (1.5 – 1.7 mils)
CDPH v1 Emission Certified		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.	
MPI # # 6, 17, 17 X-Green™, 39, 50, 50 X-Green™, 137, 137 X Green™		Dry Time @ 25 °C (77 °F) @ 50 % RH	– To Touch 1 Hour – To Recoat 2 Hours
Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84		Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.	
Water vapor permeance (breathability) ASTM D1653 (method B): 19.5 Perms		Dries By	Evaporation
Technical Assistance		Viscosity	95 ± 3 KU
Available in the UK through Benjamin Moore UK showrooms and Authorized Stockists.		Flash Point	None
See www.benjaminmoorepaint.co.uk/stores for contact information.		Gloss / Sheen	7 – 12 @ 85°
Benjamin Moore corporate customer service +1 855-724-6802 or info@benjaminmoore.com		Surface Temperature at Application	– Min. 4.4 °C (40 °F) – Max. 32.2 °C (90 °F)
Volatile Organic Compounds (VOC)		Thin With	Refer to page 2
EU Limit for this product is (Cat. A/a) 30 g/L		Clean Up Thinner	Clean Water
MAX VOC 16 g/L		Weight Per 3.79 L	5.9 kg (10.8 lbs.)
		Storage Temperature	– Min. 4.4 °C (40 °F) – Max. 32.2 °C (90 °F)

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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:

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

Bleeding Woods (Redwood, Cedar, etc.):

Fresh Start® Undercoater and Primer/Sealer (032) or Fresh Start® High-Hiding All Purpose Primer (046)

Drywall:

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

Plaster (Cured):

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

Smooth Poured or Pre-cast Concrete:

Multi-Purpose Primer (067) or Fresh Start® High-Hiding All Purpose Primer (046)

Ferrous Metal (steel & Iron)

Primer: The appropriate metal primer

Non-Ferrous Metal (galvanized & aluminum)

All new metal surfaces must be thoroughly cleaned with an oil & grease emulsifier 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: An acrylic metal primer

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

Benjamin Moore & Co. warrants satisfactory results if used according to label directions. This warranty is made to the original residential consumer paint purchaser. This warranty is non-transferable. If not satisfied return the unused portion to place of purchase with sales receipt. Material will be replaced like for like or purchase price will be refunded. Since we have no control over surface preparation or application, THIS WARRANTY DOES NOT INCLUDE THE COST OF LABOUR FOR APPLICATION OF PAINT NOR ASSOCIATED COSTS OF MATERIALS AND EQUIPMENT. BENJAMIN MOORE SHALL IN NO EVENT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES.

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: Premium Quality 10 mm (3/8") roller cover

Spray, Airless:

Pressure / 1,500 – 2,500 PSI

Tip / 0.013 – 0.017

Thinning/Clean Up

Thinning is generally not needed, although a small amount of water may be added if needed.

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

May cause an allergic skin reaction. Harmful to aquatic life with long lasting effects. 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)

If medical advice is needed, have product container or label at hand.

Keep out of reach of children

Wear protective gloves/protective clothing/eye protection/face protection.

Specific treatment (see supplemental first aid instructions on this label).

Dispose of contents/ container to an approved waste disposal plant.

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under **Thinning/Clean up**.

PROTECT FROM FREEZING

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