

Features

- ▲ Provides a total latex system, offering excellent resistance to blistering on new construction.
- ▲ Easy to apply.
- ▲ Excellent hiding and leveling properties.
- ▲ Excellent adhesion even over chalky surfaces.
- ▲ Quick dry.
- ▲ Spatter resistant.
- ▲ Minimal odor.

Recommended For:

Interior: Use on new or previously painted wood, plywood, drywall, ceiling tile, Formica®, Masonite®, ceramic tile and cured plaster. Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer is an excellent sealer and primer for use under new wallcoverings and can also be used as a primer coat over existing wallcoverings.

Exterior: Use on new or previously painted wood, aluminum and hardboard siding, shingles, shakes, concrete, masonry, brick and metal surfaces.

General Description

A premium quality, 100% acrylic interior and exterior primer formulated for sealing and suppressing most bleeding type stains including crayon, graffiti, grease marks, water stains, cedar and redwood bleed, asphalt, creosote, rust and smoke. In cases of severe bleeding, a solvent based primer should be used to prevent stains from reappearing. Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer combines many of the qualities desired in a primer: high hiding, excellent adhesion (even over chalky surfaces), blister resistance, quick dry, spatterproof and minimal odor with excellent flow and leveling.

Limitations:

- Not recommended for sealing knots or over pine sap.
- On hard, non-porous surfaces, such as glazed ceramics and metal, 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).

Product Information

Colors: —Standard:

White

White may be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Color Preview® colorants per gallon. For best hiding results, tint to the approximate shade of the finish coat.

—Tint Bases:

Deep Color Base

(When tinted in accordance with Benjamin Moore & Co. prescriptions, the Deep Color Base will provide a hiding base coat suitable for use under deep and intense colors.)

—Special Colors:

Contact your Benjamin Moore & Co. representative

Certification:

Master Painters Institute MPI #6
Formulated without lead, mercury, or chromates.
Very low in VOCs.

Federal Specifications Generic Equivalent

Exterior: TT-P-001984 Interior: TT-P-650-C

Technical Assistance

Available through your local authorized independent Benjamin Moore & Co. retailer. For the location of the retailer nearest you, call 1-800-826-2623, see www.benjaminmoore.com, or consult your local Yellow Pages.

Technical Data

	<i>White</i>
Vehicle Type	100% Acrylic Latex
Pigment Type [◇]	Titanium Dioxide
Volume Solids [◇]	30%
Theoretical Coverage At Recommended Film Thickness	400 – 450 Sq. Ft.
Film Thickness – Wet	3.8 mils
– Dry	1.1 mils
Dry Time @ 77° F — Set To Touch	1 Hour
(25° C) @ 50% RH — To Handle	2 Hours
— To Recoat	3 Hours
<i>When applying finish coat, allow at least three-hour dry between coats. For the most effective sealing action, allow to dry 24 hours before finishing with a top coat.</i>	
Dries By	Evaporation, Coalescence
Viscosity [◇]	90 ± 2 KU
Flash Point (Seta)	None
60° Specular Gloss	Flat
Surface Temperature at application – Min.	50° F
– Max.	90° F
Thin With	Clean Water
Clean Up Thinner	Clean Water
Weight Per Gallon [◇]	10.1 lbs.
Storage Temperature – Min.	40° F
– Max.	90° F
Volatile Organic Compounds (VOC) <i>Unthinned, this product is formulated not to exceed 100 Grams/Liter. **</i>	

** Contact Benjamin Moore & Co. for actual levels, which may or may not be substantially less than stated.
[◇] Values given are for color shown; other colors may vary.

Surface Preparation

Surface must be clean and free of dirt, grease, wax, mildew and scaling paint. Glossy surfaces can be primed without sanding or surface deglossing. If surface is already stained, remove as much as possible by washing, sanding and scraping before applying Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Spot prime all nail holes, areas that need caulking or putty and any bare wood. Always reprime these areas before applying topcoat. New plaster and masonry must be thoroughly cured. Metal surfaces must be free of rust. In cases of severe bleeding a solvent based primer such as Benjamin Moore Fresh Start® Moorwhite® Penetrating Alkyd Primer (100), Benjamin Moore Fresh Start® Fast-Dry Alkyd Primer (094), or Benjamin Moore Fresh Start® All-Purpose Alkyd Primer (024) should be used to prevent stains from reappearing.

Mildew: If mildew is present, it must be removed with a commercial mildew wash or it will continue to grow through the fresh coating. Caution: Follow manufacturer's directions. Use rubber gloves and protective clothing.

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

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. Carefully clean up 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 Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Primer/Finish Systems

For best hiding results, tint primer to the approximate shade of the finish coat, especially when a significant color change is desired. **A properly tinted Benjamin Moore Fresh Start® Deep Color Base primer (023 04) is essential for achieving best hiding results and minimizing the extra coats resulting from drastic color changes.**

Plaster/Drywall, New: All plaster surfaces must be thoroughly cured for at least 30 days. Drywall surfaces must be free of sanding dust.

Primer: 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate Benjamin Moore® finish coat.

Plaster, Repaint: Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces. Greasy walls and ceilings must be washed with a strong detergent solution.

Primer: 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate Benjamin Moore® finish coat.

Wood, New, Non-Bleeding:

Primer (exterior): Caution: Smooth planed clapboards or siding must be sanded thoroughly to break the "mill glaze" allowing proper penetration and adhesion. Spot prime joints, cracks or rough spots with Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer. Let dry at least 3 hours before applying overall coat of Benjamin Moore Fresh Start®.

Primer (interior): 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate Benjamin Moore® finish coat.

Wood, Repaint (Including Shakes and Shingles):

Primer: Spot prime as needed with Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate BENJAMIN MOORE® finish coat.

Hardboard Siding, Factory Primed:

Primer: 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate Benjamin Moore® finish coat.

Masonry, New and Unpainted (Including Unglazed Brick): Poured concrete and precast concrete must be allowed to cure to 60-90 days; block construction should be allowed to cure for 30-60 days. All surfaces must be thoroughly brushed with stiff fibre bristles to remove loose particles.

Rough or Pitted Masonry:

Primer: Moorcraft Super Craft® Latex Black Filler (285).

Finish: Appropriate Benjamin Moore® finish coat.

Smooth Poured or Precast Concrete:

Primer: 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate Benjamin Moore® finish coat.

Masonry, Weathered and Unpainted (Including Unglazed Brick):

Primer: Not required if surface is firm. Loose, sandy masonry should be hosed down thoroughly to remove surface particles, allowed to dry, then primed with Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate Benjamin Moore® finish coat.

Masonry, Repaint (Including Unglazed Brick): A common finish paint failure on masonry construction is peeling and scaling, often caused by painting over heavy chalk deposits. The most practical and efficient way to remove this substance is with high pressure spray equipment. Multiple coats of paint that are in an advanced state of deterioration or prior applications of cement based coatings must be removed to a sound substrate. Sand blasting or using a mechanical grinder are effective means of preparation. Surfaces should then be primed with a chalk binding primer such as Moore's® Alkyd Masonry Sealer (C077) - White (C077-01) or Clear (C077-00).

Finish: Appropriate Benjamin Moore® finish coat.

Metal Surfaces: All ferrous metal surfaces must be free of rust. Wipe all metal surfaces with mineral spirits to remove any oily, greasy residue. Solvent and rags should be changed frequently.

Primer: 1 or 2 coats Benjamin Moore Fresh Start® All-Purpose 100% Acrylic Primer.

Finish: Appropriate Benjamin Moore® finish coat.

Application

Mixing of Paint: Stir thoroughly before and occasionally during use. Apply 1 or 2 coats as received in the container. Do not thin. Two coats provide the maximum sealing and stain suppression. When spot-priming, double-coating or applying finish coat, allow at least a three hour dry between coats.

Apply one or two coats. For best results, use a Benjamin Moore® custom-blended nylon/polyester brush, Benjamin Moore® roller, or a similar product. This product can also be sprayed.

Spray, Conventional: See **Thinning/Cleanup** below.

Spray, Airless: Fluid Pressure — 1,500 to 2,000 PSI;
Tip — .018 Orifice; Filter — 50 mesh

Thinning/Cleanup

Do not thin; thinning will reduce the sealing ability of this product. Do not add other paints or solvents.

Wash brushes, rollers, spray guns and other painting tools in warm, soapy water promptly after painting. Rinse spray equipment after cleaning 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. Avoid contact with eyes and prolonged or repeated contact with skin. Wear eye protection and gloves during application or sanding. A dust/particulate respirator approved by NIOSH should be worn when sanding or spraying. Close container after each use.

FIRST AID: If you experience difficulty in breathing, leave the area to obtain fresh air.

IN CASE OF SPILL: Absorb with inert material and dispose of as specified under **Thinning/Cleanup**.

KEEP OUT OF REACH OF CHILDREN

PROTECT FROM FREEZING

**Material Safety Data Sheets available
on request from your servicing retailer.**

