



**FRESH
START**

A Premium Start for a Premium Finish



Deck & Siding Primer (094)*

Ideal for exterior wood surfaces, this premium alkyd primer provides excellent stain blocking and maximum adhesion.

- Suppresses stains and blocks tannins
- Penetrates wood surfaces for a long-lasting finish
- Improves adhesion on weathered and prepared chalky surfaces
- Seals uniformly
- Alkyd-based
- For exterior use only



All-Purpose Primer (C085)*

This premium all-purpose alkyd primer, undercoater, and stain-blocking sealer for vertical and horizontal surfaces provides excellent hide and a four-hour recoat time.

- Delivers our best tannin blocking
- Provides a mildew-resistant coating
- Offers excellent adhesion
- Seals uniformly
- Alkyd-based
- For interior and exterior use



Undercoater & Primer/Sealer (032)*

A premium sealer and undercoater, this alkyd primer flows and levels to a smooth finish, making it ideal for interior wood projects.

- Can be sanded or recoated in two hours
- Delivers superb enamel holdout and stain suppression
- Offers excellent adhesion
- Alkyd-based
- For interior use only



**Not available in all areas. Please check with your local Benjamin Moore retailer for the best available products for your project.*

High-Hiding All-Purpose Primer (046)

The go-to for significant color change, our highest-performing acrylic primer delivers maximum hide and a uniform finish.

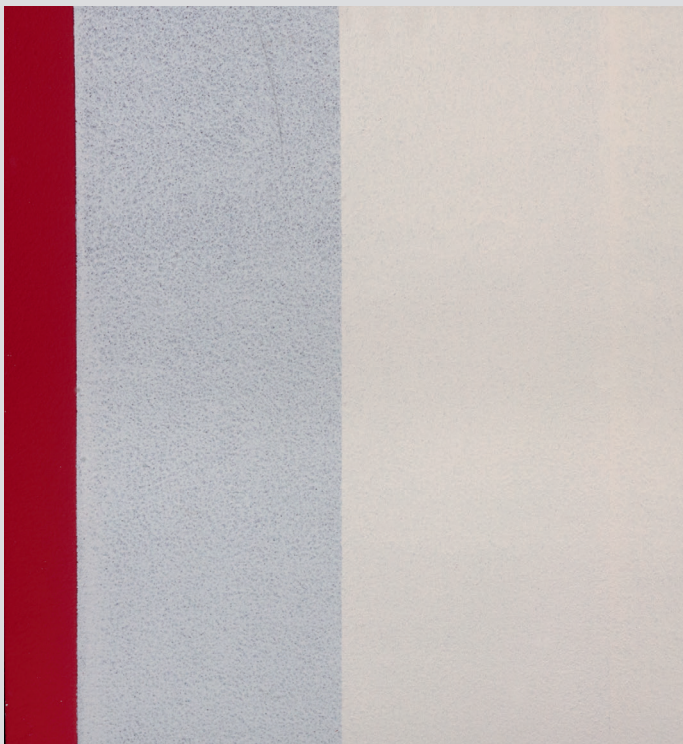
- Seals and suppresses most bleeding type stains
- Provides a mildew-resistant coating
- Excellent adhesion to multiple substrates
- Quick-drying formula
- 100% acrylic resin
- For interior and exterior use



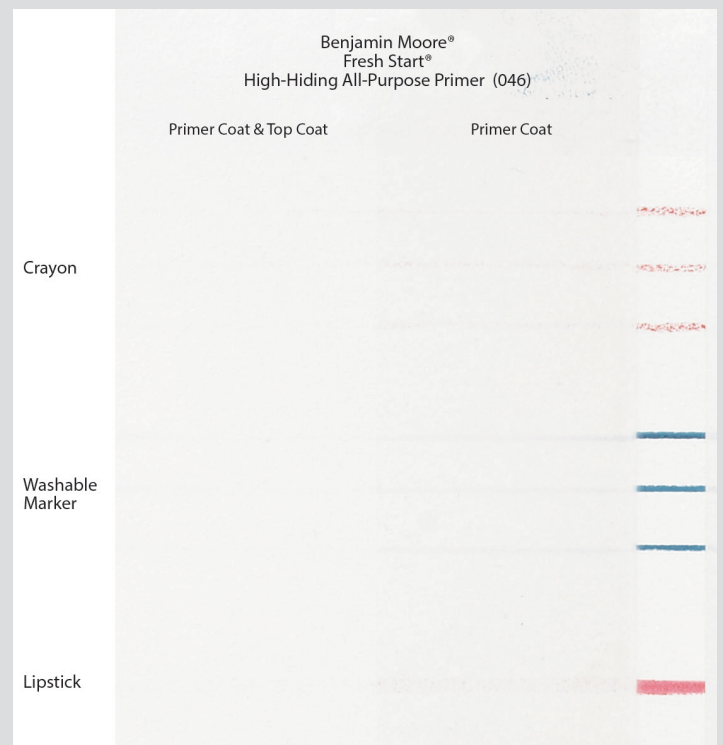
MAXIMUM HIDE IN FEWER COATS

046

046 + ONE TOP COAT



The image above represents an internal test that illustrates the hide performance of Fresh Start High-Hiding All-Purpose Primer (046) painted over a red substrate and Fresh Start High-Hiding All-Purpose Primer (046) plus a top coat over the same red substrate.



The image above represents an internal test comparing the hide performance of Fresh Start High-Hiding All-Purpose Primer (046) with its closest national competitor. Fresh Start covers stains and imperfections with less paint and finishes the job faster.



		HIGH-HIDING ALL-PURPOSE PRIMER 046	ALL-PURPOSE PRIMER C085	UNDERCOATER & PRIMER/SEALER 032	DECK & SIDING PRIMER 094
RESIN		Acrylic	Alkyd	Alkyd	Alkyd
USAGE		Interior/Exterior	Interior/Exterior	Interior	Exterior
SURFACE	Aluminum	✓			
	Brick	✓	✓		
	Cedar & Redwood*	✓	✓		✓
	Ceiling Tiles	✓	✓	✓	
	Ceramic Wall Tiles	✓			
	Cured Concrete	✓	✓		✓
	Cured Concrete Block	✓	✓		
	Cured Plaster	✓	✓	✓	
	Cured Stucco	✓	✓		
	Drywall	✓	✓	✓	
	Fiber Cement Siding	✓			
	Galvanized Metal	✓			
	Hardboard	✓	✓		✓
	New Wall Coverings	✓	✓		
	Plywood	✓	✓	✓	
	Pre-Primed Metal	✓	✓	✓	
	Previously Painted Kitchen Cabinets	✓		✓	
	Previously Painted Surfaces	✓	✓	✓	✓
	Sanded Fiberglass Doors	✓			
	Sanded Glossy Surfaces	✓	✓		
Sanded PVC Piping	✓				
Sheet Paneling	✓	✓			
Wood	✓	✓	✓	✓	
Wood Trim & Doors	✓	✓	✓	✓	

*A second coat of primer or an alkyd primer may be needed in severe cases of tannin bleeding.

SDS and TDS are available at benjaminmoore.com.



We remain committed to the mission of our founder, Benjamin Moore, who started his paint company in 1883: to produce the highest-quality paints and finishes in the industry and deliver them directly to our customers through our nationwide network of knowledgeable, independently owned retailers.



FRONT COVER: WALL: Fresh Start Primer & Van Deusen Blue HC-156

Paint colors shown are not exact matches to the Benjamin Moore paints listed. Actual results may vary. Paint sampling is strongly recommended prior to use.

©2021, 2025 Benjamin Moore & Co. Benjamin Moore, Fresh Start, and the triangle "M" symbol are registered trademarks licensed to Benjamin Moore & Co. Printed in the USA.



M2455646

DCC 2/25