



# FRESH START®

## MULTI-PURPOSE LATEX PRIMER

### F023

#### Features

- Excellent adhesion and sealing
- Easy application
- Mildew resistant
- Quick drying
- Spatter resistant

#### 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 metal, brick, 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 premium quality, 100% acrylic interior and exterior primer that combines many of the qualities desired in a primer: excellent adhesion and sealing properties with the added benefits of being quick drying. It provides the versatility required for all your interior and exterior project needs.

#### Limitations

- Not recommended for sealing knots or over pine sap.
- On hard, non-porous surfaces, such as glazed ceramics and non-ferrous 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).
- Not for use on hard non-porous surfaces in areas that are continually wet like showers.

#### Product Information

Colours — Standard:	Technical Data ◊	White
White (00) White may be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Colour Preview® or Gennex® colorants per 3.79 L.	Vehicle Type	100% Acrylic Latex
	Pigment Type	Titanium Dioxide
	Volume Solids	32.3%
	Coverage per 3.79 L at Recommended Film Thickness	37.2 – 41.8 sq. m. (400 – 450 sq. ft.)
	Recommended Film Thickness	– Wet 3.8 mils – Dry 1.2 mils
	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.	
	Dry Time @ 25 °C (77 °F) @ 50% RH	– To Touch 1 hour – To Recoat 3 hours
	High humidity and cool temperatures will result in longer dry, recoat and service times.	
	Dries By	Evaporation, Coalescence
	Viscosity	99 ± 3 KU
	Flash Point	None
	Gloss / Sheen	Flat (5-10 @ 85°)
	Surface Temperature at Application	– Min. 4.4 °C (40 °F) – Max. 32 °C (90 °F)
	Thin With	Do Not Thin
	Clean Up Thinner	Clean Water
	Weight Per 3.79 L	4.6 kg (10.1 lbs)
	Storage Temperature	– Min. 4.4 °C (40 °F) – Max. 32 °C (90 °F)
	<b>Volatile Organic Compounds (VOC)</b> White 48.1 g/L Deep Base 48.2 g/L	
<b>Colours — Standard:</b> White (00) White may be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Colour Preview® or Gennex® colorants per 3.79 L.		
<b>— Tint Bases:</b> Deep Colour Base (04) (When tinted in accordance with Benjamin Moore prescriptions, the Deep Colour Base will provide a hiding base coat suitable for use under deep and intense colours.)		
<b>— Special Colours:</b> Contact your Benjamin Moore representative.		
<b>Certifications &amp; Qualifications:</b> <b>VOC compliant in all regulated areas</b>  Qualifies for LEED® v4 Credit Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools) CDPH v1 Emission Certified Master Painters Institute MPI # 6, 17, 17 X-Green™, 39, 137, 137 X-Green™ Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84 Water vapor permeance (breathability) ASTM D1653: 60.3 Perms		
<b>Customer Information Centre:</b> 1-800-361-5898, <a href="mailto:info@benjaminmoore.ca">info@benjaminmoore.ca</a> , <a href="http://www.benjaminmoore.ca">www.benjaminmoore.ca</a>		

◊ Reported values are for White. Contact Benjamin Moore for values of other bases or colours.

### 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 for 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. 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.

**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 logging onto Health Canada @ <https://www.canada.ca/en/health-canada/services/environmental-workplace-health/environmental-contaminants/lead/lead-information-package-some-commonly-asked-questions-about-lead-human-health.html>

### Primer/Finish Systems

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® Multi-Purpose Latex 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

**Primer:** Fresh Start® Multi-Purpose Latex Primer (F023)

**Bleeding type woods, (cedar and redwood):** Fresh Start® Multi-Purpose Latex Primer (F023) or Fresh Start® Multi-Purpose Oil Based Primer (F024)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat.

#### Drywall

**Primer:** Fresh Start® Multi-Purpose Latex Primer (F023)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat.

#### Plaster (Cured):

**Primer:** Fresh Start® Multi-Purpose Latex Primer (F023)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat.

#### Masonry; Rough or Pitted

**Primer:** Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (K571)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat

#### Masonry; Smooth Poured or Pre-cast Concrete

**Primer:** Fresh Start® Multi-Purpose Latex Primer (F023)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat.

#### Ferrous Metal (Steel and Iron)

**Primer:** Ultra Spec® HP Acrylic Metal Primer (FP04) or Super Spec HP® Alkyd Metal Primer (KP06)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat

**Non-Ferrous Metal (Galvanized & Aluminum):** All new metal surfaces must be thoroughly cleaned with Corotech® Oil & Grease Emulsifier (V600) 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:** Ultra Spec® HP Acrylic Metal Primer (FP04) or Fresh Start® Multi-Purpose Latex Primer (F023)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat

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

### Application

Stir thoroughly before and during use. Apply one or two coats.

**Paint Application:** 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:** Fluid Pressure: 1,500 – 2,500 PSI;

Tip: .013 - .017

### Thinning/Clean up

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

**Clean up:** Clean equipment with mineral spirit. 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 provincial environmental agency on disposal options.

### Environmental Health & Safety Information

May cause allergic skin reaction.

Do not get on skin or clothing.

Use only in a well ventilated area. Keep container closed when not in use. In case of spillage, absorb with inert material and dispose of in accordance with local regulations. Wash thoroughly after handling

**WARNING:** This product contains isothiazolinone compounds at levels of <0.1%. These substances are biocides commonly found in most paints and a variety of personal care products as a preservative. Certain individuals may be sensitive or allergic to these substances, even at low levels.

**KEEP OUT OF REACH OF CHILDREN  
PROTECT FROM FREEZING**

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