



FRESH START[®] MULTI-PURPOSE OIL BASED PRIMER N024

Features

- Stain blocker
- Excellent adhesion and hiding
- Quick drying - recoat in one hour
- Minimal odor

General Description

An alkyd primer that is a universal favorite when a premium quality undercoater, sealer and stain blocking primer is needed. This primer was formulated for suppressing most bleeding type stains including crayon, graffiti, grease marks, tannin, water stains, rust stains, and smoke. It is quick drying with the ability to recoat in one hour.

Recommended For

Interior: Use on previously painted surfaces or as an undercoater / stain sealer on wood, drywall, masonry, ceiling tile and Masonite[®] surfaces

Exterior: Use on new or previously painted wood, hardboard and cured masonry and adjacent metal surfaces.

Limitations

- 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 over galvanized metal.**
- 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 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 representative.

Certification:

VOC compliant in all regulated areas, except South Coast.

Master Painters Institute MPI # 5, 45

Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84

Technical Assistance:

Available through your local authorized independent Benjamin Moore 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[◇]

	White
Vehicle Type	Alkyd
Pigment Type	Titanium Dioxide
Volume Solids	55.5%
Coverage per Gallon at Recommended Film Thickness	250 - 400 Sq. Ft.
Recommended Film Thickness	
– Wet	3.2 mils
– Dry	1.8 mils
Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint.	
Dry Time @ 77°F (25°C) @ 50% RH	
– To Touch	30 minutes to 1 Hour
– To Recoat	1 to 2 Hours
High humidity and cool temperatures will result in longer dry, recoat and service times.	
Dries By	Evaporation, Oxidation
Viscosity	88 ± 3 KU
Flash Point	None
Gloss / Sheen	Flat
Surface Temperature at Application	
– Min.	50°F
– Max.	90°F
Thin With	Do Not Thin
Clean Up Thinner	Mineral Spirits
Weight Per Gallon	11.8 lbs
Storage Temperature	
– Min.	40°F
– Max.	90°F

Volatile Organic Compounds (VOC)

344 Grams/Liter 2.87 Lbs./Gallon

[◇] Reported values are for White. Contact Benjamin Moore for values of other bases or colors

Fresh Start® Multi-Purpose Oil Based Primer N024

Surface Preparation

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 a Benjamin Moore® Clean (318) and rinsed with a strong stream of water from a garden hose or power washer to remove contaminants that can interfere with proper adhesion. Stains from mildew must be removed by cleaning with Benjamin Moore® Clean (318) prior to coating the surface. **Caution:** Refer to the (318) Clean technical data and material safety data sheets for instructions on its proper use and handling.

All new masonry surfaces must be power washed or brushed thoroughly with stiff fiber bristles to remove loose particles. New masonry substrates must be allowed to cure for 30 days before priming or painting. 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.

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: Benjamin Moore offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease stains, crayon markings, hard glossy surfaces, galvanized metal, fresh masonry or other substrates where paint adhesion or stain suppression is a particular problem. Your Benjamin Moore® retailer can recommend the right problem-solving primer for your special needs.

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. A properly tinted Deep Color Base (N024 04) is essential for achieving best hiding results and minimizing the extra coats resulting from drastic color changes.

Drywall:

Primer: 1 coat Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh Start® Multi-Purpose Oil Based Primer (N024).

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

Plaster:

Primer: 1 coat Fresh Start® Multi-Purpose Latex Primer (N023)

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

Wood:

Primer: 1 coat Fresh Start® Multi-Purpose Oil Based Primer (N024).

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

Hardboard Siding:

Primer: 1 coat Fresh Start® Multi-Purpose Oil Based Primer (N024).

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

Rough or Pitted Masonry:

Primer: Super Spec® Latex Block Filler (160) or Super Spec® Masonry Interior/Exterior Hi-Build Block Filler (206)

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

Smooth Poured or Pre-cast Concrete:

Primer: 1 coat Super Spec® Masonry Acrylic Masonry Sealer (N/066) or Fresh Start® Multi-Purpose Oil Based Primer (N024) or Fresh Start® Exterior Latex Masonry Primer (064).

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

Ferrous Metal (Steel and Iron):

Primer: Super Spec HP® Acrylic Metal Primer (P04) or Super Spec HP® Alkyd Metal Primer (P06)

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

Non-Ferrous Metal (Galvanized & Aluminum): All new metal surfaces must be thoroughly cleaned with Super Spec HP® Oil & Grease Emulsifier (P83) 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: Super Spec HP® Acrylic Metal Primer (P04)

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

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

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 an overnight dry between coats.

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: Fluid Pressure — 1,500 to 2,500 PSI;
Tip — .011 - .015 Orifice;

Thinning/Cleanup

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. Emptied containers may retain product residue. Follow label warnings even after container is emptied. Residual vapors may explode on ignition.

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

Contains: Petroleum Distillates

HARMFUL OR FATAL IF SWALLOWED. ASPIRATION HAZARD. CAUSES IRRITATION TO EYES, SKIN AND RESPIRATORY TRACT.

Cancer Hazard: Contains Crystalline Silica which can cause cancer when in the respirable form (spray mist or sanding dust).

NOTICE: Repeated or prolonged exposure to organic solvents may lead to permanent brain and nervous system damage. Intentional misuse by deliberately concentrating and inhaling vapors may be harmful or fatal.

Keep away from heat and flame. Vapors may cause flash fire. Prevent build-up of vapors by opening all windows and doors to achieve cross ventilation. Vapors are heavier than air and may travel along ground or may be moved by ventilation and ignited by pilot lights, or other flames, sparks, heaters, or static discharge. **Use only with adequate ventilation.** Do not breathe vapors, spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. To avoid breathing vapors or spray mist open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headache or dizziness or if air monitoring demonstrates vapor levels are above the applicable limits, wear an appropriate, properly fitted respirator (NIOSH approved) during and after application. Follow respirator manufacturer's directions for respirator use. Aspiration Hazard. Small amounts aspirated into the respiratory system may cause mild to severe pulmonary injury. Close container after each use. Wash thoroughly after handling.

WARNING: This product contains a chemical known to the state of California to cause cancer and birth defects, or other reproductive harm.

FIRST AID: If affected by inhalation of vapors or spray mist, remove to fresh air. In case of eye contact, immediately flush with plenty of water for at least 15 minutes and get medical attention immediately; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If swallowed, do not induce vomiting. Get medical attention immediately.

IN CASE OF FIRE – Use foam, CO₂, dry chemical or water fog.

SPILL – Absorb with inert material and dispose of as specified under "Cleanup".

KEEP OUT OF REACH OF CHILDREN
Refer to Material Safety Data Sheet for additional health and safety information.