FRESH START®
HIGH-HIDING ALL PURPOSE PRIMER
046

Features
- Maximum hiding
- Excellent all-around stain blocker
- Whole house primer
- Superior adhesion
- Quick drying
- Great flow & leveling
- Mildew 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, fiber 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 color 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 40 °F (4.4 °C).

Recommended Film Thickness
- Minimum: 1.4 mils
- Maximum: 3.8 mils

Recommended Film Thickness: 400 – 450 Sq. Ft.

Technical Data:

<table>
<thead>
<tr>
<th>Color</th>
<th>Vehicle Type</th>
<th>Pigment Type</th>
<th>Volume Solids</th>
<th>Coverage per Gallon at Recommended Film Thickness</th>
<th>Recommended Film Thickness</th>
<th>Thickness</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>100% Acrylic Latex</td>
<td>Titanium Dioxide</td>
<td>35.8%</td>
<td>400 – 450 Sq. Ft.</td>
<td>- Wet</td>
<td>3.8 mils</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Dry</td>
<td>1.4 mils</td>
</tr>
</tbody>
</table>

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: 1 Hour
- To Recoat: 2 Hours

High humidity and cool temperatures will result in longer dry, recoat and service times.

Dries By: Evaporation, Coalescence

Viscosity: 95 ± 2 KU

Flash Point: None

Gloss / Sheen: Low Lustre (7 – 12 @ 85°)

Surface Temperature at Application
- Min.: 40 °F
- Max.: 90 °F

Thin With: Do Not Thin

Clean Up Thinner: Clean Water

Weight Per Gallon: 10.7 lbs

Storage Temperature
- Min.: 40 °F
- Max.: 90 °F

Volatile Organic Compounds (VOC)

<table>
<thead>
<tr>
<th>Color</th>
<th>Grams/Liter</th>
<th>LBS/Gallon</th>
</tr>
</thead>
<tbody>
<tr>
<td>White - 44 Grams/Liter</td>
<td>.36</td>
<td>.081</td>
</tr>
<tr>
<td>Deep Base - 35 Grams/Liter</td>
<td>.29</td>
<td>.062</td>
</tr>
</tbody>
</table>

©Reported values are for White. Contact Benjamin Moore for values of other bases or colors.

Certifications & Qualifications:
- VOC compliant in all regulated areas
- 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, 50, 50 X-Green™, 137, 137 X Green™
- Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84

Recommended For

- Use on new or previously painted wood, plywood, drywall, ceiling tile, Formica®, Masonite®, ceramic tile and cured plaster.
- Use on new or previously painted wood, fiber cement board, hardboard siding, aluminum, galvanized, cured masonry and previously coated ferrous metal surfaces.
- 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.

Technical Assistance
Available through your local authorized independent Benjamin Moore retailer. For the location of the retailer nearest you, call 1-866-708-9180 or visit www.benjaminmoore.com

Benjamin Moore & Co., 101 Paragon Drive, Montvale, NJ 07645 Tel: (201) 573-9600 Fax: (201) 573-9046 www.benjaminmoore.com M72 046 US 072018
Surface Preparation

Surfaces to be painted must be clean, dry, and free of 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 lamination 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. 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

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 color. Special Note: Certain custom colors require a Deep Color Base Primer tinted to a special prescription formula to achieve the desired color. Consult your retailer.

Wood, and engineered wood products:
- Primer: Fresh Start® High-Hiding All Purpose Primer (046)
- Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Bleeding type woods, (cedar and redwood):
- Primer: Fresh Start® High-Hiding All Purpose Primer (046) or Fresh Start® Multi-Purpose Oil Based Primer (024)
- Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Drywall:
- Primer: Fresh Start® High-Hiding All Purpose Primer (046)
- Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Plaster (Cured):
- Primer: Fresh Start® High-Hiding All Purpose Primer (046)
- Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Rough or Pitted Masonry:
- Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)
- Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Smooth Poured or pre-cast Concrete:
- Primer: Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (908) or Fresh Start® High-Hiding All Purpose Primer (046)
- Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Ferrous Metal (Steel and Iron):
- Primer: Ultra Spec® HP Acrylic Metal Primer (HP04) or Super Spec HP® Alkyd Metal Primer (P06)
- 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 Cortech® 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 (HP04)
- Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Repaint, 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: 1500 – 2500
- 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 soap and water. Spray equipment should be given a final rinse with mineral spirits to prevent rusting.

Environmental Health & Safety Information

Use only with adequate ventilation. Do not breathe spray mist or sanding dust. Ensure fresh air entry during application and drying. Avoid contact with eyes and prolonged or repeated contact with skin. Wear an appropriate, properly fitted respirator (NIOSH approved) during application, sanding, and clean-up. Follow respirator manufacturer’s directions for respirator use. Close container after each use. Wash thoroughly after handling.

WARNING Cancer and Reproductive Harm—www.P65warnings.ca.gov

FIRST AID: In case of eye contact, flush immediately with plenty of water for at least 15 minutes; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately.

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under “Clean Up”

KEEP OUT OF REACH OF CHILDREN

PROTECT FROM FREEZING

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