



FRESH START[®]

EXTERIOR WOOD PRIMER

094

Features

- Excellent adhesion properties
- Excellent stain suppressor
- Seals uniformly
- Ideal for tannin-rich woods such as cedar and redwood

General Description

This exterior alkyd primer is ideal for sealing new or previously coated wood. It provides excellent stain blocking for projects where cedar or redwood bleeding may be a problem.

Recommended For

For exterior priming of new or previously coated wood, under light color stains and where cedar and redwood bleeding may be a problem.

Limitations

- Do not apply when air and surface temperatures are below 50 °F (10 °C).

Product Information

Colors — Standard:

White (00)

(May be tinted with up to 2.0 fl. oz. of Benjamin Moore[®] Color Preview[®] colorants per gallon.)

— Tint Bases:

N/A

— Special Colors:

Contact your Benjamin Moore representative.

Certifications & Qualifications:

Master Painters Institute MPI # 5

VOC REGION	COMPLIANT
FEDERAL	YES
OTC	YES
LADCO	YES
OTCII	NO
OTCII RI	YES
CARB	YES
CARB07	NO
UTAH	NO
AZMC	YES
SCAQMD	NO

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

Technical Data[◇]

White

Vehicle Type	Alkyd
Pigment Type	Titanium Dioxide
Volume Solids	56%
Coverage per Gallon at Recommended Film Thickness	450 – 550 Sq. Ft.
Recommended Film Thickness	– Wet 3.0 – 3.6 mils – Dry 1.7 – 2.0 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	6 Hours
	– To Recoat	8 Hours

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

Dries By	Evaporation, Oxidation
Viscosity	82 ± 2 KU
Flash Point	Combustible
Gloss / Sheen	Low Lustre (5 – 15 @ 60°)
Surface Temperature at Application	– Min. 50 °F – Max 90 °F

Thin With	Do Not Thin
Clean Up Thinner	Mineral Spirits
Weight Per Gallon	11.6 lbs
Storage Temperature	– Min. 40 °F – Max 90 °F

Volatile Organic Compounds (VOC)

345 Grams/Liter 2.89 Lbs./Gallon

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

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 (N318) prior to coating the surface. **Caution:** Refer to the (N318) Clean technical data and material safety data sheets for instructions on its proper use and handling.

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 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

Wood; New (Including Shakes and Shingles):

Primer: 1 or 2 coats Fresh Start® Exterior Wood Primer (094)

Finish: Appropriate Benjamin Moore® finish coat.

Hardboard Siding; Bare or Factory Primed:

Primer: 1 or 2 coats Fresh Start® Exterior Wood Primer (094)

Finish: Appropriate Benjamin Moore® finish coat.

Application

Do not apply when air and surface temperatures are below 50 °F (10 °C).

Apply one or two 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 2,000 PSI;
Tip—.013 - .017 Orifice

Thinning/Clean up

Do not thin. 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. 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

DANGER!

COMBUSTIBLE LIQUID AND VAPOR

VAPOR HARMFUL

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

FIRST AID: If affected by inhalation of vapors or spray mist, remove to fresh air. In case of eye contact, flush immediately 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 "Clean Up".

KEEP OUT OF REACH OF CHILDREN

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