



FRESH START[®]

EXTERIOR WOOD PRIMER

K100

Features

- Excellent hiding and levelling properties
- Slow drying for maximum penetration
- Improves adhesion on weathered and prepared chalky surfaces
- Mildew resistant

General Description

An exterior long oil primer that penetrates deeply into wood surfaces and dries slowly enabling maximum adhesion even on weathered surfaces.

Recommended For

Use as an exterior priming coat for unpainted wood, and previously painted weathered surfaces. Can be used under latex or water thinned paints, alkyd enamels, and house paints. Suitable for a variety of exterior surfaces such as sidewalls, trim, and shutters.

Limitations

- Do not apply when air and surface temperatures are below 10 °C (50 °F).
- Not for use on Decks.

Product Information

Colours — Standard: White (01) (White may be tinted with up to 2.0 fl. oz. of Benjamin Moore [®] Colour Preview [®] colorants per 3.79 L.)	Technical Data[◇]		White	
— Tint Bases: N/A	Vehicle Type	Alkyd		
— Special Colours: Contact your Benjamin Moore representative.	Pigment Type	Titanium Dioxide		
Certification: VOC compliant in all regulated areas CUSTOMER INFORMATION CENTRE: 1-800-361-5898, info@benjaminmoore.ca , www.benjaminmoore.ca .	Volume Solids	66%		
	Coverage per 3.79 L at Recommended Film Thickness	23.2 – 37.2 sq. m. 250 - 400 sq. ft.)		
	Recommended Film Thickness	– Wet	3.1 mils	
	Recommended Film Thickness	– Dry	2.1 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	6 - 8 Hours	
	Dry Time @ 25 °C (77 °F) @ 50% RH	– To Recoat	Overnight	
	High humidity and cool temperatures will result in longer dry, recoat and service times.			
	Dries By	Evaporation, Oxidation		
	Viscosity	79 ± 2 KU		
Flash Point	Combustible			
Gloss / Sheen	Low Lustre			
Surface Temperature at Application	– Min.	10 °C (50 °F)		
Surface Temperature at Application	– Max.	32 °C (90 °F)		
Thin With	Do Not Thin			
Clean Up Thinner	Mineral Spirits			
Weight Per 3.79 L	5.8 kg (12.8 lbs)			
Storage Temperature	– Min.	4.4 °C (40 °F)		
Storage Temperature	– Max.	32 °C (90 °F)		
Volatile Organic Compounds (VOC)				
266 g/L				

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

Fresh Start® Exterior Wood Primer K100

Surface Preparation

Surfaces to be painted must be clean, dry, and free of dust, heavy chalk, oily deposits, and mildew. Un-weathered areas such as eaves, ceilings and overhangs should be washed with a detergent solution and/or rinsed with a strong stream of water to remove surface salts that can interfere with proper adhesion. Stains from mildew must be removed by cleaning with Benjamin Moore® Clean - Multi-Purpose Cleaner (K318) prior to coating the surface. **Caution:** Refer to the K318 technical data and material safety data sheets for instructions on its proper use and handling. Remove loose or scaling paint by scraping, wire brushing, or sanding. Spot-prime exposed nail holes, areas that need caulking or putty, and any bare wood. Then prime entire area with a coat of Fresh Start® Primer. **CAUTION:** Smooth-planed clapboards or siding must be sanded thoroughly to break the "mill glaze" to allow proper penetration and adhesion.

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, tint the primer to the approximate shade of the finish coat, especially when a significant colour change is desired. **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® Exterior Wood Primer (K100)

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

Hardboard Siding, Bare or Factory Primed

Primer: Fresh Start® Exterior Wood Primer (K100)

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

Rough or Pitted Masonry

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

Finish: 2 coats appropriate Benjamin Moore® exterior finish

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

Application

Mixing of paint: Immediately prior to use, the paint should be mixed thoroughly even though it has been shaken mechanically by the retailer. Prior to painting, ensure having enough paint boxed or mixed in one container to complete an entire section. This practice is important with standard as well as custom blended colours. Stir thoroughly and apply with a good quality china bristle or all purpose brush, short-nap roller, or spray.

Spray, Airless: Fluid Pressure— 1,500 to 2,500 PSI;
Tip — .013 - .017 Orifice

Thinning/Clean up

Do not thin. Do not add other paints, oils, driers, or varnishes. Clean equipment with mineral spirits.

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

CAUTION

READ INSTRUCTIONS BEFORE USING

DANGER OF COMBUSTION

Keep away from flames or sparks.

Materials such as rags used with this product may begin to burn by themselves.

After use, put rags in water or lay flat to dry, then discard.

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.

KEEP OUT OF REACH OF CHILDREN
For excessively chalky substrates

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