



FRESH START[®]

UNDERCOATER AND PRIMER / SEALER

032

Features

- Outstanding Enamel Holdout
- Sands easily to a smooth finish
- Recoat or sand in 2 hours
- Outstanding stain suppression

General Description

A premium quality alkyd primer for use as an undercoater, sealer or stain blocking primer. Formulated for suppressing most bleeding type stains including crayon, graffiti, grease marks, water stains, rust stains, and smoke. Use as an undercoater for interior wood trim and doors.

Recommended For

Previously painted surfaces or as an undercoater & primer/sealer on wood, drywall, masonry, ceiling tile and Masonite[®] surfaces. Use for water stains, tannin bleed / tannin-rich woods, smoke damage, markers, crayons, pens, pencils, nicotine, hand & fingerprints, household stains such as coffee and many more. May also be used for spot priming exterior surfaces.

Limitations

- 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 (00)

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

— Tint Bases:

Deep Color Base (04)

The Deep Color Base will provide a hiding base coat suitable for use under deep and intense colors when tinted in accordance with Benjamin Moore prescriptions

— Special Colors:

Contact your Benjamin Moore representative.

Certifications & Qualifications:

Master Painters Institute MPI # 45, 136

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	58.3%	
Coverage per Gallon at Recommended Film Thickness	400 – 500 Sq. Ft.	
Recommended Film Thickness	– Wet	3.1 – 4.0 mils
	– Dry	1.8 – 2.3 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	1 hour
	– To Recoat	2 hours*
*Deep base: Allow for longer dry times. Approximately 4-6 hours dry to touch and 6-8 hours before recoating when tinting to deeper colors.		
Dries By	Evaporation, Oxidation	
Viscosity	82 ± 5 KU	
Flash Point	92 °F (33 °C)	
Gloss / Sheen	Flat	
Surface Temperature at Application	– Min.	50 °F (10 °C)
	– Max	90 °F (32 °C)
Thin With	Do Not Thin	
Clean Up Thinner	Mineral Spirits	
Weight Per Gallon	12.3 lbs.	
Storage Temperature	– Min.	40 °F (4.4 °C)
	– Max	90 °F (32 °C)

Volatile Organic Compounds (VOC)

338 Grams/Liter 2.8 Lbs./Gallon

Fresh Start® Undercoater and Primer/Sealer (032)

Surface Preparation

Surfaces to be painted must be clean, cured, dry and free of grease, wax, rust, chalk, and loose or scaling paint. Spot prime all nail holes, areas that need caulking or putty, and any bare wood. Re-prime all puttied areas before applying finish coat.

Bare masonry surfaces: New plaster or masonry surfaces must be allowed to cure (30) before priming. All surfaces must be thoroughly brushed with stiff fiber bristles to remove loose particles.

Difficult Substrates: Benjamin Moore® offers a number of specialty primers for use over difficult substrates. Your Benjamin Moore® retailer can recommend the right problem-solving primer for your needs.

Mildew: If mildew is present, it must be removed with a commercial mildew wash or it will continue to grow through the fresh coating. Caution: Follow manufacturer's direction. Use rubber gloves and protective clothing.

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, especially when a significant color change is desired. **A properly tinted Deep Color Base (032 04) is essential for achieving best hiding results and minimizing the extra coats resulting from drastic color changes.**

Drywall:

Primer: Fresh Start® Undercoater and Primer/Sealer (032) or Fresh Start® High-Hiding All Purpose Primer (046)

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

Cured Plaster:

Primer: Fresh Start® Undercoater and Primer/Sealer (032) or Fresh Start® High-Hiding All Purpose Primer (046)

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

Wood:

Primer: Fresh Start® Undercoater and Primer/Sealer (032)

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

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

Smooth Poured or Pre-cast Concrete:

Primer: Fresh Start® Undercoater and Primer/Sealer (032) or Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608)

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

Ferrous Metal (Steel and Iron):

Primer: Super Spec HP® Alkyd Metal Primer (P06) or Fresh Start® Undercoater and Primer/Sealer (032)

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 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 (HP04)

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

Hard Glossy Alkyd Surfaces: Abrasion by sanding required for optimum adhesion. Note: maximum adhesion and hardness may take 3-4 days to develop

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

Application

Mixing of Paint: 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/Clean Up

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. 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.**

We warrant satisfactory results if used according to label directions. If not satisfied return the unused portion to place of purchase with sales receipt. Material will be replaced or purchase price will be refunded. Since we have no control over surface preparation or application, THIS WARRANTY DOES NOT INCLUDE COST OF LABOR FOR APPLICATION OF PAINT. BENJAMIN MOORE SHALL IN NO EVENT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. SOME STATES DO NOT ALLOW THE EXCLUSION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE LIMITATIONS OR EXCLUSIONS CONTAINED IN THE ABOVE WARRANTY MAY NOT APPLY TO YOU. This warranty gives you specific legal rights. You may also have other rights which vary from state to state.

Environmental Health & Safety Information

DANGER!

FLAMMABLE LIQUID AND VAPOR

VAPOR HARMFUL

Contains: Petroleum Distillates, Xylene

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, skin and clothing. 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 can expose you to chemicals including Titanium dioxide, which are known to the State of California to cause cancer, and Toluene which are known to the State of California to cause birth defects or other reproductive harm. For more information go to 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.