SUPER HIDE®

ZERO VOC INTERIOR LATEX PRIMER

354

Features

- Spatter resistant
- Reliable hide
- Qualifies for LEED® v4
- Low odor
- Zero VOCs

General Description

A professional-quality interior waterborne primer based that provides quality hide, is zero VOC and has low odors. It qualifies for LEED® credit and is spatter resistant.

Recommended For

For commercial and residential applications. Interior wall and ceiling surfaces in commercial and institutional environments. For new or previously painted interior wallboard, masonry, and wood; and for primed or previously painted plaster, or metal.

Limitations

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

Product Information

Colors — Standard:

White (00)

— Tint Bases:

None

— Special Colors:

Contact your Benjamin Moore® representative.

Certifications & Qualifications:

VOC compliant in all regulated areas

Zero VOC

Qualifies for LEED® v4 Credit

Qualifies for CHPS low emitting credit
(Collaborative for High Performance Schools)

CDPH v1 Emission Certified

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 1-866-708-9180 or visit www.benjaminmoore.com

Technical Data◊		White
Vehicle Type		Acrylic Copolymer
Pigment Type		Titanium Dioxide
Volume Solids		30 ± 2%
Coverage per Gallon at Recommended Film Thickness		400 – 450 Sq. Ft.
Recommended Film Thickness	– Wet	4.3 mils
	– Dry	1.3 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
High humidity and cool temperatures will result in longer dry, recoat and service times.		
Dries By		Coalescence
Viscosity		103 ± 3 KU
Flash Point		N/A
Gloss / Sheen		Flat (1.5 - 3 @ 85°)
Surface Temperature at Application	– Min.	50 °F
	– Max	90 °F
Thin With		See Chart
Clean Up Thinner		Clean Water
Weight Per Gallon		11.32 lbs.
Storage Temperature	– Min.	50 °F
	– Max	90 °F

Volatile Organic Compounds (VOC)

0 Grams/Liter 0 Lbs./Gallon

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

Surface Preparation

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

Difficult Substrates: Benjamin Moore® offers a variety of specialty primers for use over difficult substrates such as bleeding woods, grease stains, crayon markings, hard glossy surfaces, galvanized metal 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. Clean up carefully 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 Informational Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead

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 color change is desired. **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 or a Benjamin Moore® representative.

Wood and Engineered Wood Products:
Primer: Super Hide® Zero VOC Interior Primer (354) or Ultra Spec® 500 Interior Latex Primer (N534)
Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Drywall:
Primer: Super Hide® Zero VOC Interior Latex Primer (354)
Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Plaster:
Primer: Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh Start® High-Hiding All Purpose Primer (046)
Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Rough or Pitted Masonry:
Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)
Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Smooth Poured or Precast Concrete:
Primer: Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® Multi-Purpose Latex Primer (N023)
Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

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 Super Hide® Zero VOC finish of your choice

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 Super Hide® Zero VOC finish of your choice

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

Application

Stir thoroughly before use. Apply one or two coats. For best results, use a Benjamin Moore® Professional custom-blended nylon/polyester brush, Benjamin Moore® Professional roller, or a similar product. This product can also be sprayed.

Conditioning with Benjamin Moore® 518 Extender may be necessary under certain conditions to adjust open time or spray characteristics. The chart below is for general guidance

	Mild conditions	**Severe conditions**
	Humid (RH> 50%) with no direct sunlight & with little to no wind	Dry (RH<50%), in direct sunlight, or windy conditions
Brush: Nylon / Polyester	No thinning necessary	Add **518 Extender** or **water:** Max of 8 fl. oz. to a gallon of paint **Never add other paints or solvents.**
Roller: Premium Quality 3/8" roller cover		
Spray: Airless Pressure: 1800 -3000 psi Tip: 0.015-0.017		

Clean Up

Clean Up: Use soap and water. Spray equipment should be given a final rinse with mineral spirits to prevent corrosion. Follow state/local guidelines on solvent use.

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 state-designated environmental agency on disposal options.**

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. Avoid exposure to dust and spray mist by wearing a NIOSH approved respirator 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

Benjamin Moore & Co., 101 Paragon Drive, Montvale, NJ 07645 Tel: (201) 573-9600 Fax: (201) 573-9046 www.benjaminmoore.com M72 354 US 072618