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 Data
White

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Acrylic Copolymer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pigment Type</td>
<td>Titanium Dioxide</td>
</tr>
<tr>
<td>Volume Solids</td>
<td>30 ± 2%</td>
</tr>
<tr>
<td>Coverage per Gallon at Recommended Film Thickness</td>
<td>400 – 450 Sq. Ft.</td>
</tr>
<tr>
<td>Recommended Film Thickness — Wet</td>
<td>4.3 mils</td>
</tr>
<tr>
<td>— Dry</td>
<td>1.3 mils</td>
</tr>
<tr>
<td>Dry Time @ 77 °F (25 °C) @ 50% RH — To Touch</td>
<td>1 Hour</td>
</tr>
<tr>
<td>— To Recoat</td>
<td>2 Hours</td>
</tr>
<tr>
<td>High humidity and cool temperatures will result in longer dry, recoat and service times.</td>
<td></td>
</tr>
<tr>
<td>Dries By</td>
<td>Coalescence</td>
</tr>
<tr>
<td>Viscosity</td>
<td>103 ± 3 KU</td>
</tr>
<tr>
<td>Flash Point</td>
<td>N/A</td>
</tr>
<tr>
<td>Gloss / Sheen</td>
<td>Flat (1.5 - 3 @ 85°)</td>
</tr>
<tr>
<td>Surface Temperature at Application — Min.</td>
<td>50 °F</td>
</tr>
<tr>
<td>— Max</td>
<td>90 °F</td>
</tr>
<tr>
<td>Thin With</td>
<td>See Chart</td>
</tr>
<tr>
<td>Clean Up Thinner</td>
<td>Clean Water</td>
</tr>
<tr>
<td>Weight Per Gallon</td>
<td>11.32 lbs.</td>
</tr>
<tr>
<td>Storage Temperature — Min.</td>
<td>50 °F</td>
</tr>
<tr>
<td>— Max</td>
<td>90 °F</td>
</tr>
</tbody>
</table>

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.

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
Super Hide® Zero VOC Interior Latex Primer 354

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 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 (U046)
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

Ferro Metal (Steel and Iron):

Primer: Ultra Spec® HP Acrylic Metal Primer (PH04) or Super Spec HP® Alkyd Metal Primer (P06)
Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Non-Ferro 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 (PH04)
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.

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 MT7 354 US 072518
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