### Features
- Low temperature application down to 40 °F (4.4 °C)
- Resistant to peeling and cracking
- Blister resistant
- Resists new mildew formation
- Soap and water clean-up
- 25 Year warranty
- Excellent hide and color retention

### General Description
A 100% acrylic latex soft gloss house & trim paint designed for application to a wide variety of exterior surfaces such as wood, hardboard, vinyl and aluminum siding, shingles, unglazed brick, concrete, stucco, cinder block, and primed metal. Provides excellent coverage and durability, with easy soap and water cleanup.

### Recommended For
For use on primed or previously painted wood, hardboard siding, cured masonry, and unglazed brick.

### Limitations
- Do not apply when air and surface temperatures are below 4.4 °C (40 °F).
- Not for interior use

### Product Information

<table>
<thead>
<tr>
<th>Colours — Standard:</th>
<th>Pastel Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (01)</td>
<td></td>
</tr>
<tr>
<td>(May be tinted with up to 60 ml of Benjamin Moore® Gennex® colorants per 3.79L.)</td>
<td></td>
</tr>
</tbody>
</table>

#### — Tint Bases:
Benjamin Moore® Gennex® bases 1X, 2X, 3X & 4X

#### — Special Colours:
Contact your Benjamin Moore representative

<table>
<thead>
<tr>
<th>Technical Data◊</th>
<th>Pastel Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Type</td>
<td>100% Acrylic Latex</td>
</tr>
<tr>
<td>Pigment Type</td>
<td>Titanium Dioxide</td>
</tr>
<tr>
<td>Volume Solids</td>
<td>35.2%</td>
</tr>
<tr>
<td>Coverage per 3.79 L at Recommended Film Thickness</td>
<td>32.5 – 44.1 sq. m. (350-475 sq. ft.)</td>
</tr>
<tr>
<td>Recommended Film Thickness — Wet</td>
<td>3.8 mils</td>
</tr>
<tr>
<td>— Dry</td>
<td>1.3 mils</td>
</tr>
</tbody>
</table>

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 | — To Touch | 1 Hour |
| (77 °F) @ 50% RH | — To Recoat | 4 Hours |

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

Dries By: Evaporation, Coalescence

| Viscosity | 102 ± 2 KU |
| Flash Point | N/A |
| Gloss / Sheen | Soft Gloss (40 – 50 @ 60°) |
| Surface Temperature at Application — Min. | 4.4 °C (40 °F) |
| — Max. | 32.2 °C (90 °F) |

Thin With: See Chart

| Clean Up Thinner | Clean Water |
| Weight Per 3.79 L | 4.8 kg (10.56 lbs) |

| Storage Temperature — Min. | 4.4 °C (40 °F) |
| — Max. | 35 °C (95 °F) |

Volatile Organic Compounds (VOC): 45 g/L

◊Reported values are for Pastel Base. Contact Benjamin Moore for values of other bases or colours.

Customer Service Information Centre
1-800-361-5898, info@benjaminmoore.ca, www.benjaminmoore.ca
**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 (K318) 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 (K318) prior to painting. **Caution:** Refer to the (K318) Clean technical data and material safety data sheets for instructions on its proper use and handling.

All masonry surfaces must be power washed or brushed thoroughly with stiff fiber bristles to remove loose particles. New masonry substrates must be allowed to cure for 30 days before applying paint. Pour 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.

**Difficult Substrates:** Benjamin Moore offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease stains, crayon markings, hard glossy surfaces, 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 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® High-Hiding All Purpose Primer (K046) or Fresh Start® Multi-Purpose Latex Primer (F023) (K543)

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**Bleeding Type Woods, (Redwood and Cedar):**

**Primer:** Fresh Start® Exterior Wood Primer (K094) or 1-2 coats of Fresh Start® High-Hiding All Purpose Primer (K046) may be used

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**Hardboard Siding, Bare or Factory Primed:**

**Primer:** Fresh Start® High-Hiding All Purpose Primer (K046) or Fresh Start® Multi-Purpose Latex Primer (F023) (K543)

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**Vinyl & Vinyl Composite Siding:**

**Note:** Do not paint vinyl siding or trim darker than the original colour.

**Primer:** Fresh Start® Multi-Purpose Latex Primer (F023) (K543)

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**Rough or Pitted Masonry:**

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

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**Poured or Pre-cast Concrete and Fiber Cement Siding:**

**Primer:** Fresh Start® Multi-Purpose Latex Primer (F023) (K543)

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**Ferrous Metal (Steel and Iron):**

**Primer:** Ultra Spec HP® Acrylic Metal Primer (FP04) or Super Spec HP® Alkyd Metal Primer (KP06) (K543)

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**Non-Ferrous Metal (Galvanized & Aluminum):** New all 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 (FP04) (K543)

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

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

**Application**

Stir thoroughly before and during use. Apply one or two coats.

**Paint Application:** For best results, use a premium Benjamin Moore® custom-blended nylon/polyester brush, premium Benjamin Moore® roller, or a similar product. Apply paint generously from unpainted area into wet area. This product can also be sprayed. Refer to the chart below for application recommendations.

**Thinning/Clean up**

**Conditioning with Benjamin Moore® K938 Extender may be necessary under certain conditions to adjust open time or spray characteristics. The chart below is for general guidance**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Mild conditions</th>
<th>Severe conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Humid (RH&gt; 50%) with no direct sunlight &amp; with little to no wind</td>
<td>Dry (RH&gt;50%), in direct sunlight, or windy conditions</td>
</tr>
</tbody>
</table>
| Brush:     | No thinning necessary | Add K938 Exte |%
| Roller:    | Premium Quality | water: | ounces) | oz.) to a 3.79 L |
| Spray:     | No thinning necessary | Max of 236 ml | oz. |了解关于安全信息的包装问题。

**Clean Up:** Clean up with warm soapy water. Spray equipment should be given a final rinse with mineral spirits to prevent rusting.

**Environmental Health & Safety Information**

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 PROTECT FROM FREEZING**

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

Benjamin Moore & Co., Ltd. 8775 Keele St., Concord, ON L4K 2N1 1-800-361-5898 www.benjaminmoore.ca M72 K543 CE 101519
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