### Features
- Low temperature application down to 35 °F (1.7 °C)
- Resists new mildew formation
- Soap and water clean-up
- 25 Year warranty
- Blister resistant
- Resistant to peeling and cracking
- Excellent hide and color retention

### General Description
A premium quality 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 a breathable surface for maximum durability.

### Recommended For
For exterior surfaces such as new or previously painted wood, hardboard siding, cured masonry, and unglazed brick.

### Limitations
- Do not apply when air and surface temperatures are below 35 °F (1.7 °C).
- Not for interior use.

### Product Information

#### Colors — Standard:
- White (01)
  (May be tinted with up to 2.0 fl. oz. of Benjamin Moore® Gennex® colorants per gallon.)

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

#### — Special Colors:
- Contact your Benjamin Moore Representative

### Certifications & Qualifications:
VOC compliant in all regulated areas
- Water vapor permeance ASTM D1653: 31 perms
- Wind driven rain ASTM D6994 (1 coat 608 masonry primer/1 coat 543)
- Early Rain Resistance: 1 ½ – 2 hours after application over wood, primed surfaces or previously painted surfaces (77 °F / 50% RH)
  - Other surfaces such as hardboard or vinyl may require a longer dry time

### 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

<table>
<thead>
<tr>
<th>Property</th>
<th>Pastel Base</th>
<th>Technical Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Type</td>
<td>100% Acrylic Latex</td>
<td></td>
</tr>
<tr>
<td>Pigment Type</td>
<td>Titanium Dioxide</td>
<td></td>
</tr>
<tr>
<td>Volume Solids</td>
<td>35.2%</td>
<td></td>
</tr>
<tr>
<td>Coverage per Gallon at</td>
<td>350 – 475 Sq. Ft.</td>
<td></td>
</tr>
<tr>
<td>Recommended Film Thickness</td>
<td>– Wet: 3.8 mils</td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Dry: 1.3 mils</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dry Time @ 77 °F (25 °C) @ 50% RH</td>
<td>To Touch: 1 Hour</td>
<td>To Recoat: 4 Hours</td>
</tr>
<tr>
<td>Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dries By</td>
<td>Evaporation, Coalescence</td>
<td></td>
</tr>
<tr>
<td>Viscosity</td>
<td>102± 2KU</td>
<td></td>
</tr>
<tr>
<td>Flash Point</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Gloss / Sheen</td>
<td>Soft Gloss (40 - 50 @ 60°)</td>
<td></td>
</tr>
<tr>
<td>Surface Temperature at Application</td>
<td>– Min: 35 °F</td>
<td>– Max: 100 °F</td>
</tr>
<tr>
<td>Thin With</td>
<td>See Chart</td>
<td></td>
</tr>
<tr>
<td>Clean Up Thinner</td>
<td>Clean Water</td>
<td></td>
</tr>
<tr>
<td>Weight Per Gallon</td>
<td>10.5 lbs</td>
<td></td>
</tr>
<tr>
<td>Storage Temperature</td>
<td>– Min: 40 °F</td>
<td>– Max: 95 °F</td>
</tr>
</tbody>
</table>

### Volatile Organic Compounds (VOC)
- 45 Grams/Liter
- .38 lbs./Gallon

Reported values are for Pastel Base. Contact Benjamin Moore for values of other bases or colors.
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 (N318) 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 (N318) prior to coating the surface. Caution: Refer to the (N318) Clean technical data and material safety data sheets for instructions on its proper use and handling.

All new 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 priming or painting. Poured or pre-cast concrete with a very smooth surface should be trenched or grooved to promote adhesion, after removing all form release agents and curing compounds.

Difficulty 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. 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
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 Benjamin Moore store before purchasing.

Wood and engineered wood products:
Primer: Fresh Start® High-Hiding All Purpose Primer (046) or Fresh Start® Multi-Purpose Latex Primer (N023)
Finish: 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (543)

Bleeding Type Woods, (Redwood and Cedar):
Primer: Fresh Start® Exterior Wood Primer (094) or 1-2 coats of Fresh Start® High-Hiding All Purpose Primer (046) may be used
Finish: 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (543)

Hardboard Siding, Bare or Factory Primed:
Primer: Fresh Start® High-Hiding All Purpose Primer (046) or Fresh Start® Multi-Purpose Latex Primer (N023)
Finish: 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (543)

Vinyl Siding & Vinyl Composite:
In most cases, a primer is not necessary. Only areas of pitted and porous vinyl siding must be primed. In these cases, we recommend Fresh Start® High-Hiding All Purpose Primer (046), or Fresh Start® Multi-Purpose Latex Primer (N023).

Colors that are safe for use on vinyl siding - Do not paint vinyl with any color darker than the original color or having a Light Reflective Value (LRV) of less than 55 unless it is in the Benjamin Moore approved Color Visual Palette and compots with the specific vinyl manufacturer guidelines when making the color selection and painting. Otherwise, the color will absorb more heat, possibly causing the siding to warp, resulting in additional repairs and expenses.

Rough or Pitted Masonary:
Primer: Ultra Spec® Masonary Interior/Exterior Hi-Build Block Filler (571)
Finish: 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (543)

Poured or Pre-cast Concrete and Fiber Cement Siding:
Primer: Ultra Spec® Masonary Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® Multi-Purpose Latex Primer (N023)
Finish: 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss (543)

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 ben® Exterior 100% Acrylic Soft Gloss Finish (543)

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: No primer needed
Finish: 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (543)

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. 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

<table>
<thead>
<tr>
<th>Condition</th>
<th>Clean Up</th>
<th>Primer/Finish Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild conditions</td>
<td>Humid (RH&gt; 50%) with no direct sun &amp; with little to no wind</td>
<td>Dry (RH&lt;50%), in direct sunlight, or windy conditions</td>
</tr>
<tr>
<td>Severe Conditions</td>
<td>Brush: Nylon / Polyester</td>
<td>Add 518 Extender or water:</td>
</tr>
<tr>
<td></td>
<td>Roller: Premium Quality 3/8” Roller</td>
<td>Max of about 1/2 pint or 8 fl. oz, to a gallon of paint</td>
</tr>
<tr>
<td></td>
<td>Spray: Airless</td>
<td>No thinning necessary</td>
</tr>
<tr>
<td></td>
<td>Pressure: 1500 -2000 psi</td>
<td>Never add other paints or solvents</td>
</tr>
<tr>
<td></td>
<td>Tip: 0.011 -0.015</td>
<td></td>
</tr>
</tbody>
</table>

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

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

WATERFRONT USE: Please read the full Material Safety Data Sheet (MSDS) before use, store, or dispose of the product.

WARNING!
Possible birth defect hazard. Contains, - Carbamic acid, 1H-benzipimiazol-2-yl, methyl ester and 1-Methyl-2-pyrolidinone which may cause birth defects based on animal data.

Use only with adequate ventilation. Do not breathe vapors, 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– Proposition 65. 
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.