



ben<sup>®</sup>  
100% ACRYLIC EXTERIOR  
SOFT GLOSS FINISH K543

**Features**

- Low temperature application down to 35 °F (1.7 °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

**Recommended For**

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

**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

**Limitations**

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

**Product Information**

<p><b>Colours — Standard:</b> White (01)</p> <p>(May be tinted with up to 60 ml of Benjamin Moore<sup>®</sup> Gennex<sup>®</sup> colorants per 3.79L.)</p>	<table border="1"> <thead> <tr> <th>Technical Data<sup>∅</sup></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</td> <td>– Wet 3.8 mils – Dry 1.3 mils</td> </tr> <tr> <td colspan="2">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.</td> </tr> <tr> <td>Dry Time @ 25 °C (77 °F) @ 50% RH</td> <td>– To Touch 1 Hour – To Recoat 4 Hours</td> </tr> <tr> <td colspan="2">High humidity and cool temperatures will result in longer dry, recoat and service times</td> </tr> <tr> <td>Dries By</td> <td>Evaporation, Coalescence</td> </tr> <tr> <td>Viscosity</td> <td>102 ± 2 KU</td> </tr> <tr> <td>Flash Point</td> <td>N/A</td> </tr> <tr> <td>Gloss / Sheen</td> <td>Soft Gloss (40 – 50 @ 60°)</td> </tr> <tr> <td>Surface Temperature at Application</td> <td>– Min. 1.7 °C (35 °F) – Max. 37.7 °C (100 °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 3.79 L</td> <td>4.8 kg (10.56 lbs)</td> </tr> <tr> <td>Storage Temperature</td> <td>– Min. 4.4 °C (40 °F) – Max. 35 °C (95 °F)</td> </tr> <tr> <td colspan="2" style="text-align: center;"><b>Volatile Organic Compounds (VOC)</b></td> </tr> <tr> <td colspan="2" style="text-align: center;">45 g/L</td> </tr> </tbody> </table>	Technical Data <sup>∅</sup>	Pastel Base	Vehicle Type	100% Acrylic Latex	Pigment Type	Titanium Dioxide	Volume Solids	35.2%	Coverage per 3.79 L at Recommended Film Thickness	32.5 – 44.1 sq. m. (350 – 475 sq. ft.)	Recommended Film Thickness	– Wet 3.8 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 colour uniformity and minimize the disposal of excess paint.		Dry Time @ 25 °C (77 °F) @ 50% RH	– To Touch 1 Hour – 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. 1.7 °C (35 °F) – Max. 37.7 °C (100 °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)	<b>Volatile Organic Compounds (VOC)</b>		45 g/L	
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<p><b>— Tint Bases:</b> Benjamin Moore<sup>®</sup> Gennex<sup>®</sup> bases 1X, 2X, 3X &amp; 4X</p>																																									
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<p><b>Certifications &amp; Qualifications:</b></p> <p><b>VOC compliant in all regulated areas</b></p> <p>Water vapor permeance ASTM D1653: 31 perms</p> <p>Wind driven rain ASTM D6904 (1 coat masonry primer/1 coat K543)</p> <p>Early Rain Resistance: 1 ½ – 2 hours after application over wood, primed surfaces or previously painted surfaces (25 °C / 50% RH)</p> <p>- Other surfaces such as hardboard or vinyl may require a longer dry time</p> <p>Passes ASTM D3273 / D3274 Mildew, Mould Resistance Tests (no growth)</p> <p><b>25 YEAR WARRANTY:</b> Benjamin Moore &amp; Co., Limited warrants that this product when used in accordance with the label instructions, will not: 1. blister from properly prepared and primed surfaces, 2. peel from properly prepared and primed surfaces, and 3. wear down or weather to expose the previously painted surface. This warranty shall be effective for 25 years and is made to the original residential consumer paint purchaser. This warranty is non-transferable. If this product fails to perform as explained above when used according to label instructions within the warranty period, Benjamin Moore &amp; Co., Limited will, upon presentation of proof of purchase (original sales receipt), provide an equivalent or comparable product at no charge. Since we have no control over surface preparation or application, THIS LIMITED WARRANTY DOES NOT INCLUDE THE COST OF LABOUR FOR APPLICATION OF PAINT. BENJAMIN MOORE SHALL IN NO EVENT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. SOME PROVINCES 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 province to province.</p>																																									
<p><b>Customer Service Information Centre</b> 1-800-361-5898, <a href="mailto:info@benjaminmoore.ca">info@benjaminmoore.ca</a>, <a href="http://www.benjaminmoore.ca">www.benjaminmoore.ca</a></p>																																									

<sup>∅</sup>Reported values are for Pastel Base. Contact Benjamin Moore for values of other bases or colours.

## 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 coating the surface. **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 priming or painting. 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.

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

### Vinyl & Vinyl Composite Siding:

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 (K046), or Fresh Start® Multi-Purpose Latex Primer (F023).

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

### 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

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

**Primer:** Fresh Start® Multi-Purpose Latex Primer (F023)  
**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)  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Soft Gloss Finish (K543)

**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 (FP04)  
**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® K518 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
<b>Brush:</b> Nylon / Polyester	No thinning necessary	Add <b>K518 Extender or water:</b>  Max of 236 ml (8 fl. oz.) to a 3.79 L  <b>Never add other paints or solvents.</b>
<b>Roller:</b> Premium Quality		
<b>Spray: Airless</b> Pressure: 1500 -2000 psi Tip: 0.011-0.015		

**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.

**WARNING:** This product contains isothiazolinone compounds at levels of <0.1%. These substances are biocides commonly found in most paints and a variety of personal care products as a preservative. Certain individuals may be sensitive or allergic to these substances, even at low levels.

**KEEP OUT OF REACH OF CHILDREN  
 PROTECT FROM FREEZING**

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