



# CONCEPTS<sup>®</sup>

## INTERIOR LATEX

### PEARL FINISH K798

#### Features

- Ideal for trim, cabinets, doors, and wall surfaces that require frequent cleaning
- Easy to touch up
- Self-priming on previously painted substrates.
- Spatter resistant
- Dries to a uniform Pearl finish
- Easy to apply by brush, roller or spray
- Good flow and levelling

#### Recommended For

Ideal for interior trim, doors, cabinets, walls, and ceilings. For primed or previously painted wallboard, masonry, plaster, wood, metal and new or previously painted acoustic ceilings.

#### General Description

A quality, low VOC (Volatile Organic Compounds) latex Pearl coating designed for application to a wide variety of interior surfaces. Produces a highly durable washable finish with excellent hiding.

#### Limitations

- Do not paint when temperature of air and surface is below 10 °C (50 °F).

#### Product Information

##### Colours: —Standard:

White (01)

##### —Tint Bases:

Benjamin Moore<sup>®</sup> Gennex<sup>®</sup> Bases 1X, 2X, 3X, & 4X. Tint Bases only with Gennex<sup>®</sup> Waterborne Colorant.

##### —Special Colours:

Contact your Benjamin Moore representative

##### Certification:

VOC compliant in all regulated areas.

##### Customer Information Centre:

1-800-361-5898, [info@benjaminmoore.ca](mailto:info@benjaminmoore.ca), [www.benjaminmoore.ca](http://www.benjaminmoore.ca)

##### Technical Data<sup>◇</sup>

##### Base 1

Vehicle Type Proprietary Acrylic Latex

Pigment Type Titanium Dioxide

Volume Solids 37%

Coverage per 3.79 L at 37.1 – 41.8 sq. m.

Recommended Film Thickness 400 – 450 Sq. Ft.

Recommended Film – Wet 3.8 mils

Thickness – Dry 1.4 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 – To Touch 2 Hours

(77 °F) @ 50% RH – To Recoat 4 Hours

Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times

Dries By Evaporation, Coalescence

Viscosity 95 ± 3 KU

Flash Point None

Gloss / Sheen Pearl(15-25 @60°)

Surface Temperature – Min. 10 °C (50 °F)

at Application – Max 32.2 °C (90 °F)

Thin With Clean Water

Clean Up Thinner Clean Water

Weight Per 3.79 L 5 kg (11 lbs)

Storage Temperature – Min. 4.4 °C (40 °F)

– Max 32.2 °C (90 °F)

##### Volatile Organic Compounds (VOC)

40 g/L

<sup>◇</sup>Reported values are for Base 1. Contact Benjamin Moore for values of other bases or colours.

## 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.

**Difficult Substrates:** Benjamin Moore offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease, 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. Carefully clean up 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 @ [http://www.hc-sc.gc.ca/iyh-vsv/prod/paint-peinture\\_e.html](http://www.hc-sc.gc.ca/iyh-vsv/prod/paint-peinture_e.html).

## Primer/Finish Systems

Concepts® is self-priming over previously painted substrates in good condition. Fresh Start® All-Purpose 100% Acrylic Primer is the recommended primer on most surfaces. **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.

### Previously Painted Substrates (not bare)

**Primer:** Concepts® Interior Latex Pearl (K798)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

### Wood, and engineered wood products:

**Primer:** Fresh Start® All-Purpose 100% Acrylic Primer (F/K023)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

### Bleeding Type Woods (Redwood and Cedar)

**Primer:** Fresh Start® All-Purpose Alkyd Primer (K024); for light tannin bleed situations, 1 or 2 coats of Fresh Start® 100% Acrylic Superior Primer (K046) may be used.

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

### Drywall

**Primer:** Fresh Start® All-Purpose 100% Acrylic Primer (F/K023)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

### Plaster

**Primer:** Fresh Start® All-Purpose 100% Acrylic Primer (F/K023) or Fresh Start® 100% Acrylic Superior Primer (K046)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

### Rough or Pitted Masonry

**Primer:** Super Spec® Latex Block Filler (K160) or Super Spec® Masonry Interior/Exterior Hi-Build Block Filler (K206)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

### Smooth Poured or Precast Concrete

**Primer:** Fresh Start® All-Purpose 100% Acrylic Primer (F/K023)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

### Ferrous Metal (Steel and Iron)

**Primer:** Super Spec HP® Acrylic Metal Primer (KP04), Super Spec HP® Alkyd Metal Primer (KP06) or Fresh Start® Rust Inhibitive Primer (K163)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

**Non-Ferrous Metal (Galvanized & Aluminum)** All new metal surfaces must be thoroughly cleaned with Super Spec HP® Oil & Grease Emulsifier (KP83) 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:** Super Spec HP® Acrylic Metal Primer (KP04)

**Finish:** 1 or 2 coats of Concepts® Interior Latex Pearl (K798)

**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.

Two coats provide maximum hiding and film durability.

**Spray, Airless:** Fluid Pressure —1,500 to 3,000 PSI;

Tip — .011-.015 Orifice.

## Thinning/Cleanup

Thinning is unnecessary, but if required to obtain desired application properties, a small amount of clean water may be added. Never add other paints or solvents.

**Cleanup:** Wash brushes, rollers, and other painting tools in warm soapy water immediately after use. 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.

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 Material Safety Data Sheet for  
additional health and safety information.**