

General Description

A premium quality, waterborne alkyd enamel that delivers the desired flow and leveling characteristics of conventional alkyd paint. It provides a tough, satin finish that stands up to repeated washing. It is easy to apply, resists spattering and cleans up with soap and water.

- Excellent flow and leveling properties
- Extended open time
- Minimal yellowing
- Easy application
- Block-resistant
- Easy clean up

Usage

Ideal for primed and previously painted trim, doors, walls, ceilings, and furniture. Recommended for use on properly primed interior wood, plaster, wallboard, metal and masonry. Exterior use on properly primed metal, masonry, and stable wood trim substrates such as maple, cedar and redwood.

Colors	White (01), Black (80)
Bases	1X, 2X, 3X & 4X
Colorant System	Gennex®

Technical Data

Vehicle	Waterborne alkyd
Pigment	Titanium Dioxide
Volume Solids	38 ± 2%
Spread Rate Per Gallon	400 – 500 Sq. Ft.
Recommended	Wet: 3.2 – 4.0 mils
Film Thickness	Dry: 1.2 – 1.5 mils
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.	
Dry Time @ 77 °F (25 °C) @ 50% RH	To Touch: 1 – 2 hours To Recoat: 4 hours
Full hardness and adhesion develop over time. Do not expose to heavy abrasion or return shelves/tabletops to service for at least 5 – 7 days to prevent damage to the finish. High humidity or cooler temperatures will prolong dry, recoat and cure times.	
Surface Temperature During Application	Min: 50 °F Max: 90 °F
Viscosity	96 ± 4 KU
Flash Point	None
Sheen / Gloss	25 – 35 @ 60°
Final sheen/gloss will be reached in 1 – 2 weeks.	
Clean Up	Water
Thinner	Water
Weight Per Gallon	10.8 lbs.
Storage Temperature	Min: 40 °F Max: 90 °F
VOC	< 50 g/L

Primer 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.

Wood, and engineered wood products:

Fresh Start® High-Hiding All Purpose Primer (046) or Fresh Start® Undercoater and Primer/Sealer (032)

Bleeding Woods (Redwood, Cedar, etc.):

Interior:

Fresh Start® Undercoater and Primer/Sealer (032) or Fresh Start® High-Hiding All Purpose Primer (046)

Exterior:

Fresh Start® Exterior Deck & Siding Primer (094)

Cabinetry:

All surfaces to be roughened by sanding (220 grit or coarser) before priming; light sanding between coats allows for a smoother finish; all dust must be cleaned.

MDF, Thermofoil, Laminate (Formica):

Fresh Start® High-Hiding All Purpose Primer (046)

Plastic (Vinyl) Veneer

Removing plastic veneer by sanding then apply Fresh Start® High-Hiding All Purpose Primer (046)

Drywall:

Drywall Primer (380)

Plaster (Cured):

Drywall Primer (380) or Multi-Purpose Primer (067)

Rough or Pitted Masonry:

Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)

Smooth Poured or Pre-cast Concrete:

Ultra Spec® Masonry Sealer (608)

Ferrous Metal (Steel and Iron):

High Performance Acrylic Metal Primer (HP1100) or High Performance Alkyd Metal Primer (HP1320)

Non-Ferrous Metal (Galvanized & Aluminum):

All new metal surfaces must be thoroughly cleaned with Oil & Grease Emulsifier (HP6000) 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. High Performance Acrylic Metal Primer (HP1100)

Repaint, All Substrates:

Prime bare areas with the primer recommended above for the substrate.

Compliance & Certifications

OTC	✓
OTC II	✓
CARB	✓
CARB07	✓
CARB19	✓
UTAH	✓
AZMC	✓
SCAQMD	✓

Limitations

- Depending on weather and drying conditions, it could take up to 30 days to reach optimum hardness and final sheen
- Not recommended for exterior use on pine
- Sand glossy alkyds before applying Advance

Technical Assistance

Available through your local authorized independent Benjamin Moore retailer.

call 1-866-708-9180
visit www.benjaminmoore.com

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 variety of specialty primers for use over difficult substrates such as plaster, 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 or architectural representative can recommend the right problem-solving primer for your special needs.

Note: Although Advance yellows less than conventional alkyds, a slight amount of yellowing may occur. This effect is accelerated in dark or poorly ventilated areas and is more visible in lighter colors.

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.

Application

Stir thoroughly before and during use. Apply 1 – 2 coats. For best results, use a Benjamin Moore® nylon/polyester brush, Benjamin Moore® roller or a similar product. Apply paint generously from unpainted area into wet area. Avoid lap marks by maintaining a wet edge.

Brush: Nylon / polyester

Roller: Professional/High-Capacity Quality

Spray, Airless:

Pressure / 1,500 – 2,500 PSI

Tip / 0.011 – 0.015

Spray, HVLP:

Pressure / 20 PSI

Tip / 1.8

Thinning/Cleaning

Thinning is unnecessary, but if required to obtain desired application properties, a small amount of clean water may be added - Max of 8 fl. oz. to a gallon paint. Never add other paints or solvents.

Clean Up: 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 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
Refer to the product label & Safety Data Sheet for product specific information.

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.**