



FRESH START[®]

HIGH-HIDING ALL PURPOSE PRIMER

046

Features

- Provides maximum hide
- Seals and suppresses most bleeding type stains
- Provides a mildew-resistant coating
- Excellent adhesion to multiple substrates
- Features a quick-drying formula

Recommended For

New, previously painted and properly prepared wood, drywall, ceiling tile, Formica[®], Masonite[®], ceramic tile, cured plaster and wall coverings. Use on new, previously painted and properly prepared exterior substrates such as wood, aluminum, hardboard and vinyl siding, shingles, concrete, masonry, brick and non-ferrous metal surfaces.

Seals and suppresses most bleeding type stains such as tannin bleed, water stains, smoke damage, markers, crayons, pens, pencils, nicotine, hand & fingerprints, household stains such as coffee and many more.

General Description

A premium quality, 100% acrylic interior and exterior primer with an advanced formula technology that delivers maximum hiding, superior adhesion, and excellent stain blocking in a low VOC, mildew-resistant coating. It provides superior adhesion and is more forgiving over difficult substrates. Additionally, this product is effective in sealing and suppressing most bleeding type stains.

Limitations

- Not recommended for sealing knots or over pine sap.
- On hard, non-porous surfaces, **maximum adhesion and hardness may take 3-4 days to develop.**
- Do not apply when air and surface temperatures are below 40 °F (4.4 °C).
- Two coats of primer may be required on severe stains

Product Information

Colors — Standard:	Technical Data [◇]	White
White (00)	Vehicle Type	100% Acrylic
May be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore [®] Gennex [®] colorants per gallon.	Pigment Type	Titanium Dioxide
	Volume Solids	41 ± 1%
— Gennex[®] Tint Bases:	Coverage per Gallon at Recommended Film Thickness	400 – 450 Sq. Ft.
Deep Base (04)	Recommended Film Thickness	— Wet 3.8 mils — Dry 1.4 mils
(When tinted in accordance with Benjamin Moore prescriptions, the Deep Base will provide a hiding base coat suitable for use under deep and intense colors.)	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.	
Tint only with Benjamin Moore [®] Gennex [®] Waterborne colorant.	Dry Time @ 77 °F (25 °C) @ 50% RH	— To Touch 1 Hour — To Recoat 2 Hours
— Special Colors:	High humidity and cool temperatures will result in longer dry, recoat and service times.	
Contact your Benjamin Moore representative.	Dries By	Evaporation, Coalescence
Certifications & Qualifications:	Viscosity	95 ± 2 KU
VOC compliant in all regulated areas	Flash Point	None
Qualifies for LEED [®] v4 Credit	Gloss / Sheen	Low Lustre (7 – 12 @ 85°)
Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)	Surface Temperature at Application	— Min. 40 °F — Max. 90 °F
CDPH v1 Emission Certified	Thin With	Do Not Thin
Master Painters Institute MPI # 6, 17, 17 X-Green [™] , 39, 50, 50 X-Green [™] , 137, 137 X Green [™]	Clean Up Thinner	Clean Water
Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84	Weight Per Gallon	10.7 lbs
ASTM D1653 Water vapor permeance: Method A - 3.5 Perms / Method B - 19.5 Perms	Storage Temperature	— Min. 40 °F — Max. 90 °F
Technical Assistance	Volatile Organic Compounds (VOC)	
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	48 Grams/Liter	.40 LBS/Gallon

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 for 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. Wood substrates must be thoroughly dry. **Caution:** Smooth planed clapboards or siding must be sanded thoroughly to break the "mill glaze" allowing proper penetration and adhesion.

Difficult Substrates: If the surfaces to be painted exhibit severe tannin or smoke staining, an alkyd based Benjamin Moore primer may be your best choice for conquering these severe conditions. Consult your Benjamin Moore retailer for further guidance.

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

Fresh Start® High-Hiding All Purpose Primer is the preferred primer in most situations. New surfaces should be fully primed, and previously painted surfaces may be primed or spot primed as necessary. For best hiding results use Fresh Start® High-Hiding All Purpose Primer tinted to the approximate finish coat color. **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:

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

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Bleeding type woods, (cedar and redwood):

Primer: Fresh Start® High-Hiding All Purpose Primer (046), Fresh Start® Undercoater & Primer/Sealer (032) or Fresh Start® Deck & Siding Primer (094)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Drywall:

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

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Plaster (Cured):

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

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Rough or Pitted Masonry:

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

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Smooth Poured or Pre-cast Concrete:

Primer: Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® High-Hiding All Purpose Primer (046)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat.

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 of the appropriate Benjamin Moore® finish coat

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 (HP04)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

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.

Spray, Airless: Fluid Pressure: 1500 – 2500

Tip: .013 - .017

Thinning/Clean up

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.

Clean Up: Clean equipment with soap and 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.**

We warrant satisfactory results if used according to label directions. If not satisfied return the unused portion to place of purchase with sales receipt. Material will be replaced or purchase price will be refunded. Since we have no control over surface preparation or application, THIS WARRANTY DOES NOT INCLUDE COST OF LABOR FOR APPLICATION OF PAINT. BENJAMIN MOORE SHALL IN NO EVENT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. SOME STATES 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 state to state.

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. May cause allergic skin reaction. 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: This product can expose you to chemicals including Methyl isobutyl ketone, which are known to the State of California to cause cancer and birth defects or other reproductive harm. For more information go to www.P65warnings.ca.gov

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.

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.

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.