



FRESH START[®] MOORWHITE[®] EXTERIOR WOOD PRIMER 100

Features

- Excellent hiding and leveling properties
- Slow drying for maximum penetration
- Improves adhesion on weathered and prepared chalky surfaces
- Mildew resistant

Recommended For

Use as an exterior priming coat for unpainted wood, and previously painted weathered surfaces. Can be used under latex or later thinned paints, alkyd enamels, and house paints. Suitable for a variety of exterior surfaces such as sidewalls, trim, and shutters.

General Description

An exterior long oil primer that penetrates deeply into wood surfaces and dries slowly enabling maximum adhesion even on weathered surfaces.

Limitations

- Do not apply when air and surface temperatures are below 50 °F (10 °C).
- Not for use on Decks.

Product Information

Colors — Standard:

White (01), Red (20) and Gray (70) also available in most areas.

(White may be tinted with up to 2.0 fl. oz. of Benjamin Moore[®] Color Preview[®] colorants per gallon.)

— Tint Bases:

Benjamin Moore Deep Color Base (04) (When tinted in accordance with Benjamin Moore prescriptions, Deep Color Base will provide a hiding base coat suitable for use under deep and intense colors.)

— Special Colors:

Contact your Benjamin Moore representative.

Certifications & Qualifications:

VOC REGION	COMPLIANT
FEDERAL	YES
OTC	YES
OTCII	NO
CARB	YES
CARB07	NO
UTAH	NO
AZMC	YES
SCAQMD	NO

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[◇]

White

Vehicle Type	Alkyd
Pigment Type	Titanium Dioxide
Volume Solids	66%
Coverage per Gallon at Recommended Film Thickness	250 - 400 Sq. Ft.
Recommended Film Thickness	— Wet 3.1 mils — Dry 2.1 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 6 - 8 Hours — To Recoat 12 Hours
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High humidity and cool temperatures will result in longer dry, recoat and service times.

Dries By	Evaporation, Oxidation
Viscosity	79 ± 2 KU
Flash Point	Combustible
Gloss / Sheen	Low Lustre
Surface Temperature at Application	— Min. 50 °F — Max. 90 °F
Thin With	Do Not Thin
Clean Up Thinner	Mineral Spirits
Weight Per Gallon	12.8 lbs
Storage Temperature	— Min. 40 °F — Max. 90 °F

Volatile Organic Compounds (VOC)

273.5 Grams/Liter 2.24 LBS/Gallon

[◇] Reported values are for White. Contact Benjamin Moore for values of other bases or colors.

Surface Preparation

Surfaces to be painted must be clean, dry, and free of dust, heavy chalk, oily deposits, and mildew. Un-weathered areas such as eaves, ceilings and overhangs should be washed with a detergent solution and/or rinsed with a strong stream of water to remove surface salts 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. Remove loose or scaling paint by scraping, wire brushing, or sanding. Spot-prime exposed nail holes, areas that need caulking or putty, and any bare wood. Then prime entire area with a coat of Fresh Start® Moorwhite® Primer. **CAUTION:** Smooth-planed clapboards or siding must be sanded thoroughly to break the “mill glaze” to allow proper penetration and adhesion.

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.

Wood and engineered wood products:

Primer: Fresh Start® Moorwhite® Exterior Wood Primer (100)

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

Hardboard Siding, Bare or Factory Primed:

Primer: Fresh Start® Moorwhite® Exterior Wood Primer (100)

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

Rough or Pitted Masonry:

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

Finish: 2 coats appropriate Benjamin Moore® exterior finish

Repaint, All Substrates: Prime bare areas with the primer recommended for the substrate above.

Application

Mixing of paint: Immediately prior to use, the paint should be mixed thoroughly even though it has been shaken mechanically by the retailer. Prior to painting, ensure having enough paint boxed or mixed in one container to complete an entire section. This practice is important with standard as well as custom blended colors. Stir thoroughly and apply with a good quality china bristle or all purpose brush, short-nap roller, or spray.

Spray, Airless: Fluid Pressure — 1,500 to 2,500 PSI;
Tip — .013 - .017 Orifice

Thinning/Clean up

Do not thin. Do not add other paints, oils, driers, or varnishes. Clean equipment with mineral spirits.

DANGER – Rags, steel wool or waste soaked with the product may spontaneously catch fire if improperly discarded. Immediately after use, place rags, steel wool or waste in a sealed water-filled metal container.

USE COMPLETELY OR DISPOSE OF PROPERLY.

This product contains organic solvents which may cause adverse effects to the environment if handled improperly. Emptied containers may retain product residue. Follow label warnings even after container is emptied. Residual vapors may explode on ignition.

Disposal of wastes containing either organic solvents or free-liquids in landfills is prohibited. **Local disposal requirements vary; consult your sanitation department or state-designated environmental agency for local disposal options.**

Environmental Health & Safety Information

DANGER!

COMBUSTIBLE LIQUID AND VAPOR

VAPOR HARMFUL

Contains: Petroleum Distillates

HARMFUL OR FATAL IF SWALLOWED. ASPIRATION HAZARD. CAUSES IRRITATION TO EYES, SKIN AND RESPIRATORY TRACT. MAY CAUSE ALLERGIC SKIN REACTION.

Cancer Hazard: Contains Crystalline Silica which can cause cancer when in the respirable form (spray mist or sanding dust).

NOTICE: Repeated or prolonged exposure to organic solvents may lead to permanent brain and nervous system damage. Intentional misuse by deliberately concentrating and inhaling vapors may be harmful or fatal.

Keep away from heat and flame. **Use only with adequate ventilation.** Do not breathe vapors, spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. To avoid breathing vapors or spray mist open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headache or dizziness or if air monitoring demonstrates vapor levels are above the applicable limits, wear an appropriate, properly fitted respirator (NIOSH approved) during and after application. Follow respirator manufacturer's directions for respirator use. Aspiration Hazard. Small amounts aspirated into the respiratory system may cause mild to severe pulmonary injury. Close container after each use. Wash thoroughly after handling.



WARNING: Cancer and Reproductive Harm—
www.P65warnings.ca.gov

FIRST AID: If affected by inhalation of vapors or spray mist, remove to fresh air. In case of eye contact, flush immediately with plenty of water for at least 15 minutes and get medical attention immediately; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If swallowed, do not induce vomiting. Get medical attention immediately.

IN CASE OF FIRE – Use foam, CO₂, dry chemical or water fog.

SPILL – Absorb with inert material and dispose of as specified under “Clean Up”.

KEEP OUT OF REACH OF CHILDREN
For excessively chalky substrates

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