



REGAL[®]

PREMIUM INTERIOR

LATEX PRIMER W216

Features

- Premium quality, rapid drying
- Flows out to a smooth, nonabsorbent finish which seals porous surfaces
- Formulated to perform best with Regal[®] Premium Interior Finishes
- Performs equally well under latex or oil finishes
- Exhibits excellent holdout and hiding qualities
- Assures a primer / finish job in one day
- Spatter resistant

Recommended For

Wallboard, wood and engineered wood trim, galvanized metal, and masonry surfaces

General Description

A premium quality, full-bodied, smooth-flowing vinyl-acrylic primer that provides excellent sealing, high hiding, ease of application and enamel holdout characteristics for virtually all interior surfaces. Regal[®] Primer is also available as a deep color base for use under deep tone designer finishes where the transparency of the finish coat can be a problem.

Limitations

- Do not apply when air and surface temperatures are below 50° F (10° C).

Product Information

<p>Colors — Standard: White</p>	<p>Technical Data[◇]</p> <table border="1"> <tr> <td></td> <td style="text-align: right;">White</td> </tr> <tr> <td>Vehicle Type</td> <td style="text-align: right;">Proprietary Vinyl Acrylic Latex</td> </tr> <tr> <td>Pigment Type</td> <td style="text-align: right;">Titanium Dioxide</td> </tr> <tr> <td>Volume Solids</td> <td style="text-align: right;">26%</td> </tr> <tr> <td>Coverage per Gallon at Recommended Film Thickness</td> <td style="text-align: right;">400 – 500 Sq. Ft.</td> </tr> <tr> <td>Recommended Film Thickness</td> <td style="text-align: right;">3.6 mils</td> </tr> <tr> <td></td> <td style="text-align: right;">0.9 mils</td> </tr> </table>		White	Vehicle Type	Proprietary Vinyl Acrylic Latex	Pigment Type	Titanium Dioxide	Volume Solids	26%	Coverage per Gallon at Recommended Film Thickness	400 – 500 Sq. Ft.	Recommended Film Thickness	3.6 mils		0.9 mils																			
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<p>— Tint Bases: Benjamin Moore[®] Deep Color Base</p>	<p>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.</p>																																	
<p>— Special Colors: Contact your Benjamin Moore[®] representative</p>	<table border="1"> <tr> <td>Dry Time @ 77° F (25° C) @ 50% RH</td> <td>– To Touch</td> <td style="text-align: right;">1 Hour</td> </tr> <tr> <td></td> <td>– To Recoat</td> <td style="text-align: right;">1 Hour</td> </tr> </table>	Dry Time @ 77° F (25° C) @ 50% RH	– To Touch	1 Hour		– To Recoat	1 Hour																											
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<p>Certification:</p> <p>VOC compliant in all regulated areas.</p> <p>Very low in VOC's.</p> <p>Master Painters Institute MPI# 50</p> <div style="border: 2px solid green; padding: 5px; text-align: center; width: fit-content; margin: 10px auto;"> <p>Qualifies for LEED[®] Credit (PRIMER)</p> </div>	<p>Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.</p> <table border="1"> <tr> <td>Dries By</td> <td colspan="2" style="text-align: right;">Evaporation, Coalescence</td> </tr> <tr> <td>Viscosity</td> <td colspan="2" style="text-align: right;">92 ± 3 KU</td> </tr> <tr> <td>Flash Point</td> <td colspan="2" style="text-align: right;">None</td> </tr> <tr> <td>Gloss / Sheen</td> <td colspan="2" style="text-align: right;">Flat</td> </tr> <tr> <td>Surface Temperature at Application</td> <td>– Min.</td> <td style="text-align: right;">50° F</td> </tr> <tr> <td></td> <td>– Max</td> <td style="text-align: right;">90° F</td> </tr> <tr> <td>Thin With</td> <td colspan="2" style="text-align: right;">Clean Water</td> </tr> <tr> <td>Clean Up Thinner</td> <td colspan="2" style="text-align: right;">Clean Water</td> </tr> <tr> <td>Weight Per Gallon</td> <td colspan="2" style="text-align: right;">10.2 lbs</td> </tr> <tr> <td>Storage Temperature</td> <td>– Min.</td> <td style="text-align: right;">40° F</td> </tr> <tr> <td></td> <td>– Max</td> <td style="text-align: right;">90° F</td> </tr> </table>	Dries By	Evaporation, Coalescence		Viscosity	92 ± 3 KU		Flash Point	None		Gloss / Sheen	Flat		Surface Temperature at Application	– Min.	50° F		– Max	90° F	Thin With	Clean Water		Clean Up Thinner	Clean Water		Weight Per Gallon	10.2 lbs		Storage Temperature	– Min.	40° F		– Max	90° F
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<p>Technical Assistance</p> <p>Available through your local authorized independent Benjamin Moore[®] retailer. For the location of the retailer nearest you, call 1-800-826-2623, see www.benjaminmoore.com, or consult your local Yellow Pages.</p>	<p style="text-align: center;">Volatile Organic Compounds (VOC)</p> <p style="text-align: center;">68 Grams/Liter .57 lbs./Gallon</p>																																	

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

Regal® Premium Interior Latex Primer W216

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. Wood substrates must be thoroughly dry.

Difficult Substrates: Benjamin Moore & Co. offers a variety of specialty primers for use over difficult substrates such as 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 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 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 Regal® Classic Premium Interior Latex 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: Regal® Primer & Underbody (W216). For bleeding woods such as cedar and redwood, use Fresh Start® All-Purpose 100% Acrylic Primer (N023)

Finish: Appropriate Benjamin Moore® interior finish paint

Drywall:

Primer: Fresh Start® All-Purpose 100% Acrylic Primer (N023) or Fresh Start® 100% Acrylic Superior Primer (046)

Finish: Appropriate Benjamin Moore® interior finish paint

Plaster:

Primer: Fresh Start® All-Purpose 100% Acrylic Primer (N023) or Fresh Start® 100% Acrylic Superior Primer (046)

Finish: Appropriate Benjamin Moore® interior finish paint

Rough or Pitted Masonry:

Primer: Super Spec® Latex Block Filler (160) or Super Spec® Masonry Interior/Exterior Hi-Build Block Filler (206) or Regal® Primer & Underbody (W216)

Finish: Appropriate Benjamin Moore® interior finish paint

Smooth Poured or Pre-cast Concrete:

Primer: 1 or 2 coats Regal® Primer & Underbody (W216)

Finish: Appropriate Benjamin Moore® interior finish paint

Ferrous Metal (Steel and Iron):

Primer: Super Spec HP® Acrylic Metal Primer (P04)

Finish: Appropriate Benjamin Moore® interior finish paint

Non-Ferrous Metal (Galvanized & Aluminum): All new metal surfaces must be thoroughly cleaned with Super Spec HP® Oil & Grease Emulsifier (P83) 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: 1 or 2 coats Regal® Primer & Underbody (W216)

Finish: Appropriate Benjamin Moore® interior finish paint

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

Application

Use product when surface temperature is above 50° F (10° C). Stir thoroughly before use; apply one or two coats. May be sanded or top coated after one hour under normal drying conditions. For best results, use a Benjamin Moore® premium applicator for latex paints. Apply paint generously from unpainted area into wet area. This product can be applied by brush, roller or spray.

Spray, Airless: Fluid Pressure — 1,500 or 2,500 PSI;

Tip — .013 - .017 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. Wash 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. Avoid contact with eyes and prolonged or repeated contact with skin. Wear eye protection and gloves during application or sanding. A dust/particulate respirator approved by NIOSH should be worn when sanding or spraying. Close container after each use.

WARNING: This product contains a chemical known to the state of California to cause cancer and birth defects, or other reproductive harm.

FIRST AID: If you experience difficulty in breathing, leave the area to obtain fresh air.

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under **Thinning/Cleanup**.

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

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