



SUPER HIDE[®]

LATEX PRIMER / UNDERCOATER

284

Features

- High hiding
- Excellent hold-out
- Quick dry
- Spatter proof

General Description

A quality, acrylic blended latex primer-undercoater designed for multiple uses and is ideal for priming and sealing unpainted drywall non-staining wood and concrete surfaces.

Recommended For

- For commercial and residential applications.
- For use under Benjamin Moore[®] Super Hide[®] coatings. Super Hide[®] Latex Primer / Undercoater (284) is ideal for priming and sealing unpainted drywall non-staining wood and concrete surfaces.

Limitations

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

Product Information

<p>Colors — Standard: White (00)</p> <p>(May be tinted with up to 2.0 fl. oz. of Benjamin Moore[®] Color Preview[®] colorants per gallon.)</p> <p>— Tint Bases: NA</p> <p>— Special Colors: Contact your Benjamin Moore representative.</p> <p>Certifications & Qualifications: VOC compliant in all regulated areas</p> <p>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</p>	<table border="1"> <thead> <tr> <th colspan="2">Technical Data[◇]</th> <th>White</th> </tr> </thead> <tbody> <tr> <td>Vehicle Type</td> <td colspan="2">Acrylic Blended Latex</td> </tr> <tr> <td>Pigment Type</td> <td colspan="2">Titanium Dioxide</td> </tr> <tr> <td>Volume Solids</td> <td colspan="2">28%</td> </tr> <tr> <td>Coverage per Gallon at Recommended Film Thickness</td> <td colspan="2">450 – 550 Sq. Ft.</td> </tr> <tr> <td>Recommended Film Thickness</td> <td>– Wet</td> <td>2.8 mils</td> </tr> <tr> <td></td> <td>– Dry</td> <td>0.8 mils</td> </tr> <tr> <td colspan="3">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.</td> </tr> <tr> <td>Dry Time @ 77 °F (25 °C) @ 50% RH</td> <td>– To Touch</td> <td>1/2 Hour</td> </tr> <tr> <td></td> <td>– To Recoat</td> <td>1 Hour</td> </tr> <tr> <td colspan="3">High humidity and cool temperatures will result in longer dry, recoat and service times.</td> </tr> <tr> <td>Dries By</td> <td colspan="2">Evaporation, Coalescence</td> </tr> <tr> <td>Viscosity</td> <td colspan="2">103 ± 3 KU</td> </tr> <tr> <td>Flash Point</td> <td colspan="2">None</td> </tr> <tr> <td>Gloss / Sheen</td> <td colspan="2">Flat (1.5 – 3 @ 85°)</td> </tr> <tr> <td>Surface Temperature at Application</td> <td>– Min.</td> <td>50 °F</td> </tr> <tr> <td></td> <td>– Max</td> <td>90 °F</td> </tr> <tr> <td>Thin With</td> <td colspan="2">Clean Water</td> </tr> <tr> <td>Clean Up Thinner</td> <td colspan="2">Clean Water</td> </tr> <tr> <td>Weight Per Gallon</td> <td colspan="2">11.3 lbs</td> </tr> <tr> <td>Storage Temperature</td> <td>– Min.</td> <td>40 °F</td> </tr> <tr> <td></td> <td>– Max</td> <td>90 °F</td> </tr> <tr> <td colspan="3" style="text-align: center;">Volatile Organic Compounds (VOC)</td> </tr> <tr> <td></td> <td>47 Grams/Liter</td> <td>.40 lbs./Gallon</td> </tr> </tbody> </table>	Technical Data [◇]		White	Vehicle Type	Acrylic Blended Latex		Pigment Type	Titanium Dioxide		Volume Solids	28%		Coverage per Gallon at Recommended Film Thickness	450 – 550 Sq. Ft.		Recommended Film Thickness	– Wet	2.8 mils		– Dry	0.8 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 Hour		– To Recoat	1 Hour	High humidity and cool temperatures will result in longer dry, recoat and service times.			Dries By	Evaporation, Coalescence		Viscosity	103 ± 3 KU		Flash Point	None		Gloss / Sheen	Flat (1.5 – 3 @ 85°)		Surface Temperature at Application	– Min.	50 °F		– Max	90 °F	Thin With	Clean Water		Clean Up Thinner	Clean Water		Weight Per Gallon	11.3 lbs		Storage Temperature	– Min.	40 °F		– Max	90 °F	Volatile Organic Compounds (VOC)				47 Grams/Liter	.40 lbs./Gallon
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[◇] 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 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 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 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: Super Hide® Latex Primer / Undercoater (284)

Finish: Appropriate Super Hide® finish paint

Drywall:

Primer: Super Hide® Latex Primer / Undercoater (284)

Finish: Appropriate Super Hide® finish paint

Plaster:

Primer: Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh

Start® High-Hiding All Purpose Primer (046)

Finish: Appropriate Super Hide® finish paint

Smooth Poured or Pre-cast Concrete:

Primer: Super Hide® Latex Primer / Undercoater (284) or Ultra Spec®

Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608)

Finish: Appropriate Super Hide® finish paint

Rough or Pitted Masonry:

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

Finish: Appropriate Super Hide® finish paint

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. Apply before and after filling nail holes, cracks, and other surface imperfections. Sand smooth when dry.

Spray, Airless: Fluid Pressure — 1,500 to 3,000 PSI;
Tip — .013-.017 Orifice

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 brushes, rollers and other painting tools in warm soapy water 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

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

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

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 **Thinning/Clean up**

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

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