



SUPER HIDE[®]

ZERO VOC INTERIOR LATEX PRIMER K354

Features

- Spatter resistant
- Low odour
- Reliable hide
- Zero VOCs
- Qualifies for LEED[®] v4

General Description

A professional-quality interior waterborne primer based that provides quality hide, is zero VOC and has low odors. It qualifies for LEED[®] credit and is spatter resistant.

Recommended For

For commercial and residential applications. Interior wall and ceiling surfaces in commercial and institutional environments. For new or previously painted interior wallboard, masonry, and wood; and for primed or previously painted plaster, or metal.

Limitations

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

Product Information

Colours — Standard: White (00)	Technical Data^Δ White						
— Tint Bases: None	Vehicle Type Acrylic Copolymer						
— Special Colours: Contact your Benjamin Moore [®] representative.	Pigment Type Titanium Dioxide						
Certifications & Qualifications: VOC compliant in all regulated areas Zero VOC Qualifies for LEED [®] v4 Credit Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools) CDPH v1 Emission Certified Master Painters Institute MPI # 50, 50 X-Green™, 149 Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84	Volume Solids 30 ± 2 %						
Customer Information Centre: 1-800-361-5898, info@benjaminmoore.ca , www.benjaminmoore.ca	Coverage per 3.79 L at Recommended Film Thickness 37.2 – 41.8 sq. m (400 – 450 sq. ft.)						
	<table border="1"> <tr> <td>Recommended Film Thickness</td> <td>– Wet</td> <td>4.3 mils</td> </tr> <tr> <td></td> <td>– Dry</td> <td>1.3 mils</td> </tr> </table>	Recommended Film Thickness	– Wet	4.3 mils		– Dry	1.3 mils
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	– Dry	1.3 mils					
	Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure colour uniformity and minimize the disposal of excess paint.						
	<table border="1"> <tr> <td>Dry Time @ 25 °C (77 °F) @ 50 % RH</td> <td>– To Touch</td> <td>1 Hour</td> </tr> <tr> <td></td> <td>– To Recoat</td> <td>2 Hours</td> </tr> </table>	Dry Time @ 25 °C (77 °F) @ 50 % RH	– To Touch	1 Hour		– To Recoat	2 Hours
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	– To Recoat	2 Hours					
	High humidity and cool temperatures will result in longer dry, recoat and service times.						
	Dries By Coalescence						
	Viscosity 103 ± 3 KU						
	Flash Point N/A						
	Gloss / Sheen Flat (1.5 – 3 @ 85°)						
	<table border="1"> <tr> <td>Surface Temperature at Application</td> <td>– Min.</td> <td>10 °C (50 °F)</td> </tr> <tr> <td></td> <td>– Max</td> <td>32 °C (90 °F)</td> </tr> </table>	Surface Temperature at Application	– Min.	10 °C (50 °F)		– Max	32 °C (90 °F)
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	– Max	32 °C (90 °F)					
	Thin With See Chart						
	Clean Up Thinner Clean Water						
	Weight Per 3.79 L 5.1 kg (11.32 lbs.)						
	<table border="1"> <tr> <td>Storage Temperature</td> <td>– Min.</td> <td>4.4 °C (40 °F)</td> </tr> <tr> <td></td> <td>– Max</td> <td>32 °C (90 °F)</td> </tr> </table>	Storage Temperature	– Min.	4.4 °C (40 °F)		– Max	32 °C (90 °F)
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	<p align="center">Volatile Organic Compounds (VOC)</p> <p align="center">0 Grams/Litre</p>						

Super Hide® Zero VOC Interior Latex Primer K354

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® 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. Clean up carefully with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by logging onto Health Canada @ <https://www.canada.ca/en/health-canada/services/environmental-workplace-health/environmental-contaminants/lead/lead-information-package-some-commonly-asked-questions-about-lead-human-health.html>

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 colour change is desired. **Special Note:** Certain custom colours require a Deep Colour Base Primer tinted to a special prescription formula to achieve the desired colour. Consult your retailer or a Benjamin Moore® representative.

Wood and Engineered Wood Products:

Primer: Super Hide® Zero VOC Interior Latex Primer (K354) or Ultra Spec® 500 Interior Latex Primer (K534)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Drywall:

Primer: Super Hide® Zero VOC Interior Latex Primer (K354)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Plaster:

Primer: Ultra Spec® 500 Interior Latex Primer (K534)

or Fresh Start® High-Hiding All Purpose Primer (K046)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Rough or Pitted Masonry:

Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (K571)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Smooth Poured or Precast Concrete:

Primer: Fresh Start® High-Hiding All Purpose Primer (K046)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

Ferrous Metal (Steel and Iron):

Primer: Ultra Spec® HP Acrylic Metal Primer (FP04) or Super Spec HP® Alkyd Metal Primer (KP06)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

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 (FP04)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice

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

Application

Mixing of Paint: Stir thoroughly before and occasionally during use. For best application results, apply generously going from unpainted into painted areas.

Spray, Airless

Pressure: 1,800 – 3,000 psi; Tip: 0.015 – 0.017

Thinning/Clean Up

Conditioning with Benjamin Moore® K518 Extender may be necessary under certain conditions to adjust open time or spray characteristics.

Add K518 Extender or water - Max of 236 mL to 3.79 L of paint

Never add other paints or solvents.

Clean Up: Use soap and water. Spray equipment should be given a final rinse with mineral spirits to prevent corrosion. Follow state/local guidelines on solvent use.

Environmental Health & Safety Information

Use only in a well ventilated area. Keep container closed when not in use. In case of spillage, absorb with inert material and dispose of in accordance with local regulations. Wash thoroughly after handling.

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

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