FRESH START®

MULTI-PURPOSE LATEX PRIMER

N023

Features

- Excellent adhesion and sealing
- Easy application
- Mildew resistant
- Quick drying
- Spatter resistant

General Description

A premium quality, 100% acrylic interior and exterior primer that combines many of the qualities desired in a primer: excellent adhesion and sealing properties with the added benefits of being quick drying. It provides the versatility required for all your interior and exterior project needs.

Recommended For

Interior: Use on new or previously painted wood, plywood, drywall, ceiling tile, Formica®, Masonite®, ceramic tile and cured plaster. **Exterior:** Use on new or previously painted wood, fiber cement board, hardboard siding, aluminum, galvanized metal, brick, cured masonry and previously coated ferrous metal surfaces.

Type of Stains: Water stains, tannin bleed, smoke damage, markers, crayons, pens, pencils, nicotine, hand & fingerprints, household stains such as coffee and many more.

2 coats of primer may be required in severe cases; allow the primer to dry thoroughly for best results.

Limitations

- Not recommended for sealing knots or over pine sap.
- On hard, non-porous surfaces, such as glazed ceramics and non-ferrous metal, 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).
- Not for use on hard non-porous surfaces in areas that are continually wet like showers.

Product Information

Colors — Standard:

White (00)

White may be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Color Preview® or Gennex® colorants per gallon.

— Tint Bases:

Deep Color Base (04)

(When tinted in accordance with Benjamin Moore prescriptions, the 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 compliant in all regulated areas

Qualifies for LEED® v4 Credit

Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)

CDPH v1 Emission Certified

Master Painters Institute MPI # # 6, 17, 17 X-Green™, 39, 137, 137 X-Green™

Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84

Water vapor permeance (breathability) ASTM D1693: 60.3 Perms

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		100% Acrylic Latex
Pigment Type		Titanium Dioxide
Volume Solids		32.3%
Coverage per Gallon at Recommended Film Thickness		400 – 450 Sq. Ft.
Recommended Film Thickness	– Wet	3.8 mils
	– Dry	1.2 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 Hour
	– To Recoat	3 Hours
High humidity and cool temperatures will result in longer dry, recoat and service times.		
Dries By		Evaporation, Coalescence
Viscosity		99 ± 3 KU
Flash Point		None
Gloss / Sheen		Flat (5-10 @ 85°)
Surface Temperature at Application	– Min.	40 °F
	– Max	90 °F
Thin With		Do Not Thin
Clean Up Thinner		Clean Water
Weight Per Gallon		10.1 lbs./gal
Storage Temperature	– Min.	40 °F
	– Max	90 °F

Volatile Organic Compounds (VOC)

White 48.2 Grams/Liter	.40 Lbs./Gallon
Deep Base 48.1 Grams/Liter	.40 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 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

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® Multi-Purpose Latex 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® Multi-Purpose Latex Primer (N023)
Bleeding type woods, (cedar and redwood): Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh Start® Multi-Purpose Oil Based Primer (024)
Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Drywall:
Primer: Fresh Start® Multi-Purpose Latex Primer (N023)
Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Plaster (Cured):
Primer: Fresh Start® Multi-Purpose Latex Primer (N023)
Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Masonry; Rough or Pitted:
Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)
Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish coat

Masonry; Smooth Poured or Pre-cast Concrete:
Primer: Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® Multi-Purpose Latex Primer (N023)
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) or Fresh Start® Multi-Purpose Latex Primer (N023)
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 mineral spirit. 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. 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 "Clean Up".

KEEP OUT OF REACH OF CHILDREN
PROTECT FROM FREEZING

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

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