



FRESH START®

HIGH-HIDING ALL PURPOSE PRIMER

046



Waterborne, superior quality, acrylic interior and exterior priming paint for sealing and suppressing most bleeding type stains and for priming problematic surfaces.

BENEFITS & GENERAL DESCRIPTION: a superior quality, waterborne, acrylic interior and exterior primer formulated for sealing and suppressing most bleeding type stains including crayon, graffiti, grease marks, water stains, cedar and redwood bleed, asphalt, creosote, rust and smoke. Not recommended for sealing knots or over pine sap.

Product available in two types - „046 00“ (white) and „046 04“ (base Deep Color Base) tinted to intensive colors.

Primer used before Benjamin Moore waterborne paints application.

Product delivers **maximum hide and ensures uniform finish and is effective in sealing and suppressing most bleeding type stains**. It is the primer of choice when a significant color change is required.

It provides good resistance to microorganisms, minimal odor, excellent flow and leveling, superior adhesion and is more forgiving over difficult substrates.

Product reduces of topcoat consumption (saving time and money), equalizes, reduces substrate's absorption and reinforces the substrate. Primer meets the LEED® v4 Credit requirements.

FRESH START® HIGH-HIDING ALL PURPOSE PRIMER 046 is intended for priming of interior walls and ceilings (including suspended ceilings), trims, baseboards or doors, ceramic tiles and metal elements (made of galvanized steel and aluminum) as well as exterior wooden and metal (galvanized steel and aluminum) substrates, panels and elements made of PVC (e.g. siding or drainpipes) and building facades.

Note: In cases of severe bleeding, a solvent based primer should be used to prevent stains from reappearing.

On hard, non-porous surfaces, such as glazed ceramics and metal, maximum adhesion and hardness may take 3-4 days to develop.

PROPERTIES:

- *excellent sealing properties – all-round stain blocker on problematic substrates*
- *reduces of topcoat consumption (saving time and money)*
- *equalizes and reduces substrate's absorption*
- *reinforces the substrate*
- *version 046 04 provides achievement of very dark colors*
- *improves the top-coat adhesion*
- *excellent hiding power and quick drying time*
- *meets LEED® v4 Credit requirements*

Technical information – White (046 00)

vehide type:	acrylic dispersion
pigment type:	titanium dioxide
volume solids:	35,8 %
coverage:	approx. 11 m ² /l depending on surface texture, porosity and absorbing properties, application method and painting tool used. Test should be perform in order to determine the coverage of the given surface.
recommended film thickness:	
- wet	97 µm
- dry	35,7 µm
dry time (at temp. +25°C and relative air humidity 50%):	
- to touch:	min. 1 hours
- to recoat (the next coat application):	min. 3 hours
- top-coat application:	min. 24 hours* (* warning: explanations in part „Application“)
dries by:	evaporation and coalescence
viscosity:	95 ± 2 KU
flash point:	none
gloss/sheen:	matte
colors:	White. May be tinted with up to 2.0 fl. oz. (64 units) of Benjamin Moore colorants per gallon in the GENNEX® Platform or BENJAMIN MOORE® COLOR PREVIEW® systems. Version „046 04“ (Deep Color Base for intensive, dark colors) can be tinted in GENNEX® Platform system.
reaction to fire:	Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84.
painting surface temperature:	min +5°C, max. +32°C
thin with:	not recommended, if needed use clean water
clean up thinner:	clean water
weight per 1 l:	1,27 kg
storage temperature:	min. +5°C, max. +32°C
VOC:	EU VOC limit for this product (Cat. A/g): 30 g/l (2010). Max. VOC: < 16 g/l.
Natural environment protection/ecology:	● Product qualifies for: LEED® v4 Credit, CDPH v1 (Emission Certified), CHPS (California's Collaborative for High Performance Schools and Master Painters Institute MPI (# 6, 17, 17-X Green™, 39, 50, 50 X-Green™, 137, 137 X-Green™).
packaging**:	0,95 l; 3,78 l

**3,78 L = 1 gallon; 0,95 L = ¼ gallon

RECOMMENDED FOR

Range of use: ● *interior surfaces:* traditional cement-lime and cement plasters, gypsum filling materials, gypsum substrates, dry walls, construction building blocks, concrete, wooden and wooden-like surfaces, ceramic tiles, sanded PCV, non-ferrous metal (galvanized steel and aluminum) and latex paints renovation.

● *exterior surfaces:* traditional mineral, cement-lime and cement plasters, thin-layered mineral and acrylic plasters in ETICS (External Heat Insulation Composite Systems), building blocks, concrete, bricks, wood, sanded PCV, non-ferrous metal (galvanized steel and aluminum) and latex paints renovation.

Warning: in case of top-coat application in some intense colors (or in case of poor hiding power shades), use a special version of primer signed „046 04“ Deep Color Base.

Surface preparation:

● *new surfaces:*

Interior walls and ceilings as well as building facades: new cement-lime and cement plasters and concrete must be allowed to cure at least 4 weeks. Surfaces finished with gypsum fillers or plasters can be decorated after their full drying and curing. Remove dirt, dust, wax, grease and oil spots and loose or weak parts of substrate.

Exterior masonry must be power washed and dry. In case of chalky surfaces use a sandblasting.

All imperfections and cracks must be filled with a special patching compound, similar to original used one. Remove microorganisms (e.g. fungus and mildew) using a special agent. Prepared in such way substrate prime with *FRESH START® HIGH-HIDINIG ALL PURPOSE PRIMER 046* or *046 04*.

In case of gypsum surfaces or some weak substrates in order to its reinforcement, before *FRESH START® HIGH-HIDINIG ALL PURPOSE PRIMER 046* application use a primer *COROTECH® CLEAR ACRYLIC SEALER V027*. Priming paint *FRESH START® HIGH-HIDINIG ALL PURPOSE PRIMER 046* apply after min. 12 hours.

Wooden and wooden-like substrates:

Bare wooden substrates must be dry and correct seasoned. Remove dirt, dust, wax, grease and oil spots, tree saps and loose or weak parts of substrate. All imperfections and cracks must be filled with a special patching compound for wood. Remove microorganisms (e.g. fungus and mildew) using a special agent.

Not recommended for sealing knots or over pine sap.

Metal surfaces (only non-ferrous like galvanized steel and aluminum): remove dirt, dust, grease, rust, oxide layer and degrease with White Spirit. It's also possible to use for this purpose water with detergent addition.

In case of galvanized steel use a special cleaning agent with ammonia. Then wash thoroughly whole cleaned surface with water and leave to dry.

Warning: the priming is a technological requirement in case of not primed or not painted substrates.

● *previously painted surfaces:*

Walls and ceilings: remove dirt, dust, wax, grease and oil spots and loose or weak parts of paint layer and substrate. Glossy surfaces must be dulled. Exterior masonry must be power washed and dry. In case of chalky surfaces use a sandblasting. All imperfections and cracks must be filled with a special patching compound, similar to original used one. Remove microorganisms (e.g. fungus and mildew) using a special agent.

Wooden and wooden-like substrates:

remove dirt, dust, wax, grease and oil spots and loose or weak parts of paint layer and substrate. Glossy surfaces must be dulled. All imperfections and cracks must be filled with a special patching compound, similar to original used one. Remove microorganisms (e.g. fungus and mildew) using a special agent. Sand the surface with fine sandpaper, remove dust and degrease.

Metal surfaces: remove dirt, dust, grease, rust and loose or weak parts of paint layer. Whole surface must be dulled with fine sandpaper, then remove dust and degrease with White Spirit.

Warning: in case of old paint layers renovation the test should be performed on small surface area. Positive result, decides on application of the product on the whole surface. The priming is not necessary if existing coat is in an excellent condition. Exposed parts of substrate also those after the reparation must be primed with a proper primer from Benjamin Moore & Co. offer.

● ***wallpapered surfaces:*** remove all wallpapers with a weak adherence to the substrate, remove old adhesive, sand, remove dust and glue using the proper adhesive. Remove dirt, dust, wax, grease and oil spots from wallpapers.

Warning: use a primer in the color similar to the top coat (if there is a technical possibilities; see the details in TDSs of selected primer).

APPLICATION

The substrate must be solid, completely dry, clean and free of dust. The primer is in ready to use form. Stir thoroughly before and during use. Apply 1-2 coats with brush, roller or spraying gun. For airless method provide the following parameters: pressure 103÷172 bar and tip 0.013-0.017. Work using „wet in wet” system, avoiding creating overlaps. The next coat apply (if needed) after min. 3 hours. Technological breaks must be planned at the wall corners or other elements.

Do not apply on the substrates painted previously with limewash or glue paints.

Not designed for immersion service and constant interaction of liquid water (for example in showers).

Top coats from the Benjamin Moore & Co. offer apply after min. 24 hours after *FRESH START® HIGH-HIDINIG ALL PURPOSE PRIMER 046* application.

It is recommended to use BENJAMIN MOORE or PREMIER painting tools and FrogTape® (with PaintBlock Technology®), KIP® or Painter's Matte Green® masking tapes.

* On hard, non-porous surfaces, such as glazed ceramics and prefinished metal, maximum adhesion and hardness may take 3-4 days to develop. After this time it's possible to apply the top-coat.

Weather conditions during and after application:

Carry out the painting work at the air and substrate temperature > +10°C. The optimal conditions: + 20°C and relative air humidity 50%. Do not apply in direct sunlight or on a hot surface. In the exterior exposure avoid rain, moisture or high humidity for the first 48 hours of curing.

Drying time:

At the temperature of +25°C and relative air humidity 50% the paint dries approx. 1 hour. At mentioned weather conditions the next coat apply after min. 3 hours. Top coats from the Benjamin Moore & Co. offer apply after min. 24 hours after *FRESH START® HIGH-HIDINIG ALL PURPOSE PRIMER 046* application.

Clean up:

Wash painting tools in warm soapy water immediately after use.

Warning:

Use system: priming paint *FRESH START® HIGH-HIDINIG ALL PURPOSE PRIMER 046* or *046 04* and top coats from Benjamin Moore & Co. offer.

Ensure enough amount of primer from one production batch in order to avoid some color differences.

In case of white „046 00” do not overdose the colorants in Benjamin Moore tinting systems - GENNEX® Platform or BENJAMIN MOORE® COLOR PREVIEW®. There is possible to achieve some slight differences in the same color of product tinted in both mentioned above systems. That is why it is recommended to tint the primer for whole painted object in one selected system.

Base „046 04” Deep Color Base tint only in innovative GENNEX® Platform tinting system. Do not use not tinted 04 Deep Color Base.

Producer is not responsible for bad quality of the painted surface if the above instructions aren't obeyed. Producer is not responsible for the damages appeared in results of use over 0,95 l of primer, because to this quantity any defects of product should be demonstrated and notified in the proper point of sale.

ENVIRONMENTAL: Do not pour liquid residues into sewerage systems. They should be referred to specialized companies with appropriate authorization for disposal.

Empty cans and liquid waste should be recycled or disposed of in accordance with local regulations.

HEALTH & SAFETY INFORMATION: Do not eat. Keep out of reach of children. Avoid contact with eyes and prolonged contact with skin. In case of eye contact, flush immediately with plenty of water. In case of ingestion clean mouth with water and afterwards drink plenty of water. Consult a physician; show this container or label. Do not breathe spray mist or sanding dust. Use only with adequate ventilation. Ensure fresh air entry during application and drying.

During application in closed spaces, wear the protective clothing, gloves and eye/face protection. In case of spraying method wear approved respirator. MSDS available on demand of consumer.

EXPIRE DATE: 4 years from the production date in the factory-sealed package The expire date is indicated on the packaging.

CERTIFICATES & APPROVALS:

- The product is qualified with Hygienic Certificate.



This specification is effective from: 03.2022.

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PRODUCER: Benjamin Moore & Co., 101 Paragon Drive, Montvale, NJ 07645, USA, tel. (201) 573 9600, www.benjaminmoore.com
EXCLUSIVE REPRESENTATIVE: B.M. Polska Sp. z o.o., ul. Polczyńska 100, 01-302 Warszawa, tel. +48 22 533 52 90, fax. +48 22 533 52 99 www.benjaminmoore.pl www.bmpolska.com