



# SUPER HIDE® ZERO VOC INTERIOR LATEX PRIMER 354



Waterborne, acrylic priming paint for priming of interior walls and ceilings.



### BENEFITS & GENERAL DESCRIPTION:

Waterborne, acrylic priming paint intended for priming of interior walls and ceilings as well as additional elements like cornices and rosettes.

Product is used before the Benjamin Moore & Co. waterborne paints application. Reduces of topcoat consumption (saving time and money), equalizes and reduces substrate's absorption, reinforces the substrate, ensure uniform color and excellent adhesion. Provides high hiding power and quick drying.

Priming paint is users safe and environmental friendly in trace VOC\* content formula.

*SUPER HIDE® ZERO VOC INTERIOR LATEX PRIMER 354* is recommended for use in walls in residential objects, commercial and public health care objects, public utility facilities, schools as well as food care objects.

Primer meets the LEED® v4 Credit requirements.

### PROPERTIES:

- *reduces of topcoat consumption (saving time and money)*
- *equalizes and reduces substrate's absorption*
- *reinforces the substrate*
- *improves the top-coat adhesion*
- *excellent hiding power*
- *quick drying time*
- *ecological formula with trace VOC\* content*
- *meets LEED® v4 Credit requirements*

### Technical information – White (00)

vehicle type:	acrylic dispersion
pigment type:	titanium dioxide
volume solids:	30 ± 2 %
coverage:	approx. 10-12 m <sup>2</sup> /l for one coat 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	109 µm
- dry	33 µm
dry time (at temp. + 25°C and relative air humidity 50%):	
- to touch:	min. 1 hours
- to recoat (the next coat application):	min. 2 hours
- top-coat application:	min. 4 hours
dries by:	evaporation and coalescence
viscosity:	103 ± 3 KU
flash point:	none
gloss/sheen:	flat
colors:	White. May be tinted with up to 2.0 fl. oz. (64 units) of Benjamin Moore colorants per gallon in the 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 +10°C, max. +32°C
thin with:	not recommended, if needed use clean water
clean up thinner:	clean water
weight per 1 l:	1,37 kg
storage temperature:	min. +5°C, max. +32°C
VOC:	* Product with trace VOC content according to "The European Council of the Paint, Printing Ink, and Artist's Colours Industry" (CEPE) and "British Coating Federation" guidelines. EU VOC limit for this product (Cat. A/g): 30 g/l (2010). Max. VOC: < 0.33 g/l.
Natural environment protection/ecology:	Product qualifies for: LEED® v4 Credit, CDPH v1 Emission Certified, CHPS low emitting credit (California's Collaborative for High Performance Schools).
COMPLIANCE & CERTIFICATIONS:	Master Painters Institute MPI #50, 50 X-Green™, 149.
packaging**:	3,78 l; 18,9 l

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

### RECOMMENDED FOR

**Range of use:** traditional cement-lime and cement plasters, thin-layered mineral and acrylic plasters, gypsum filling materials, gypsum substrates, dry walls, construction building blocks, concrete, latex paint coats renovation.

### Surface preparation:

- *new (not painted before) surfaces:*

**Walls and ceilings:** 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. 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 *SUPER HIDE® ZERO VOC INTERIOR LATEX PRIMER 354*.

In case of weak substrate in order to its reinforcement, before one of mentioned primer application use a primer *COROTECH® CLEAR ACRYLIC SEALER V027* or *ULTRA SPEC® MASONRY INTERIOR/EXTERIOR 100% ACRYLIC SEALER 608 00 CLEAR*.

Priming paint *SUPER HIDE® ZERO VOC INTERIOR LATEX PRIMER 354* apply after min. 12 hours.

On some difficult substrates with some spots and stains use a special priming paint *FRESH START® HIGH-HIDING ALL PURPOSE PRIMER 046*.

**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. 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.

**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).

## APPLICATION

The substrate must be solid, completely dry, clean and free of dust. The paint 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 124÷206 bar and tip 0.015-0.017. Work using „wet in wet” system (that is, continuously, not allowing the paint to dry out when painting with a roller), avoiding creating overlaps. The next coat apply after min. 2 hours. Technological breaks must be planned at the wall corners or other elements.

When priming job is conducted in high temperature, the relative air humidity below 45%, in direct sunlight or windy conditions add *518 EXTENDER* to primer in the amount of max. 235 ml to 3,78 l product. It's possible also to add some clean water in the same amount. Never add other paints or solvents.

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

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

### 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%.

### 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. 2 hours. Top coats from the Benjamin Moore & Co. offer apply after min. 4 hours after *SUPER HIDE® ZERO VOC INTERIOR LATEX PRIMER 354* application.

### Clean up:

Wash painting tools in warm soapy water immediately after use.

### Warning:

Use system: priming paint *SUPER HIDE® ZERO VOC INTERIOR LATEX PRIMER 354* and top coats from Benjamin Moore & Co. offer. Ensure enough amount of primer from one production batch in order to avoid some color differences.

Do not overdose the colorants in Benjamin Moore tinting system.

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 3,78 l of primer, because to this quantity any defects of product should be demonstrated and notified in the proper point of sale.

#### ENVIRONMENTAL, HEALTH & SAFETY INFORMATION:



MSDS available on demand of consumer.

#### WARNING

Contains 2-Methyl-4-isothiazolin-3-one.

#### Hazard statements

H317 - May cause an allergic skin reaction.

EUH208 - Contains (1,2-Benzisothiazolin-3-one, 5-Chloro-2-methyl-3(2H)-isothiazolone mixture with 2-methyl-3(2H)-isothiazolone (3:1). May produce an allergic reaction

EUH211 - Warning! Hazardous respirable droplets may be formed when sprayed. Do not breathe spray or mist.

#### Precautionary Statements - EU (§28, 1272/2008)

P101 - If medical advice is needed, have product container or label at hand.

P102 - Keep out of reach of children.

P261 - Avoid breathing dust/fume/gas/mist/vapours/spray.

P280 - Wear protective gloves.

P302 + P352 - IF ON SKIN: Wash with plenty of soap and water.

P321 - Protect against consumption. If swallowed, seek medical advice immediately - show the packaging or label.

P501 - 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.

P321 - Specific treatment (see ... on this label).

P333 + P313: If skin irritation or rash occurs: Get medical advice/attention.

P362 - Take off contaminated clothing and wash it before reuse.

**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.

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

**CERTIFICATES:** the product is qualified with Hygienic Certificate.



This specification is effective from: 09.2023.

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