



# FRESH START®

## HIGH-HIDING ALL PURPOSE PRIMER

### 046

#### Features

- Maximum hiding
- Excellent all-around stain blocker
- Whole house primer
- Superior adhesion
- Quick drying
- Great flow & leveling
- Mildew resistant

#### 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, 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.*

#### General Description

A superior quality, interior/exterior 100% acrylic primer that delivers maximum hide and ensures uniform finish. It is the product of choice when a significant color change is required. It provides superior adhesion and is more forgiving over difficult substrates. Additionally, this product is effective in sealing and suppressing most bleeding type stains. In cases of severe bleeding, a solvent based primer should be used to prevent stains from reappearing.

#### Limitations

- Not recommended for sealing knots or over pine sap.
- On hard, non-porous surfaces, such as glazed ceramics and prefinished 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).

#### Product Information

Colors — Standard:	Technical Data <sup>◇</sup>	White
White (00) May be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Gennex® colorants per gallon.	Vehicle Type	100% Acrylic Latex
	Pigment Type	Titanium Dioxide
	Volume Solids	35.8%
	Coverage per Gallon at Recommended Film Thickness	400 – 450 Sq. Ft.
	Recommended Film Thickness	– Wet 3.8 mils – Dry 1.4 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 2 Hours
	High humidity and cool temperatures will result in longer dry, recoat and service times.	
	Dries By	Evaporation, Coalescence
	Viscosity	95 ± 2 KU
	Flash Point	None
	Gloss / Sheen	Low Lustre (7 – 12 @ 85°)
	Surface Temperature at Application	– Min. 40 °F – Max. 90 °F
	Thin With	Do Not Thin
	Clean Up Thinner	Clean Water
	Weight Per Gallon	10.7 lbs
	Storage Temperature	– Min. 40 °F – Max. 90 °F
	<b>Volatiles Organic Compounds (VOC)</b>	
	White - 44 Grams/Liter	.36 LBS/Gallon
	Deep Base - 35 Grams/Liter	.29 LBS/Gallon
<b>Colors — Standard:</b> White (00) May be tinted to light pastels with up to 2.0 fl. oz. of Benjamin Moore® Gennex® colorants per gallon.		
<b>— Gennex® Tint Bases:</b> Deep Base (04) (When tinted in accordance with Benjamin Moore prescriptions, the Deep Base will provide a hiding base coat suitable for use under deep and intense colors.)  Tint only with Benjamin Moore® Gennex® Waterborne colorant.		
<b>— Special Colors:</b> Contact your Benjamin Moore representative.		
<b>Certifications &amp; Qualifications:</b>  <b>VOC compliant in all regulated areas</b>  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, 50, 50 X-Green™, 137, 137 X Green™ Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84		
<b>Technical Assistance</b> Available through your local authorized independent Benjamin Moore retailer. For the location of the retailer nearest you, call 1-866-708-9180 or visit <a href="http://www.benjaminmoore.com">www.benjaminmoore.com</a>		

<sup>◇</sup>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](http://www.epa.gov/lead).

## Primer/Finish Systems

Fresh Start® High-Hiding All Purpose Primer is the preferred primer in most situations. 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® High-Hiding All Purpose 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® High-Hiding All Purpose Primer (046)  
**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat

### Bleeding type woods, (cedar and redwood):

**Primer:** Fresh Start® High-Hiding All Purpose Primer (046) 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® High-Hiding All Purpose Primer (046)  
**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat

### Plaster (Cured):

**Primer:** Fresh Start® High-Hiding All Purpose Primer (046)  
**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish coat

### Rough or Pitted Masonry:

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

### Smooth Poured or Pre-cast Concrete:

**Primer:** Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® High-Hiding All Purpose Primer (046)  
**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)  
**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 soap and water. 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. Wear an appropriate, properly fitted respirator (NIOSH approved) 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](http://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.**