



FRESH START® NATURA® ZERO VOC PRIMER 511

Features

- Zero VOC
- Spatter-resistant
- Quick drying
- Excellent hide

Recommended For

Priming and sealing new or previously painted drywall, composition board, wood, concrete, plaster, and other porous surfaces when a low odor, zero VOC primer/finish system is desired.

General Description

A low odor, zero VOC, 100% acrylic interior latex primer sealer. With spatter resistant properties. Ideally suited for residential applications and is Certified asthma & allergy friendly®. Always use Fresh Start® Natura® Zero VOC Primer (511) as a first coat when a low-odor, zero VOC primer/finish system is required.

Limitations

- Do not paint when temperature of air and surface is below 50°F (10°C).

Product Information

Colors — Standard:

White (00)
(May be tinted with up to 2.0 fl. oz. of Gennex® Waterborne Colorants per gallon)

—Tint Bases:

Gennex® Waterborne Colorant Base: Deep Base (04)

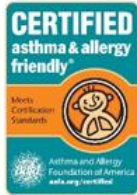
— Special Colors:

Contact your Benjamin Moore Representative.

Certification:

VOC compliance in all regulated areas

Zero VOC according to EPA Method 24
Zero Emissions (measured at 4 hours after application) according to ASTM Standard Guide D 5116 and CDPH/EHLB/Standard Method V1.1
Master Painters Institute MPI # 50, 50 X- Green™, 149, 149 X-Green™
Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84



This product meets Green Seal™ Standard GS-II based on effective performance, minimized recycled packaging, and protective limits on VOCs and human toxicity.
GreenSeal.org

Benjamin Moore's Green Promise® designation is our company's assurance that this product meets – and often exceeds – rigorous environmental and performance criteria regarding VOCs, emissions, application, washability, scrubability and packaging, while also delivering the premium levels of performance you expect from Benjamin Moore.

LEED® v4	Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools)	MPI Green Performance™	VOC (in any color)
YES	YES	YES	0 g/L
LEED/LEED® v4 Low Emitting Product Credit Building Product Disclosure Credit			

Technical Assistance:

Available through your local authorized independent Benjamin Moore® retailer. For the location of the retailer nearest you, call 1-866-708-9180, see www.benjaminmoore.com, or consult your local Yellow Pages.

Technical Data

White

Vehicle Type	100% Acrylic Latex	
Pigment Type	Titanium Dioxide	
Volume Solids	29%	
Coverage per Gallon at Recommended Film Thickness	375 – 425 Sq. Ft.	
Recommended Film Thickness	– Wet	4.0 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	30 Minutes
	– To Recoat	1-2 Hours
High humidity and cool temperatures will result in longer dry, recoat and service times		
Dries By	Evaporation, Coalescence	
Viscosity	98 ± 3 KU	
Flash Point	None	
Gloss / Sheen	Low Sheen (10 - 18 @ 85°)	
Surface Temperature at Application	– Min.	50°F
	– Max.	90°F
Thin With	See Chart	
Clean Up Thinner	Clean Water	
Weight Per Gallon	10.0 lbs.	
Storage Temperature	– Min.	40°F
	– Max.	90°F

Volatile Organic Compounds (VOC)

0 Grams / Liter* 0 LBS / Gallon

Zero VOC post tint (any base and any color)

*Reported VOC values are for all bases/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 (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.

Difficult Substrates: Benjamin Moore offers a variety of specialty primers for use over difficult substrates such as plaster, 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. 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

Fresh Start® Natura® Zero VOC Primer is the preferred primer in most situations where an environmental friendly product is required. 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 color change is desired. **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® Natura® Zero VOC Primer (511)
Finish: 1 or 2 coats of the Natura® interior finish of your choice

For bleeding woods such as 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 Natura® interior finish of your choice

Drywall:

Primer: Fresh Start® Natura® Zero VOC Primer (511)
Finish: 1 or 2 coats of the Natura® interior finish of your choice

Plaster:

Primer: Fresh Start® Natura® Zero VOC Primer (511)
Finish: 1 or 2 coats of the Natura® interior finish of your choice

Rough or Pitted Masonry:

Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)
Finish: 1 or 2 coats of the Natura® interior finish of your choice

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 Natura® interior finish of your choice

Ferrous Metal (Steel and Iron):

Primer: Ultra Spec® HP Acrylic Metal Primer (HP04) or Super Spec HP® Alkyl Metal Primer (P06)
Finish: 1 or 2 coats of the Natura® interior 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 (HP04) or Fresh Start® Natura® Zero VOC Primer (511)

Finish: 1 or 2 coats of the Natura® interior finish of your choice

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. 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.

Ensure fresh air entry during application and drying

This product can also be sprayed. See Chart below:

Thinning/Clean up

Conditioning with Benjamin Moore® 518 Extender may be necessary under certain conditions to adjust open time or spray characteristics. The chart below is for general guidance		
	Mild conditions	Severe Conditions
	Humid (RH> 50%) with no direct sunlight & with little to no wind	Dry (RH<50%), in direct sunlight, or windy conditions
Brush: Nylon / Polyester	No thinning necessary	Add 518 Extender or water: Max of 8 fl. oz. to a gallon of paint Never add other paints or solvents.
Roller: Premium Quality		
Spray: Airless Pressure: 1500 -2500 psi Tip: 0.013-0.017		

Clean up: Wash painting tools in warm soapy water immediately after use. 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.

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.