



FRESH START® MOORWHITE® PENETRATING EXTERIOR ALKYD PRIMER 100

Features

- Excellent hiding and leveling properties
- Improves adhesion on weathered and prepared chalky surfaces
- Provides a uniformly sealed surface that prevents absorption of vehicle from finish coat
- Resist mildew growth on the paint film
- For best results, top coat should be applied within a reasonable length of time — preferably no more than one month after priming

Recommended For

Use as an exterior priming coat for unpainted wood, cured masonry, and previously painted weathered surfaces including aluminum siding. Can be used under latex or later thinned paints, alkyd enamels, and house paints. Suitable for a variety of exterior surfaces such as sidewalls, trim, and shutters.

General Description

A premium quality, long-oil, alkyd-based pigmented primer.

Limitations

- Do not apply when air and surface temperatures are below 50° F (10° C).

Product Information

Colors — Standard:	Technical Data \diamond	White
White (01), Red (20) and Gray (70) also available in most areas. (White may be tinted with up to 2.0 fl. oz. of Benjamin Moore® Color Preview® colorants per gallon.)	Vehicle Type	Alkyd
— Tint Bases: Benjamin Moore & Co. Deep Color Base (04) (When tinted in accordance with Benjamin Moore & Co. prescriptions, Deep Color Base will provide a hiding base coat suitable for use under deep and intense colors.)	Pigment Type	Titanium Dioxide
— Special Colors: Contact your Benjamin Moore & Co. representative.	Volume Solids	66%
Certification: VOC compliant all regulated areas, except South Coast	Coverage per Gallon at Recommended Film Thickness	500 – 550 Sq. Ft.
Technical Assistance: Available through your local authorized independent Benjamin Moore & Co. retailer. For the location of the retailer nearest you, call 1-800-826-2623, see www.benjaminmoore.com , or consult your local Yellow Pages.	Recommended Film Thickness	3.1 mils 2.1 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 6 - 8 Hours – To Recoat Overnight
	High humidity and cool temperatures will result in longer dry, recoat and service times.	
	Dries By	Evaporation, Oxidation
	Viscosity	79 ± 2 KU
	Flash Point	Combustible
	Gloss / Sheen	Low Lustre
	Surface Temperature at Application	– Min. 50° F – Max 90° F
	Thin With	Do Not Thin
	Clean Up Thinner	Mineral Spirits
	Weight Per Gallon	12.8 lbs
	Storage Temperature	– Min. 40° F – Max 90° F
	Volatile Organic Compounds (VOC)	
	266 Grams/Liter	2.22 LBS/Gallon

\diamond Reported values are for White. Contact Benjamin Moore & Co. for values of other bases or colors.

Surface Preparation

Surfaces must be clean, dry, and free of grease, wax, rust, chalk, loose paint, and mildew. Properly prime all bare surfaces and dull glossy surfaces with sandpaper. If mildew is present, it must be removed with a commercial mildewcide solution. Caution: Use rubber gloves, work goggles, and protective clothing when applying mildew wash. Un-weathered areas such as eaves, ceilings, and overhangs should be washed with detergent solution and/or rinsed with a strong stream of water from a garden hose to remove deposits that can interfere with proper adhesion. Nail holes, cracks, and blemishes should be filled after under-coater has been applied, then spot primed with same primer.

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, 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® Moorwhite® Penetrating Alkyd Primer (100)
Finish: 1 or 2 coats of appropriate Benjamin Moore® exterior finish

Hardboard Siding, Bare or Factory Primed:

Primer: Fresh Start® Moorwhite® Penetrating Alkyd Primer (100)
Finish: 1 or 2 coats of appropriate Benjamin Moore® exterior finish

Rough or Pitted Masonry:

Primer: Super Spec® Latex Block Filler (160) or Super Spec® Masonry Interior/Exterior Hi-Build Block Filler (206)
Finish: 2 coats appropriate Benjamin Moore® exterior finish

Poured or Pre-cast Concrete and Fiber Cement Siding:

Primer: Fresh Start® Moorwhite® Penetrating Alkyd Primer (100)
Finish: 1 or 2 coats appropriate Benjamin Moore® exterior finish

Repaint, All Substrates: Prime bare areas with the primer recommended for the substrate above.

Application

Mixing of paint: Immediately prior to use, the paint should be mixed thoroughly even though it has been shaken mechanically by the retailer. Prior to painting, ensure having enough paint boxed or mixed in one container to complete an entire section. This practice is important with standard as well as custom blended colors. Stir thoroughly and apply with a good quality china bristle or all purpose brush, short-nap roller, or spray.

Spray, Airless: Fluid Pressure— 1,500 to 2,500 PSI;
Tip — .013 - .017 Orifice

Thinning/Cleanup

Do not thin. Do not add other paints, oils, driers, or varnishes. Clean equipment with mineral spirits.

USE COMPLETELY OR DISPOSE OF PROPERLY. This product contains organic solvents which may cause adverse effects to the environment if handled improperly. Save unused product for touch-up purposes or a household hazardous waste collection program. Dry, empty containers may be recycled in a can recycling program. **Local disposal requirements vary; consult your sanitation department or state-designated environmental agency for more information on disposal options.**

DANGER – RAGS, STEEL WOOL OR WASTE SOAKED WITH THIS PRODUCT MAY SPONTANEOUSLY CATCH FIRE IF IMPROPERLY DISCARDED. IMMEDIATELY AFTER USE, PLACE RAGS, STEEL WOOL OR WASTE IN A SEALED WATER-FILLED METAL CONTAINER.

Environmental, Health & Safety Information

WARNING! COMBUSTIBLE LIQUID AND VAPOR
Contains Stoddard Solvent and Crystalline Silica
VAPOR HARMFUL. CAUSES EYE, SKIN, NOSE, AND THROAT IRRITATION

NOTICE: Repeated and prolonged exposure to solvents may lead to permanent brain and nervous system damage. Eye watering, headaches, nausea, dizziness and loss of coordination are signs that solvent levels are too high. Intentional misuse by deliberately concentrating and inhaling the contents may be harmful or fatal. **Crystalline silica** can cause cancer when in the respirable form (spray mist or sanding dust).

Keep away from heat and flame. **Use only with adequate ventilation.** Do not breathe vapors, spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. Wear eye protection and gloves. To avoid breathing vapors or spray mist, open window and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches or dizziness, increase fresh air or wear a properly fitted vapor/particulate respirator approved by NIOSH for use with paints or leave the area. In all cases follow respirator manufacturer's directions for respirator use. Close container after each use.

WARNING: This product contains a chemical known to the state of California to cause cancer and birth defects, or other reproductive harm.

FIRST AID: If affected by inhalation of vapors or spray mist, remove to fresh air. In case of eye contact, flush immediately with plenty of water for at least 15 minutes and call a physician; for skin, wash thoroughly with soap and water. In case of ingestion, DO NOT INDUCE VOMITING. Get medical help immediately.

IN CASE OF: FIRE — Use foam, CO₂, dry chemical, or water fog.

SPILL: – Absorb with inert material and dispose of as specified under **Thinning/Cleanup**.

KEEP OUT OF REACH OF CHILDREN

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