



# BENJAMIN MOORE®

## FRESH START® MOORWHITE®

### PENETRATING ALKYD PRIMER 100

#### Features

- Easy to apply by brush, roller, or spray gun.
- 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.
- Specially formulated to 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 Properties

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:

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 & Co. Color Preview® colorants per gallon.)

##### — 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.)

##### — Special Colors:

Contact your Benjamin Moore & Co. representative.

##### Certification:

Formulated with non-photochemically reactive solvents.

##### 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](http://www.benjaminmoore.com), or consult your local Yellow Pages.

##### Technical Data◇

##### White

Vehicle Type	Alkyd	
Pigment Type	Titanium Dioxide	
Volume Solids	66%	
Theoretical Coverage At Recommended Film Thickness	500 – 550 Sq. Ft.	
Film Thickness	— Wet	3.1 mils
	— Dry	2.1 mils
Dry Time @ 77° F (25° C) @ 50% RH	— Set to Touch	6 Hours
	— To Handle	6 Hours
	— To Recoat	Overnight
	— To Service	Overnight
Dries By	Evaporation, Oxidation	
Viscosity	79 ± 2 KU	
Flash Point (Seta)	Combustible	
60° Specular Gloss	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

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

# Benjamin Moore® Fresh Start® Moorwhite® Penetrating Alkyd Primer (100)

## 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.

**NOTICE:** Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. Exposure to lead dust or fumes may cause adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD.

## Primer/Finish Systems

**Wood, New (Including Shakes and Shingles):**

Primer: FRESH START® Moorwhite® Penetrating Alkyd Primer

Finish: 1 or 2 coats of appropriate Benjamin Moore & Co. exterior finish

**Wood, Repaint (Including Shakes and Shingles):**

Primer: Prime or spot prime as needed with FRESH START® Moorwhite® Penetrating Alkyd Primer

Finish: 1 or 2 coats of appropriate Benjamin Moore & Co. exterior finish

**Hardboard Siding, Bare or Factory Primed:**

Primer: FRESH START® Moorwhite® Penetrating Alkyd Primer

Finish: 1 or 2 coats of appropriate Benjamin Moore & Co. exterior finish

**Hardboard Siding, Repaint:**

Primer: Prime or spot prime as needed with FRESH START® Moorwhite® Penetrating Alkyd Primer

Finish: 1 or 2 coats of appropriate Benjamin Moore & Co. exterior finish

**Masonry, New and Unpainted (Including Unglazed Brick):** Poured and pre-cast concrete must be allowed to cure for 60-90 days; block construction should be allowed to cure for 30-60 days. All surfaces must be thoroughly brushed with stiff fibre bristles to remove loose particles.

**Priming Rough or Pitted Masonry:**

Primer: Moorcraft Super Craft® Latex Block Filler (285)

Finish: 2 coats appropriate Benjamin Moore & Co. exterior finish

**Priming Smooth Poured or Pre-cast Concrete:**

Primer: FRESH START® Moorwhite® Penetrating Alkyd Primer

Finish: 1 or 2 coats appropriate Benjamin Moore & Co. exterior finish

**Masonry, Weathered and Unpainted (Including Unglazed Brick):**

Primer: Moore's® Acrylic Masonry Sealer — White (066 01) or Clear (066 00), Moore's® Alkyd Masonry Sealer — White (C077 01) or Clear (C077 00)

Finish: 1 or 2 coats appropriate Benjamin Moore & Co. exterior finish

**Masonry, Repaint (Including Unglazed Brick):** A common exterior paint failure on masonry construction is peeling and scaling, often caused by painting over heavy chalky deposits. The most practical and efficient way to remove this substance is with high pressure spray equipment. Multiple coats of paint that are in an advanced state of deterioration or prior applications of cement based coatings must be removed to a sound substrate. Sandblasting or using a mechanical grinder are effective means of preparation.

Primer: Surfaces should be primed with a chalk binding primer such as Moore's® Acrylic Masonry Sealer — White (066 01) or Clear (066 00), Moore's® Alkyd Masonry Sealer — White (C077 01) or Clear (C077 00),

Finish: 1 or 2 coats appropriate Benjamin Moore & Co. exterior finish

## Application

Mixing of paint: Immediately prior to use, the paint should be thoroughly mixed even though it has been given a mechanical shaking by the dealer. 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

## Primer: 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 & 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.

**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, CO<sub>2</sub>, 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.**



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