



# BENJAMIN MOORE®

## MOORCRAFT® SUPER CRAFT™

### INTERIOR LATEX PRIMER 250

#### Features

- Fast drying
- Ideal for wallboard; will not raise the nap
- Minimal roller spatter
- Effective undercoater for alkyd or latex finishes
- Excellent hiding
- Heavy bodied
- Can be top coated with latex or oil based finishes

#### General Properties

An economical, fast drying, acrylic latex primer and sealer.

#### Recommended For:

Priming interior wallboard, masonry and non-bleeding wood surfaces.

#### Limitations:

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

#### Product Information

##### Colors — Standard:

250 00 White  
(May be tinted with up to 2.0 fl. oz. of Benjamin Moore & Co. Color Preview® colorants per gallon.)

##### — Tint Bases:

Not available

##### — Special Colors:

Contact your Benjamin Moore & Co. representative.

##### Certification:

Available in all regulated areas.

##### Federal Specifications Generic Equivalent

TT-P650C

##### 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	Acrylic Blended Latex
Pigment Type	Titanium Dioxide
Volume Solids	20%
Theoretical Coverage At Recommended Film Thickness	400 – 450 Sq. Ft.
Recommended Film Thickness — Wet	3.8 mils
— Dry	0.75 mils
Dry Time @ 77° F (25° C) @ 50% RH	Set to Touch 30 min.-1 Hour Dry to Touch 1 Hour To Hard Dry 4 Hours
Dries By	Evaporation, Coalescence
Viscosity	103 ± 3 KU
Flash Point	None
Gloss/Sheen — Flat	2%
— Flat	1%
Surface Temperature at application	— Min. 50° F — Max. 90° F
Thin With	Clean Water
Clean Up Thinner	Clean Water
Weight Per Gallon	10.1 lbs.
Storage Temperature	— Min. 40° F — Max. 90° F

##### Volatile Organic Compounds (VOC) ◇

69 Grams/Liter – 0.58 LBS/GALLON

◇ Reported values are for White. Contact Benjamin Moore & Co. 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 masonry surfaces must be allowed to cure (30 days) before applying base coat. 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 & Co. 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. 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

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.

**Previously Painted Surfaces.** A primer is not required on previously painted surfaces in good condition and similar color.

**Wood, Drywall, Smooth Concrete / Masonry, Unpainted:**

**Primer:** Moorcraft® Super Craft™ Interior Latex Primer (250)

**Finish:** Appropriate Moorcraft® Super Craft™ finish paint

**Wood, Drywall, Concrete / Masonry, Repaint:**

**Primer:** Prime or spot prime as needed with Moorcraft® Super Craft™ Interior Latex Primer (250)

**Finish:** Appropriate Moorcraft® Super Craft™ finish paint

**Rough or Pitted Masonry, New:**

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

**Finish:** Appropriate Moorcraft® Super Craft™ finish paint

## Application

Stir thoroughly before use. Apply one or two coats. For best results, use a BENJAMIN MOORE® Professional custom-blended nylon/polyester brush, BENJAMIN MOORE® Professional roller, or a similar product. This product can also be sprayed. Apply before and after filling nail holes, cracks, and other surface imperfections. Sand smooth when dry.

**Spray, Airless:** Fluid Pressure — 1,500 to 3,000 PSI;  
Tip — .013-.017 Orifice.

## Thinning/Cleanup

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 brushes, rollers and other painting tools in warm soapy water 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 & Safety Information

Use only with adequate ventilation. Do not breathe spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. Wear eye protection and gloves during application or sanding. A dust/particulate respirator approved by NIOSH should be worn when sanding or spraying. Close container after each use.

**FIRST AID:** If you experience difficulty in breathing, leave the area to obtain fresh air.

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

**KEEP OUT OF REACH OF CHILDREN  
PROTECT FROM FREEZING**

Material Safety Data Sheets available  
on request from your servicing dealer.

