



REGAL[®] SELECT

PREMIUM INTERIOR PAINT & PRIMER

MATTE FINISH 548

Features

- Proprietary technology for easy stain removal
- Washable
- Excellent hide
- Spatter-resistant
- Provides a mildew resistant coating
- Easy application
- Easy clean up
- Easy touch up
- Painted surfaces can be washed after two weeks

General Description

A premium quality 100% acrylic matte finish that washes clean with soap and water. It uses a proprietary stain release technology. Most common household stains like dirt, grime, lipstick, catsup, and washable markers can be easily removed with mild soap and water. Regal Select is self priming on most substrates.

Recommended For

Residential or commercial high traffic applications where a premium quality matte finish is desired. New or previously painted wallboard, plaster, masonry, or wallpapered surfaces; primed or previously painted wood or metal; new or coated acoustic ceilings.

Limitations

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

Product Information

Colors:—Standard: None
—Tint Bases: Genex [®] Waterborne Colorant Bases 1X, 2X, 3X, & 4X
—Special Colors: Contact your Benjamin Moore [®] representative.
Certification: VOC Compliant in all regulated areas Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84
Technical Assistance: Available through your local authorized independent Benjamin Moore [®] retailer. For the location of the retailer nearest you, call 1-800-826-2623, see www.benjaminmoore.com , or consult your local Yellow Pages.

Technical Data [◇]		Base 1
Vehicle Type	Proprietary 100% Acrylic Latex	
Pigment Type	Titanium Dioxide	
Volume Solids	41%	
Coverage per Gallon at Recommended Film Thickness	400 – 450 Sq. Ft.	
Recommended Film Thickness	– Wet	3.8 mils
	– Dry	1.6 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	1 – 2 Hours
Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times		
Dries By	Evaporation, Coalescence	
Viscosity	102 ± 2 KU	
Flash Point	None	
Gloss / Sheen	Matte (2-5 @ 85°)	
Surface Temperature at Application	– Min.	50° F
	– Max	90° F
Thin With	Clean Water	
Clean Up Thinner	Clean Water	
Weight Per Gallon	12.0 lbs	
Storage Temperature	– Min.	40° F
	– Max	90° F
Volatile Organic Compounds (VOC)		
	42 Grams/Liter	.35 Lbs./Gallon

[◇]Reported values are for Base1. Contact Benjamin Moore & Co. for values of other bases or colors.

Regal® Select Premium Interior Paint & Primer Matte Finish 548

Surface Preparation

Surfaces to be painted must be clean and free from dirt, dust, wax, soap, oil, grease, and water soluble materials. Water dispersed detergents (trisodium phosphate) and abrasive cleaners are more suitable than solvent base preparations for surface cleaning. Rinse well to remove residues. Remove any peeling or scaling paint and sand these areas to feather edges smooth with adjacent surfaces. Glossy areas should be dulled. New plaster and masonry must be cured before painting. Apply primer before and after filling nail holes, cracks, and other surface imperfections.

Unpainted Surfaces & Masonry: New plaster or masonry surfaces must be allowed to cure (30 days) before priming. All surfaces must be thoroughly brushed with stiff fiber bristles to remove loose particles.

Repaint Surfaces: Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces.

Difficult Substrates: Benjamin Moore & Co. offers a number of specialty primers for use over difficult substrates such as 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.

Primer/Finish Systems

Special Note: Regal® Select is self priming on most substrates. Certain deep custom colors may require a Deep Base Primer tinted to a special prescription formula to achieve the desired color. Consult your retailer. While the high quality of our products sometimes makes one-coat coverage achievable, Benjamin Moore recommends two coats of this product to achieve full color development and to maximize paint film performance.

Wood, New:

Primer: Non-Bleeding wood: Regal® Select Primer (546), Bleeding wood like redwood and cedar: Fresh Start® All-Purpose Alkyd primer (024), or Fresh Start® Alkyd Enamel Underbody (217)

Finish: 1 or 2 coats Regal® Select Matte (548)

Drywall, Previously Painted:

Primer: no primer needed

Finish: 1 or 2 coats of Regal® Select Matte (548)

Drywall, New

Primer: no primer needed; make sure all compounds are dry; sand smooth and remove all dust before painting.

Finish: 2 coats of Regal® Select Matte (548)

Cured Plaster, new:

Primer: Fresh Start® All-Purpose 100% Acrylic Primer (023)

Finish: 1 or 2 coats Regal® Select Matte (548)

Cured Masonry, New:

Rough or Pitted Masonry:

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

Finish: 1 or 2 coats Regal® Select Matte (548)

Priming Smooth Poured or Precast Concrete:

Primer: Regal® Select Primer (546) or Fresh Start® All-Purpose 100% Acrylic Primer (023)

Finish: 1 or 2 coats Regal® Select Matte (548)

Masonry, Repaint:

Primer: No primer needed

Finish: 1 or 2 coats Regal® Select Matte (548)

Unpainted Metal (Ferrous):

Primer: IronClad® Latex Low Lustre Metal & Wood Enamel (C363), IronClad® Alkyd Low Lustre Metal & Wood Enamel (C163) or Moorcraft® Super Spec® - D.T.M. Alkyd - Low Lustre (Z163)

Finish: 1 or 2 coats Regal® Matte Finish

Galvanized Metal:

Primer: IronClad® Latex Low Lustre Metal & Wood Enamel (C363)

Finish: 1 or 2 coats Regal® Matte Finish

Application

Mixing of Paint: 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. This product can also be sprayed.

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

Thinning/Cleanup

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		

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. 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. 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.

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 you experience difficulty in breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical assistance immediately.

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 retailer.**