

FRESH START™ Ecological 100% Acrylic All-Purpose Primer 023 00

A high quality ecological, 100% acrylic primer formulated to adhere to a wide range of interior and exterior substrates. Use on walls, wood, plaster, concrete, bricks, gypsum board, ceramic tile, formica, non-ferrous metal, glass and rigid PVC. Applies easily with minimal roller spatter and odor. Dries quickly, 023 FRESH START Acrylic Eco Primer provides outstanding adhesion and sealing. It can be used under acrylic or enamel paints as well as over new and previously painted surfaces. Eco certified according to the new criteria of the European Union Eco-labeling Board(EUEB). For more information as to why this product has been awarded the Flower visit the website: www.ecolabel.eu.



- IDEAL FOR**
- Wood
 - Plaster and Concrete
 - Gypsum board
 - Galvanized Metal
 - Glossy paint
 - Tile
 - Formica



Benjamin Moore Interior/Exterior



Eco Primer

023 00

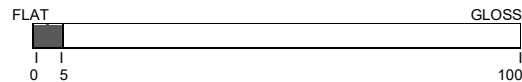
Performance Features:

- Penetrates to seal the surface.
- Stabilizes loose, powdering concrete.
- It stands up to alkalinity.
- Use on exterior and interior porous surfaces.
- Quick dry, recoat same day

Colors: Available in White and Deep Color Base. White may be tinted with Moor-O-Matic colorants.

04 Deep Base Primer: Is used where the symbol Δ is indicated. When tinted will provide a hiding base coat suitable for use under deep and intense colors.

Toxicity: Formulated without lead or mercury
Gloss Level: 0-5 at 60 degree viewing angle.



Performance Guide:

Weather Resistance

Excellent resistance to weathering.

Environmental Resistance

Excellent resistance to weather when topcoated with Benjamin Moore 100% acrylic finishes.

Heat Resistance

Up to 65° C.

Water Resistance

Excellent resistance to rain and condensation.



VOC (Volatile Organic Compounds): 023 FRESH START Eco Primer: belongs to the category A/g WB (Primers). EU Limit: 15g/l (2010). This product contains maximum 2g/l VOC.

Spreading Rate 7-8m ² /L depending on surface texture and porosity.	Volume Solids 32%	Wet Film Thickness 100 micrometres	Dry Film Thickness 32 micrometres
Dry Time at 20°C 1 hour to touch 3 hours to recoat	Flexibility Passes 6 mm mandrel	Thinning 5%	For Application By Brush, Roller, Spray

Surface Preparation

Surface to be painted must be thoroughly clean, dry and free of dust, dirt, grease, loose material, flaking paint, concrete salts and mildew. Remove loose material by scraping and sanding. Note: If mildew is present, remove with a commercial mildew wash, following manufacture's directions and cautions. Apply one coat. Fill nail holes, cracks and areas needing repair, then spot prime these areas.

New Wood: Spot prime all caulked nailholes and patches with 023 FRESH START Eco Primer. Allow to dry, then apply a full coat 023 FRESH START Eco Primer. Sand to a smooth surface.

New Gypsum Board: 023 FRESH START Eco Primer will not raise the nap of the paper.

New Walls, Plaster and Concrete: Apply once these surfaces are dry and cured.

Brick, Masonry: Ensure loose and crumbling material is removed before priming.

Previously Painted Surfaces: Ensure surface is clean and sound.

Galvanized Metal, Stainless Steel and Aluminium: Degrease with white spirits or suitable solvent.

Glass, Rigid PVC, Ceramic Tile and other hard non-porous surfaces: Clean thoroughly with detergent and water.

Application

Stir thoroughly before use. Apply by roller, brush, or spray. Thin up to 5% with clean water. Do not apply when air and surface temperatures are below 10°C. Close container when not in use.

Drying: Dries in 1 hour. Can be recoated after 3 hours. Drying times are longer in cool/moist conditions.

Clean Up

Waste Management:

Remove as much as possible from brushes and rollers before cleaning. Clean brushes and equipment with water and detergent solution immediately after use. Do not empty into drains or watercourses. Dispose of empty container responsibly and according to local legislation.

Precautions Health, Safety and Environmental Protection:

If medical advice is needed, have product container or label at hand•Keep out of reach of children•Do not get in eyes, on skin, or on clothing•Avoid release to the environment•Dispose of contents and container to appropriate waste site or recycled in accordance with local and national regulation•Keep container tightly closed. •Contains 1,2-benzisothiazol-3(2H)-one and reaction mass of 5-chloro-2-methyl-4-isothiazolin-3-one and 2-methyl-2H-isothiazol-3-one (3:1). • May produce an allergic reaction. •Call a POISON CENTER, doctor if you feel unwell. •Safety data sheet available on request.

TEL. POISON CENTER GR: 210 7793777

Packing and Storage:

Sizes : 1 litre, 3 litre

Flash Point: none

Storage: not hazardous, no special requirements

