



SUPER HIDE[®] ZERO VOC INTERIOR LATEX PRIMER 354

Features

- Spatter resistant
- Low odor
- Reliable hide
- Zero VOCs
- Qualifies for LEED[®]

General Description

A professional-quality interior waterborne primer based that provides quality hide, is zero VOC and has low odors. It qualifies for LEED[®] credit and is spatter resistant.

Recommended For

For commercial and residential applications. Interior wall and ceiling surfaces in commercial and institutional environments. For new or previously painted interior wallboard, masonry, and wood; and for primed or previously painted plaster, or metal.

Limitations

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

Product Information																																																
Colors — Standard: White (00)		Technical Data[◇] <table border="1"> <tr> <td>Vehicle Type</td> <td>Acrylic Copolymer</td> </tr> <tr> <td>Pigment Type</td> <td>Titanium Dioxide</td> </tr> <tr> <td>Volume Solids</td> <td>30 ± 2%</td> </tr> <tr> <td>Coverage per Gallon at Recommended Film Thickness</td> <td>400 – 450 Sq. Ft.</td> </tr> <tr> <td>Recommended Film Thickness</td> <td></td> </tr> <tr> <td>– Wet</td> <td>4.3 mils</td> </tr> <tr> <td>– Dry</td> <td>1.3 mils</td> </tr> </table> <p>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.</p> <table border="1"> <tr> <td>Dry Time @ 77°F (25°C) @ 50% RH</td> <td>– To Touch</td> <td>1 Hour</td> </tr> <tr> <td></td> <td>– To Recoat</td> <td>2 Hours</td> </tr> </table> <p>High humidity and cool temperatures will result in longer dry, recoat and service times.</p> <table border="1"> <tr> <td>Dries By</td> <td>Coalescence</td> </tr> <tr> <td>Viscosity</td> <td>103 ± 3 KU</td> </tr> <tr> <td>Flash Point</td> <td>N/A</td> </tr> <tr> <td>Gloss / Sheen</td> <td>Flat (1.5-3 @ 85°F)</td> </tr> <tr> <td>Surface Temperature at Application</td> <td>– Min.</td> <td>50°F</td> </tr> <tr> <td></td> <td>– Max.</td> <td>90°F</td> </tr> <tr> <td>Thin With</td> <td>See Chart</td> </tr> <tr> <td>Clean Up Thinner</td> <td>Clean Water</td> </tr> <tr> <td>Weight Per Gallon</td> <td>11.32 lbs.</td> </tr> <tr> <td>Storage Temperature</td> <td>– Min.</td> <td>50°F</td> </tr> <tr> <td></td> <td>– Max.</td> <td>90°F</td> </tr> </table>	Vehicle Type	Acrylic Copolymer	Pigment Type	Titanium Dioxide	Volume Solids	30 ± 2%	Coverage per Gallon at Recommended Film Thickness	400 – 450 Sq. Ft.	Recommended Film Thickness		– Wet	4.3 mils	– Dry	1.3 mils	Dry Time @ 77°F (25°C) @ 50% RH	– To Touch	1 Hour		– To Recoat	2 Hours	Dries By	Coalescence	Viscosity	103 ± 3 KU	Flash Point	N/A	Gloss / Sheen	Flat (1.5-3 @ 85°F)	Surface Temperature at Application	– Min.	50°F		– Max.	90°F	Thin With	See Chart	Clean Up Thinner	Clean Water	Weight Per Gallon	11.32 lbs.	Storage Temperature	– Min.	50°F		– Max.	90°F
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Certification: VOC compliant in all regulated areas. Zero VOC according to EPA Method 24 <div style="border: 1px solid green; padding: 5px; text-align: center;"> Qualifies for LEED[®] Credit (PRIMER) </div> <table border="1"> <tr> <td>LEED[®] Interior Flat LEED[®] for Schools</td> <td>CHPS (Collaborative for High Performance Schools)</td> <td>VOC (any color)</td> </tr> <tr> <td style="background-color: #00FF00;">YES</td> <td style="background-color: #00FF00;">YES</td> <td style="background-color: #00FF00;">0 g/l</td> </tr> </table> <p>Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84</p>		LEED [®] Interior Flat LEED [®] for Schools	CHPS (Collaborative for High Performance Schools)	VOC (any color)	YES	YES	0 g/l																																									
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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.		White Volatile Organic Compounds (VOC) 0 Grams/Liter 0 Lbs./Gallon																																														

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

Super Hide® Zero VOC Interior Latex Primer 354

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 plaster or masonry surfaces must be allowed to cure 30 days before applying base coat. Cured plaster should be hard, have a slight sheen and maximum pH of 10; soft, porous or powdery plaster indicates improper cure. Never sand a plaster surface; knife off any protrusions and prime plaster before and after applying patching compound. 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. Wood substrates must be thoroughly dry.

Difficult Substrates: Benjamin Moore® offers a variety 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. Clean up carefully 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 Informational 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 or a Benjamin Moore® representative.

Wood and Engineered Wood Products:

Primer: Super Hide® Zero VOC Interior Primer (354) or Ultra Spec® 500 Interior Latex Primer (N534).

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice.

Drywall:

Primer: Super Hide® Zero VOC Interior Latex Primer (354)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice.

Plaster:

Primer: Fresh Start® Multi-Purpose Latex Primer (N023) or

Fresh Start® High-Hiding All Purpose Primer (046)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice.

Rough or Pitted Masonry:

Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571).

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice.

Smooth Poured or Precast Concrete:

Primer: Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® Multi-Purpose Latex Primer (N023).

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice.

Ferrous Metal (Steel and Iron):

Primer: Ultra Spec HP® Acrylic Metal Primer (HP04) or Super Spec HP® Alkyd Metal Primer (P06)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice.

Non-Ferrous Metal (Galvanized & Aluminum):

All new metal surfaces must be thoroughly cleaned with Corotech® Oil & Grease Emulsifier (V600) to remove contaminants. New shiny non-ferrous metal surfaces that will be subject to abrasion should be dulled with very fine sandpaper or a synthetic steel wool pad to promote adhesion.

Primer: Ultra Spec HP® Acrylic Metal Primer (HP04)

Finish: 1 or 2 coats of the Super Hide® Zero VOC finish of your choice.

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

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.

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 3/8" roller cover		
Spray: Airless Pressure: 1800 -3000 psi Tip: 0.015-0.017		

Clean Up

Clean Up: Use soap and water. Spray equipment should be given a final rinse with mineral spirits to prevent corrosion. Follow state/local guidelines on solvent use.

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. Ensure fresh air entry during application and drying. Avoid contact with eyes and prolonged or repeated contact with skin. Avoid exposure to dust and spray mist by wearing a NIOSH approved respirator during application, sanding and clean up. Follow respirator manufacturer's directions for respirator use. Close container after each use. Wash thoroughly after handling.

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

FIRST AID: In case of eye contact, flush immediately with plenty of water for at least 15 minutes; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If you experience difficulty breathing, leave the area to obtain fresh air. If continued difficulty is experienced, get medical attention immediately.

IN CASE OF SPILL – Absorb with inert material and dispose of as specified under "Clean Up".

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

Refer to Safety Data Sheet for additional health and safety information

