



# FRESH START®

ALL-PURPOSE INTERIOR / EXTERIOR  
ALKYD PRIMER F024

## Features

- Blister resistant
- High hiding
- Excellent adhesion
- Stain Blocking
- Quick drying - recoat in one hour
- Interior / Exterior
- Enamel holdout
- Sandable
- Can be top coated with either latex or oil-based finishes

## General Description

A premium quality alkyd primer for use as an undercoater, sealer or stain blocking primer. Formulated for suppressing most bleeding type stains including crayon, graffiti, grease marks, water stains, cedar and redwood bleed, asphalt, creosote, rust stains, and smoke. This all-purpose primer can be used over oil or latex paint and performs equally well under all Benjamin Moore® architectural finish coats.

## Recommended For

Previously painted surfaces or as an undercoater / stain sealer on wood, drywall, masonry, ceiling tile and Masonite® surfaces. Use outside on new or previously painted wood, hardboard cured masonry and adjacent metal surfaces.

**Type of Stains:** Water stains, tannin bleed / tannin-rich woods, smoke damage, markers, crayons, pens, pencils, nicotine, hand & fingerprints, household stains such as coffee and many more.

## Limitations

- On hard, non-porous surfaces, such as glazed ceramics and metal, maximum adhesion and hardness may take 3-4 days to develop. **Do not apply over galvanized metal.**
- Do not apply when air and surface temperatures are below 10 °C (50 °F).

## Product Information

Colours — Standard:	Technical Data <sup>◇</sup>	White
White (00) May be tinted with up to 60 ml of Benjamin Moore® Colour Preview® Colorants per 3.79 L.	Vehicle Type	Alkyd
	Pigment Type	Titanium Dioxide
	Volume Solids	55.5 %
	Coverage per 3.79 L at Recommended Film Thickness	23.2 – 37.2 sq. m. (250 – 400 sq. ft.)
	Recommended Film Thickness	– Wet 3.2 mils – Dry 1.8 mils
	Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure colour uniformity and minimize the disposal of excess paint.	
	Dry Time @ 25 °C (77 °F) @ 50% RH	– To Touch 30 minutes – 1 hour – To Recoat 1 – 2 hours
	High humidity and cool temperatures will result in longer dry, recoat and service times.	
	Dries By	Evaporation, Oxidation
	Viscosity	88 ± 3 KU
	Flash Point	None
	Gloss / Sheen	Flat
	Surface Temperature at Application	– Min. 10 °C (50 °F) – Max. 32 °C (90 °F)
	Thin With	Do Not Thin
	Clean Up Thinner	Mineral Spirits
	Weight Per 3.79 L	5.4 kg (11.8 lbs)
	Storage Temperature	– Min. 4.4 °C (40 °F) – Max. 32 °C (90 °F)
	<b>Volatile Organic Compounds (VOC)</b>	
	344 g/L	
<b>Colours — Standard:</b> White (00) May be tinted with up to 60 ml of Benjamin Moore® Colour Preview® Colorants per 3.79 L.		
<b>— Tint Bases:</b> N/A		
<b>— Special Colours:</b> Contact your Benjamin Moore representative.		
<b>Certifications &amp; Qualifications:</b> <b>VOC compliant in all regulated areas</b>  Master Painters Institute MPI # 5, 45 & 136.  Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84		
<b>Customer Information Centre:</b> 1-800-361-5898, <a href="mailto:info@benjaminmoore.com">info@benjaminmoore.com</a> , <a href="http://www.benjaminmoore.ca">www.benjaminmoore.ca</a>		

◇ Reported values are for White. Contact Benjamin Moore for values of other bases or colours.

## Fresh Start® Multi-Purpose Oil Based Primer F024

### Surface Preparation

Surfaces must be clean, dry and free of oil, grease, wax, rust, mildew, chalk and loose or scaling paint. Cement based waterproofing paints should be removed. Glossy surfaces must be dulled. Un-weathered areas such as eaves, porch ceilings, overhangs and protected wall areas should be washed with Benjamin Moore® Clean - Multi-Purpose Cleaner (K318) and rinsed with a strong stream of water from a garden hose or power washer to remove contaminants that can interfere with proper adhesion. Stains from mildew must be removed by cleaning with Benjamin Moore® Clean - Multi-Purpose Cleaner (K318) prior to coating the surface. **Caution:** Refer to the K318 technical data and material safety data sheets for instructions on its proper use and handling.

All new masonry surfaces must be power washed or brushed thoroughly with stiff fibre bristles to remove loose particles. New masonry substrates must be allowed to cure for 30 days before priming or painting. 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.

Wood substrates must be thoroughly dry. **Caution:** Smooth planed clapboards or siding must be sanded thoroughly to break the "mill glaze" allowing proper penetration and adhesion.

**Difficult Substrates:** Benjamin Moore® offers a number of specialty primers for use over difficult substrates. Your Benjamin Moore® retailer can recommend the right problem-solving primer for your 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 logging onto Health Canada @ <https://www.canada.ca/en/health-canada/services/environmental-workplace-health/environmental-contaminants/lead/lead-information-package-some-commonly-asked-questions-about-lead-human-health.html>

### Primer/Finish Systems

For best hiding results, tint primer to the approximate shade of the finish coat.

#### Drywall:

**Primer:** Fresh Start® Multi-Purpose Oil Based Primer (F024) or Fresh Start® Multi-Purpose Latex Primer (F023)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

#### Cured Plaster:

**Primer:** Fresh Start® Multi-Purpose Oil Based Primer (F024) or Fresh Start® Multi-Purpose Latex Primer (F023)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

#### Wood:

**Primer:** Fresh Start® Multi-Purpose Oil Based Primer (F024)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

#### Hardboard Siding:

**Primer:** Fresh Start® Multi-Purpose Oil Based Primer (F024)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

#### Rough or Pitted Masonry:

**Primer:** Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (K571)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

#### Smooth Poured or Pre-cast Concrete:

**Primer:** Fresh Start® Multi-Purpose Oil Based Primer (F024) or Fresh Start® Multi-Purpose Latex Primer (F023)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

#### Ferrous Metal (Steel and Iron):

**Primer:** Super Spec HP® Alkyd Metal Primer (KP06) or Fresh Start® Multi-Purpose Oil Based Primer (F024)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

**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 (FP04)

**Finish:** 1 or 2 coats of the appropriate Benjamin Moore® finish

**Hard Glossy Alkyd Surfaces:** Abrasion by sanding required for optimum adhesion. Note: maximum adhesion and hardness may take 3-4 days to develop

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

### Application

Stir thoroughly before and occasionally during use. Apply 1 or 2 coats as received in the container. Two coats provides the maximum sealing and stain suppression. When spot priming, double-coating or applying finish coat, allow at least an overnight dry between coats.

For best results, use a Benjamin Moore® custom blended china bristle brush, Benjamin Moore® roller, or a similar product. This product can also be sprayed.

**Spray, Airless:** Fluid Pressure — 1,500 to 2,500 PSI;

Tip — .011 - .015 Orifice;

### Thinning/Clean Up

**Do not thin.**

Do not add other paints, oils, driers, or varnishes. Clean equipment with mineral spirits.

### Environmental Health & Safety Information

#### DANGER

#### FLAMMABLE

READ INSTRUCTIONS BEFORE USING

CONTENTS MAY CATCH FIRE.

Do not smoke. Use only in a well-ventilated area. Keep away from flames, such as a pilot light, and any object that sparks, such as an electric motor.

Materials such as rags used with this product may begin to burn by themselves.

After use, put rags in water or lay flat to dry, then discard.

Use only in a well ventilated area. Keep container closed when not in use. In case of spillage, absorb with inert material and dispose of in accordance with local regulations. Wash thoroughly after handling.

### KEEP OUT OF REACH OF CHILDREN

**Refer to Safety Data Sheet for additional health and safety information.**