



SUPER SPEC[®]

LATEX ENAMEL UNDERCOATER AND PRIMER SEALER 253

Features

- Ideal for sealing a variety of porous and non-uniform surfaces, including wallboard
- Excellent holdout
- Deep Color Base Primer (04) maximizes hiding power of clean, deeper finish coats
- Performs equally well underneath either Benjamin Moore's latex or solvent based paints
- Easy to apply, spatter resistant, rapid dry for quick recoating, and soap and water cleanup

Recommended For

For new or previously painted drywall construction, composition board, non bleeding woods and concrete.

General Description

An acrylic blended latex primer designed for multiple uses.

Limitations

- Not recommended for use on bare metal
- Do not apply when air and surface temperatures are below 50°F (10°C)

Product Information

Colors — Standard:

White (00)
(White may be tinted with up to 2.0 fl. oz. of Benjamin Moore[®] Color Preview[®] or Gennex[®] colorants per gallon.)

— Tint Bases:

Deep Color (04) Base Primer

— Special Colors:

Contact your Benjamin Moore & Co. representative

Certification:

VOC compliant in all regulated areas.

Master Painters Institute MPI #50

Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84

Qualifies for
LEED[®]
Credit
(PRIMER)

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[◇]

White

Vehicle Type	Acrylic Blended Latex
Pigment Type	Titanium Dioxide
Volume Solids	31%
Coverage per Gallon at Recommended Film Thickness	400 – 500 Sq. Ft.
Recommended Film Thickness	– Wet 3.6 mils – Dry 1.1 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 1/2 Hour – To Recoat 1 -2 Hours
High humidity and cool temperatures will result in longer dry, recoat and service times.	
Dries By	Evaporation, Coalescence
Viscosity	94 ± 2 KU
Flash Point	None
Gloss / Sheen	Flat
Surface Temperature at Application	– Min. 50° F – Max 90° F
Thin With	Clean Water
Clean Up Thinner	Clean Water
Weight Per Gallon	10.8 lbs
Storage Temperature	– Min. 40° F – Max 90° F

Volatile Organic Compounds (VOC)

55 Grams/Liter .45 Lbs./Gallon

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

Super Spec® Latex Enamel Undercoater and Primer Sealer 253

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 – 60 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.

Difficult Substrates: Benjamin Moore® offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease, crayon markings, hard glossy surfaces, galvanized metal, or other substrates where paint adhesion or stain suppression is a particular problem. Your Benjamin® 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

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.

Wood, and engineered wood products:

Primer: Super Spec® Latex Enamel Undercoater & Primer Sealer (253)

Finish: 1 or 2 coats Super Spec® Interior Latex Finish

Drywall:

Primer: Super Spec® Latex Enamel Undercoater & Primer Sealer (253)

Finish: 1 or 2 coats Super Spec® Interior Latex Finish

Plaster:

Primer: Fresh Start® All-Purpose 100% Acrylic Primer (N023) or Fresh Start® 100% Acrylic Superior Primer (046)

Finish: 1 or 2 coats Super Spec® Interior Latex Finish

Rough or Pitted Masonry:

Primer: Super Spec® Latex Block Filler (160) or Super Spec® Masonry Interior/Exterior Hi-Build Block Filler (206)

Finish: 1 or 2 coats Super Spec® Interior Latex Finish

Smooth Poured or Precast Concrete:

Primer: Super Spec® Masonry Interior/Exterior 100% Acrylic Masonry Sealer (N/066) or Super Spec® Latex Enamel Undercoater & Primer Sealer (253)

Finish: 1 or 2 coats Super Spec® Interior Latex Finish

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

Application

Stir thoroughly before use. Apply by brush, roller, or spray. Apply generously using overlapping strokes, brushing or rolling from unpainted into painted areas.

Apply before and after filling nail holes, cracks, and other surface imperfections. Sand smooth when dry.

This product can also be sprayed.

Spray, Airless: Fluid Pressure: 1500 – 2500

Tip: .013 - .017

Thinning/Clean Up

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.

Cleanup: 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, 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. Wear an appropriate, properly fitted respirator (NIOSH approved) 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.

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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 "CleanUp".

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

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