

Features

- ▲ Premium quality, rapid drying.
- ▲ Spatter resistant.
- ▲ Flows out to a smooth, non-absorbent finish which seals porous surfaces.
- ▲ Performs equally well under latex or oil finishes.
- ▲ Exhibits excellent holdout and hiding qualities.
- ▲ Assures a primer / finish job in one day.

General Description

A premium quality, full-bodied, smooth-flowing proprietary latex primer that provides excellent sealing and enamel holdout characteristics for virtually all interior surfaces. Regal FirstCoat® is easy working, spatter proof, and quick drying. This high hiding primer can be topcoated with all types of latex and solvent paints.

Regal FirstCoat® is also available as a deep color base for use under deep tone designer finishes where the transparency of the finish coat can be a problem. In most cases, one coat of the deep tone finish over a tinted deep color base primer will produce a depth and uniformity of color not possible otherwise.

Recommended For:

Wallboard, cured plaster, trim, galvanized metal, and masonry surfaces.

Limitations:

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

Product Information

Colors: —Standard:

White
(May be tinted with up to 2.0 fl. oz. Benjamin Moore & Co. Color Preview® colorants per gallon.)

—Tint Bases:

Benjamin Moore & Co. Deep Color Base

—Special Colors:

Contact your Benjamin Moore & Co. representative

Certification:

Master Painters Institute PMI #50
Formulated without lead or mercury.
Very low in VOCs.

Federal Specifications Generic Equivalent:

TT-P-650-C

Technical Assistance

Available through your local authorized independent Benjamin Moore & Co. dealer. For the location of the dealer nearest you, call 1-800-826-2623, see www.benjaminmoore.com, or consult your local Yellow Pages.

Technical Data

White

Vehicle Type	Proprietary Latex
Pigment Type	Titanium Dioxide
Volume Solids	27%
Theoretical Coverage At Recommended Film Thickness	400 – 500 Sq. Ft.
Recommended Film Thickness – Wet	3.6 mils
– Dry	1.0 mils
Dry Time @ 77° F — Set To Touch	1 Hour
(25° C) @ 50% RH — To Handle	1 Hour
– To Recoat	1 Hour
– To Service	4 Hours
Dries By	Evaporation, Coalescence
Viscosity	92 ± 3 KU
Flash Point (Seta)	None
60° Specular Gloss	Flat
Surface Temperature at application – Min.	50° F
– Max.	90° F
Thin With	Clean Water
Clean Up Thinner	Clean Water
Weight Per Gallon	10.2 lbs.
Storage Temperature – Min.	40° F
– Max.	90° F
Volatile Organic Compounds (VOC) <i>Unthinned, this product is formulated not to exceed 100 Grams/Liter. **</i>	

** Contact Benjamin Moore & Co. for actual levels, which may or may not be substantially less than stated.
‡ Values given are for color shown; other colors may vary.

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Surface Preparation

Surfaces to be painted must be clean, dry, and free of grease, wax, rust, loose paint, and mildew. Sanding is not required if the surface is properly cleaned. Apply Regal FirstCoat® before and after filling nailholes, cracks, and blemishes.

Unpainted Surfaces & Masonry: New Plaster or masonry surfaces must be allowed to cure (30 – 60 days) before priming. All surfaces must be thoroughly brushed with stiff fiber bristles to remove loose particles.

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

Mildew: If mildew is present, it must be removed by scrubbing with a commercial mildew wash, or it will continue to grow through the fresh coating. If mildew is widespread, the use of power wash equipment is suggested. Caution: Use rubber gloves, work goggles and protective clothing when applying mildew wash. Follow manufacturer's directions.

NOTICE: Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. Exposure to lead dust or fumes may cause adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD.

Primer/Finish Systems

For best hiding results, tint Regal FirstCoat® to the approximate shade of the finish coat. **Special Note:** Certain custom colors require a Deep Color Base Primer tinted to a special prescription formula to achieve the desired color. Consult your dealer.

Difficult Substrates: Benjamin Moore & Co. 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 Moore & Co. dealer can recommend the right problem-solving primer for your special needs.

Wood, New:

Primer: Regal FirstCoat®. For bleeding woods such as cedar and redwood, use BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023 or 24)

Finish: Appropriate Benjamin Moore & Co. interior finish paint

Wood, Repaint:

Primer: Regal FirstCoat®

Finish: Appropriate Benjamin Moore & Co. interior finish paint

Plaster/Drywall, New: All plaster surfaces must be thoroughly cured for at least 30 days. Drywall surfaces must be free of sanding dust.

Primer: Regal FirstCoat®

Finish: Appropriate Benjamin Moore & Co. interior finish paint

Plaster, Repaint: Remove any peeling or scaling paint, and sand these areas to feather edges smooth with adjacent surfaces. Greasy walls and ceilings must be washed with a strong detergent solution.

Primer: Regal FirstCoat®

Finish: Appropriate Benjamin Moore & Co. interior finish paint

Masonry, New: Poured concrete and precast concrete must be allowed to cure for 60 – 90 days; block construction should be allowed to cure for 30 – 60 days. All surfaces must be thoroughly brushed with stiff fibre bristles to remove loose particles.

Rough or Pitted Masonry:

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

Finish: Appropriate Benjamin Moore & Co. interior finish paint

Smooth Poured or Precast Concrete:

Primer: 1 or 2 coats Regal FirstCoat®

Finish: Appropriate Benjamin Moore & Co. interior finish paint

Masonry and Unpainted (Including Unglazed Brick):

Primer: Not required if surface is firm. Loose, sandy masonry should be cleaned thoroughly to remove surface particles, allowed to dry, then primed with BENJAMIN MOORE FRESH START® All-Purpose 100% Acrylic Primer (023)

Finish: Appropriate Benjamin Moore & Co. finish paint

Application

Mixing of Paint: Stir thoroughly and apply with a quality all-purpose synthetic brush, medium or short nap roller, or spray.

Spray, Conventional: Thin as needed with small amounts of clean water.

Spray, Airless: Fluid Pressure — 1,500 or 2,000 PSI;
Tip — .018 Orifice: Filter — 50 mesh.

Thinning/Cleanup

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 for more information on disposal options.**

Environmental & 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.

FIRST AID: If you experience difficulty in breathing, leave the area to obtain fresh air.

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 dealer.