Eco Spec®

Interior Latex Primer W372

General Description

A low odor, zero VOC (Volatile Organic Compounds), 100% acrylic interior latex primer sealer with spatter resistant properties. Ideally suited for commercial environments including healthcare and hospitality in addition to residential applications. Eco Spec® Interior Latex Primer (W372) does not have the odor of conventional primers which contain ingredients known as VOC's. Always use Eco Spec® Interior Latex Primer (W372) as a first coat when a low-odor, VOC free primer/finish system is required.

- Low odor completely dissipates under an hour after application
- Zero VOCs and zero emissions, even after tinting
- Quick-drying
- Exhibits excellent holdout properties
- Spatter-resistant

Usage

Priming interior drywall, plaster, masonry and non-bleeding wood surfaces when a low odor, solvent free primer/finish system is desired.

Colors	White (00) May be tinted with up to 2 fl. oz. of colorant per gallon
Colorant System	Gennex®

Technical Data

Vehicle		100% Acrylic
Pigment		Titanium Dioxide
Volume Solids		31 ± 2%
Spread Rate Per Gallon		400 – 500 Sq. Ft.
Recommended Film Thickness	Wet:	3.2 – 4.0 mils
	Dry:	1.0 – 1.2 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:	½ – 1 hour
	To Recoat:	1 – 2 hours

Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.

Surface Temperature During Application	Min:	50 °F
	Max:	90 °F
Viscosity		94 ± 4 KU
Flash Point		None
Sheen / Gloss		10 – 18 @ 85°
Clean Up		Water
Thinner		refer to page 2
Weight Per Gallon		10.0 lbs.
Storage Temperature	Min:	40 °F
	Max:	90 °F
VOC		Zero g/L

Primer Systems

New surfaces should be fully primed, and previously painted surfaces may be primed or spot primed as necessary. Eco Spec® Interior Latex Primer (W372) is the preferred primer in most situations. For best hiding results use Eco Spec® Primer tinted to the approximate finish coat color.

Special Note: Certain custom colors require Deep Color Base Primer tinted to a special prescription formula to achieve the desired color. Consult your retailer.

Wood, and engineered wood products:
Eco Spec® Interior Latex Primer (W372) or
Fresh Start® High-Hiding All Purpose Primer (046)

Bleeding Woods (Redwood, Cedar, etc.):
Fresh Start® Undercoater and Primer/Sealer (032) or Fresh Start® High-Hiding All Purpose Primer (046)

Drywall:
Eco Spec® Interior Latex Primer (W372)

Plaster (Cured):
Eco Spec® Interior Latex Primer (W372) or
Fresh Start® High-Hiding All Purpose Primer (046)

Rough or Pitted Masonry:
Ultra Spec® Masonry Interior/Exterior High Build Block Filler (571)

Smooth Poured or Pre-cast Concrete:
Eco Spec® Interior Latex Primer (W372) or Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608)

Ferrous Metal (Steel and Iron):
High Performance Acrylic Metal Primer (HP1100) or High Performance Alkyd Metal Primer (HP1320)

Non-Ferrous Metal (Galvanized & Aluminum):
All new metal surfaces must be thoroughly cleaned with Oil & Grease Emulsifier (HP6000) 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. High Performance Acrylic Metal Primer (HP1100)

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

Limitations

- Do not paint when air or surface temperature is below 50 °F (10 °C)

Compliance & Certifications

OTC	✓
OTC II	✓
CARB	✓
CARB07	✓
CARB19	✓
UTAH	✓
AZMC	✓
SCAQMD	✓

Eligible for LEED® v4	✓
CDPH Emissions Certified	✓
Eligible for CHPS low emitting credit (Collaborative for High Performance Schools)	✓
asthma & allergy friendly®	✓
Green Seal Certified®	✓
Benjamin Moore's Green Promise®	✓
MPI	50, 149
MPI X-Green™	50, 149

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

This product meets Green Seal™ Standard GS-11 based on effective performance, minimized/recycled packaging, and protective limits on VOCs and human toxicity. GreenSeal.org

Benjamin Moore's Green Promise® designation is our company's assurance that this product meets – and often exceeds – rigorous environmental and performance criteria regarding VOCs, emissions, application, washability, scrubbability and packaging, while also delivering the premium levels of performance you expect from Benjamin Moore.

Technical Assistance

Available through your local authorized independent Benjamin Moore retailer.

call 1-866-708-9180
visit www.benjaminmoore.com

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.

Difficult Substrates: Benjamin Moore offers a variety of specialty primers for use over difficult substrates such as plaster, 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 or architectural representative 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.

Application

Stir thoroughly before and during use. Apply one or two coats. For best results, use a premium Benjamin Moore® custom-blended nylon/polyester brush, premium Benjamin Moore® roller, or a similar product. Apply paint generously from unpainted area into wet area. This product can also be sprayed.

Spray, Airless:
Pressure / 1,500 – 2,500 PSI
Tip / 0.011 – 0.015

Thinning/Cleaning

Conditioning with Benjamin Moore® 518 Extender may be necessary under certain conditions to adjust open time or spray characteristics.

Add 518 Extender or water - Max of 8 fl. oz. to a gallon paint
Never add other paints or solvents.

Clean Up: Wash brushes, rollers, and other 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 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 Cancer and Reproductive Harm– www.P65Warnings.ca.gov
Refer to the product label & Safety Data Sheet for product specific information.

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.

Benjamin Moore & Co., 101 Paragon Drive, Montvale, NJ 07645 Tel: (201) 573-9600 www.benjaminmoore.com W372 US 010926
Benjamin Moore, Eco Spec, Fresh Start, Gennex, Green Promise, Ultra Spec and the triangle "M" symbol are registered trademarks, licensed to Benjamin Moore & Co. The CERTIFIED ASTHMA & ALLERGY FRIENDLY Mark is a Registered Certification Mark of the ASTHMA AND ALLERGY FOUNDATION OF AMERICA and ALLERGY STANDARDS LTD. All other marks are the property of their respective owner. All other marks are the property of their respective owner. ©2024, 2026 Benjamin Moore & Co. All rights reserved