Benjamin Moore®

ADVANCE®

WATERBORNE INTERIOR/EXTERIOR ALKYD
HIGH GLOSS N794

General Description

A premium quality, waterborne alkyd enamel that delivers the desired flow and leveling characteristics of conventional alkyd paint. It provides a tough, high gloss finish that stands up to repeated washing. It is easy to apply, resists spattering and cleans up with soap and water.

- Excellent flow and leveling properties
- Extended open time
- Minimal yellowing
- Easy application
- Block-resistant
- Easy clean up

Usage

Ideal for interior doors, trim, cabinets, walls, and ceilings. For primed or previously painted wallboard, plaster, masonry, wood and metal. Recommended for exterior use on properly primed metal, masonry, and stable trim substrates such as cedar and redwood.

Colors	White (01), (Black (80)
Bases	Gennex® Bases 1X – 4X
Colorant System	Gennex®

Technical Data

Vehicle		Waterborne alkyd
Pigment		Titanium Dioxide
Volume Solids		39.5 ± 2%
Spread Rate Per Gallon		400 – 500 Sq. Ft.
Recommended Film Thickness	Wet:	3.2 – 4.0 mils
	Dry:	1.3 – 1.6 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:	4 – 6 hours
	To Recoat:	16 hours

Full hardness and adhesion develop over time. Do not expose to heavy abrasion or return shelves/tabletops to service for at least 5 – 7 days to prevent damage to the finish. High humidity or cooler temperatures will prolong dry, recoat and cure times.

Surface Temperature During Application	Min:	50 °F
	Max:	100 °F
Viscosity		93 ± 4 KU
Flash Point		None
Sheen / Gloss		85+ @ 60°
Clean Up		Water
Thinner		Water
Weight Per Gallon		10.8 lbs.
Storage Temperature	Min:	40 °F
	Max:	90 °F
VOC	44 g/L	0.37 lbs./gallon

Primer 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:
Fresh Start® High-Hiding All Purpose Primer (046) or
Fresh Start® Undercoater and Primer/Sealer (032)

Bleeding Woods (Redwood, Cedar, etc.):
For interior -
Fresh Start® Undecoater and Primer/Sealer (032) or
Fresh Start® High-Hiding All Purpose Primer (046)
For exterior -
Fresh Start® Exterior Deck & Siding Primer (094)

Cabinetry:
All surfaces to be roughened by sanding (220 grit or coarser) before priming; light sanding between coats allows for a smoother finish; all dust must be cleaned.

MDF, Thermofoil, Laminate (Formica):
Fresh Start® High-Hiding All Purpose Primer (046)

Plastic (Vinyl) Veneer
Removing plastic veneer by sanding then apply
Fresh Start® High-Hiding All Purpose Primer (046)

Drywall:
Dry Wall Primer (380)

Plaster (Cured):
Dry Wall Primer (380) or
Multi-Purpose Primer (067)

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

Smooth Poured or Pre-cast Concrete:
Ultra Spec® Masonry Sealer (608)

Ferrous Metal (Steel and Iron):
Ultra Spec® HP Acrylic Metal Primer (HP04) or
Super Spec HP® Alkyd Metal Primer (P06)

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. Ultra Spec® HP Acrylic Metal Primer (HP04)

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

Limitations

- Depending on weather and drying conditions, it could take up to 30 days to reach optimum hardness and final sheen
- Not recommended for exterior use on pine
- Sand glossy alkyds before applying Advance

Compliance & Certifications

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

MPI	157

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

Water Vapor Transmission –
ASTM D1653 (method A): 2.59 perms

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.

Note: Although Advance yellows less than conventional alkyds, a slight amount of yellowing may occur. This effect is accelerated in dark or poorly ventilated areas and is more visible in lighter colors.

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 1 – 2 coats. For best results, use a Benjamin Moore® nylon/polyester brush, Benjamin Moore® roller or a similar product. Apply paint generously from unpainted area into wet area. Avoid lap marks by maintaining a wet edge.

Brush: Nylon / polyester
Roller: Professional/High-Capacity Quality
Spray, Airless:
Pressure / 1,500 – 2,500 PSI
Tip / 0.011 – 0.015
Spray, HVLP:
Pressure / 20 PSI
Tip / 1.8 – add 4 fl. oz of water per gallon

Thinning/Cleaning

Thinning is unnecessary, but if required to obtain desired application properties, a small amount of clean water may be added - 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 This product can expose you to chemicals including Methyl isobutyl ketone, which are known to the State of California to cause cancer and birth defects or other reproductive harm. For more information go to www.P65warnings.ca.gov

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.

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