Element Guard®

Exterior Soft Gloss Finish 765

General Description

Element Guard® performs in any weather and is specially formulated to tackle one of the most difficult painting environments: high moisture. This premium exterior paint can resist rain as soon as 60 minutes after application and in temperatures down to 35 °F. It provides excellent adhesion and resistance to cracking and peeling to withstand wind-driven rain, humidity and other harsh weather.

- Resists exposure to rain as soon as 60 minutes after application*
- Low surface temperature application down to 35 °F
- Provides a mildew-resistant coating
- Limited Lifetime Warranty
- Engineered with Gennex® Color Technology

*After application over wood, primed surfaces or previously painted surfaces (77 °F / 50% RH). Other surfaces such as hardboard or vinyl may require a longer dry time.

Usage

Exterior surfaces such as new or previously painted wood, hardboard siding, cured masonry, EIFS, vinyl and unglazed brick.

Colors	White (01)
Bases	1X, 2X, 3X, 4X
Colorant System	Gennex®

Technical Data

Vehicle		100% Acrylic
Pigment		Titanium Dioxide
Volume Solids		38 ± 2%
Spread Rate Per Gallon		300 – 400 Sq. Ft.
Recommended Film Thickness	Wet:	4.0 – 5.3 mils
	Dry:	1.5 – 2.0 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 hour
	To Recoat:	4 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:	35 °F
	Max:	100 °F
Viscosity		100 ± 4 KU
Flash Point		None
Sheen / Gloss		50 – 60 @ 60°
Clean Up		Water
Thinner		refer to page 2
Weight Per Gallon		10.6 lbs.
Storage Temperature	Min:	40 °F
	Max:	90 °F
VOC		< 50 g/L

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:
Self-priming

Bleeding Woods (Redwood, Cedar, etc.):
Fresh Start® Exterior Deck & Siding Primer (094) or Fresh Start® High-Hiding All Purpose Primer (046)

Hardboard Siding, Bare or Factory Primed:
Fresh Start® High-Hiding All Purpose Primer (046)

Plaster (Cured):
Fresh Start® High-Hiding All Purpose Primer (046)

Vinyl Siding & Vinyl Composite:
In most cases, a primer is not necessary. Only areas of pitted and porous vinyl siding must be primed. In these cases, we recommend Fresh Start® High-Hiding All Purpose Primer (046)

Colors that are safe for use on vinyl siding - Do not paint vinyl with any color darker than the original color or having a Light Reflective Value (LRV) of less than 57 unless it is in the Benjamin Moore approved Colors for Vinyl palette and comports with the specific vinyl manufacturer guidelines when making the color selection and painting. Otherwise, the color will absorb more heat, possibly causing the siding to warp, resulting in additional repairs and expenses.

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

Poured or Pre-cast Concrete/Fiber Cement Siding:
Self-priming. New masonry substrates must be allowed to fully cure for 30 days before painting. For surfaces with a pH of 10 or more, prime with Ultra Spec® Masonry Interior / Exterior 100% Acrylic Sealer (608) or Masonry High Build Primer (N609).

Brick (unglazed):
Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® High-Hiding All Purpose Primer (046)

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.

Self-Priming. For additional rust protection, prime with Acrylic Metal Primer HP1100.

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

Compliance & Certifications

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

ASTM D6904 Wind Driven Rain 1 coat Masonry Sealer 608 or Masonry Primer N609; 1-2 coats of 765	Pass: (< 0.2)
ASTM D3273/D3274 Mildew Resistance	Pass: No Growth
ASTM D1653 Water Vapor Permeance	30.0 perms
ASTM D522/522M Flexibility	Pass: No Cracking
ASTM D2370 Elongation & Tensile Strength	800 PSI 141%
MPI	11

LIMITED LIFETIME WARRANTY: Benjamin Moore & Co. warrants that this product when used in accordance with the label instructions, will not: 1. blister from properly prepared and primed surfaces, 2. peel from properly prepared and primed surfaces, and 3. wear down or weather to expose the previously painted surface. This warranty shall be effective for so long as you reside in your home and is made to the original residential consumer paint purchaser. This warranty is non-transferable. If this product fails to perform as explained above when used according to label instructions within the warranty period, Benjamin Moore & Co. will, upon presentation of proof of purchase (original sales receipt), provide an equivalent or comparable product at no charge. Since we have no control over surface preparation or application, THIS LIMITED LIFETIME WARRANTY DOES NOT INCLUDE THE COST OF LABOR FOR APPLICATION OF PAINT. BENJAMIN MOORE SHALL IN NO EVENT BE LIABLE FOR INDIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES. SOME STATES DO NOT ALLOW THE EXCLUSION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE LIMITATIONS OR EXCLUSIONS CONTAINED IN THE ABOVE WARRANTY MAY NOT APPLY TO YOU. This warranty gives you specific legal rights; you may also have other rights which vary state to state.

Limitations

- Do not apply when air or surface temperatures are below 35 °F (1.7 °C).
- For exterior use only.
- Not recommended for walking surfaces.

Technical Assistance

Available through your local authorized independent Benjamin Moore retailer.

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

Surface Preparation

Surfaces must be clean, dry and free of oil, grease, wax, rust, mildew, chalk and loose or scaling paint. Cement based water proofing 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 an appropriate cleaner and rinsed with a strong stream of water from a garden hose or power washer to remove contaminants that can interfere with proper adhesion.

All new masonry surfaces must be power washed or brushed thoroughly with stiff fiber 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.

Difficult Substrates: Benjamin Moore offers a number of specialty primers for use over difficult substrates such as bleeding woods, grease stains, crayon markings, hard glossy surfaces, or other substrates where paint adhesion or stain suppression is a particular problem. Your Benjamin Moore® 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. 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.
Brush: Nylon / polyester
Roller: Premium Quality
Spray, Airless:
Pressure / 1,500 – 2,000 PSI
Tip / 0.010 – 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.

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