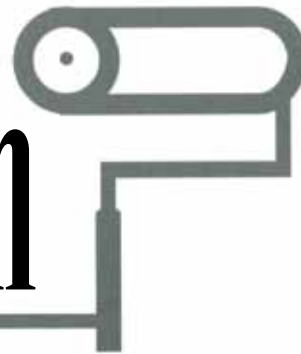


# technical bulletin



## PAINT & PRIMER TOGETHER

This document provides background information as well as technical data to help you better understand and communicate our new “Paint and Primer Together” labeling.

### Background

Over the past several years competing paint companies have been heavily marketing “Paint & Primer in One” products to DIY consumers. Daily television, radio, print and web ads promise consumers that by using all-in-one products they will finish painting jobs much faster than if they prime and paint separately.

Although closer inspection of the technical data sheets shows discrepancies between their marketing claims and actual performance, our research indicates this campaign has effectively changed broad consumer expectations. As a result, “Paint and primer” is now one of the top product attributes driving DIY purchases.

In this ultra competitive environment, our marketing efforts must be as responsive as possible to the changing expectations and preferences of our target customers who ultimately define what is “paint and primer in one.” Therefore it is now important to communicate the robust self-priming capabilities of Gennex® interior products including Aura®, Regal® Select, Natura® and ben®.

Although this new “Paint and Primer Together” claim is important it is not intended as a new lead message for marketing and advertising campaigns. It should be limited to support our core value proposition as the brand for unrivaled color selection, excellent application properties and superior green performance.

### Technical information

No changes to any Gennex product formulas have been necessary to support our new “Paint and Primer Together” messaging. Aura was one of the first products to be marketed nationally as a self-priming formula and our latest Gennex interior products all demonstrate superior adhesion and bonding. To confirm our claim meets Benjamin Moore’s performance standards, we evaluated the self-priming capabilities of each product.

Our definition of a self-priming formula is the ability to completely seal surfaces and provide an even foundation to support the finish coat. Key performance measures are wet adhesion and dry-film bonding to different substrates. Self-priming should not be correlated to improved hiding capability, as our competitors suggest, but to the long-term adhesion of the top coat.

There will always be situations or substrates that require a separate primer to ensure paint adhesion or stain suppression. Some examples include bleeding woods, galvanized metal, grease stains and hard glossy surfaces. Benjamin Moore offers a full line of specialty primers for every project need.

Please review the interior product self-priming guide below for the capabilities and limitations of our Gennex Interior products.

# INTERIOR PRODUCT SELF-PRIMING GUIDE

SUBSTRATE	Aura®	Regal® Select	Natura®	ben®
Repaint* (all substrates)	Yes	Yes	Yes	Yes
<b>BARE SUBSTRATE - (NEW)</b>				
Wallboard	Yes	Yes	Yes	Yes
Plaster	Yes	Yes	Yes	No
Wood & engineered wood products	No	No	No	No
Cured smooth masonry	Yes	Yes	Yes	Yes (masonry must be thoroughly cured)
Non-ferrous metal	Yes	Yes	Yes	Yes
Ferrous metal	No	No	No	No
Resin	100% acrylic	100% acrylic	100% acrylic	Vinyl acrylic
High shear viscosity (eggshell 1 base ICI)	1.7-1.9	0.9-1.1 (0.9-1.4 across the line)	0.9-1.1	N/A (drops upon tinting)
Spread rate sq ft/ gallon	350-400	400-450	375-425	400-450
Film build of 1 base or white (volume solids / dry film thickness)	47% / Up to 2.2 mils DFT	40% / Up to 1.6 mils DFT	44% / up to 1.9 mils DFT	35% / Up to 1.4 mils DFT

\*Previous coat should be in good condition.

## 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. Spot prime before and after filling nail holes, cracks, and other surface imperfections.

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.

Difficult Substrates: Benjamin Moore & Co. offers a number of specialty primers for use over difficult substrates such as 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 can recommend the right problem-solving primer for your special needs.

Make sure to follow all safety recommendations from labels, Technical Data Sheet, and Material Safety Data Sheet.