



**ben<sup>®</sup>**  
 100% ACRYLIC EXTERIOR  
**FLAT FINISH 541**

**Features**

- Low temperature application down to 40°F (4.4°C)
- Resistant to peeling and cracking
- Excellent hide and color retention
- Blister resistant
- Resists new mildew formation
- Soap and water clean-up
- 25 Year warranty

**General Description**

A premium quality 100% acrylic latex flat house paint designed for application to a wide variety of exterior surfaces such as wood, hardboard, vinyl and aluminum siding, shingles, unglazed brick, concrete, stucco, cinder block, and primed metal. Provides a breathable surface for maximum durability.

**Recommended For**

For exterior surfaces such as new or previously painted wood, hardboard siding, cured masonry, and unglazed brick.

**Limitations**

- Do not apply when air and surface temperatures are below 40°F (4.4°C).
- Not for interior use

**Product Information**

<p><b>Colors:—Standard:</b>          541 01 White.          (May be tinted with up to 2.0 fl. oz. of Benjamin Moore<sup>®</sup> Gennex<sup>®</sup> colorants per gallon.)</p>	<p><b>Technical Data</b> <span style="float: right;"><b>Pastel Base</b></span></p>
<p><b>—Tint Bases:</b>          Benjamin Moore<sup>®</sup> Gennex<sup>®</sup> bases 1X (Pastel), 2X (Medium), 3X (Deep), 4X (Ultra)</p>	<p>Vehicle Type <span style="float: right;">100% Acrylic Latex</span></p>
<p><b>—Special Colors:</b>          Contact your Benjamin Moore Representative</p>	<p>Pigment Type <span style="float: right;">Titanium Dioxide</span></p>
<p><b>Certification:</b>   <b>VOC Compliant in all regulated areas</b>           Master Painters Institute MPI # 10</p>	<p>Volume Solids <span style="float: right;">34.5%</span></p>
<p><b>Technical Assistance:</b>          Available through your local authorized independent Benjamin Moore<sup>®</sup> retailer. For the location of the retailer nearest you, call 1-800-826-2623, see <a href="http://www.benjaminmoore.com">www.benjaminmoore.com</a>, or consult your local Yellow Pages.</p>	<p>Coverage per Gallon at Recommended Film Thickness <span style="float: right;">350 – 475 Sq. Ft.</span></p>
	<p>Recommended Film Thickness <span style="float: right;">3.8 mils</span>          – Wet          – Dry <span style="float: right;">1.3 mils</span></p>
	<p>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.</p>
	<p>Dry Time @ 77°F <span style="float: right;">1 Hour</span>          (25°C) @ 50% RH <span style="float: right;">4 Hours</span>          – To Touch          – To Recoat</p>
	<p>Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times.</p>
	<p>Dries By <span style="float: right;">Evaporation, Coalescence</span></p>
	<p>Viscosity <span style="float: right;">105 ± 3 KU</span></p>
	<p>Flash Point <span style="float: right;">N/A</span></p>
	<p>Gloss / Sheen <span style="float: right;">Flat (2 – 3 @ 85°)</span></p>
	<p>Surface Temperature <span style="float: right;">40°F</span>          at Application <span style="float: right;">90°F</span>          – Min.          – Max</p>
	<p>Thin With <span style="float: right;">See Chart</span></p>
	<p>Clean Up Thinner <span style="float: right;">Clean Water</span></p>
	<p>Weight Per Gallon <span style="float: right;">11.06 lbs</span></p>
	<p>Storage Temperature <span style="float: right;">40°F</span>          – Min.          – Max <span style="float: right;">95°F</span></p>
	<p><b>Volatile Organic Compounds (VOC)</b></p>
	<p>44 Grams/Liter <span style="float: right;">.37 lbs./Gallon</span></p>

◊Reported values are for Pastel Base. Contact Benjamin Moore for values of other bases or colors.

## 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 a Benjamin Moore® Clean (318) and rinsed with a strong stream of water from a garden hose or power washer to remove contaminants that can interfere with proper adhesion. Stains from mildew must be removed by cleaning with Benjamin Moore® Clean (318) prior to coating the surface. **Caution:** Refer to the (318) Clean technical data and material safety data sheets for instructions on its proper use and handling.

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. Carefully clean up 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 Information Hotline at 1-800-424-LEAD or log on to [www.epa.gov/lead](http://www.epa.gov/lead).

## Primer/Finish 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:

**Primer:** Fresh Start® All Purpose 100% Acrylic Primer (N023) or Fresh Start® Fast Dry Alkyd Primer (094)  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

### Bleeding Type Woods, (Redwood and Cedar):

**Primer:** Fresh Start® Fast Dry Alkyd Primer (094)  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

### Hardboard Siding, Bare or Factory Primed:

**Primer:** Fresh Start® Fast Dry Alkyd Primer (094) or Fresh Start® All Purpose 100% Acrylic Primer (N023)  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

### Vinyl & Vinyl Composite Siding

**Note:** Ensure that the surface is properly cleaned and in good condition. For colors that are safe for use on these substrates, use approved Vinyl Select colors. For more information, see

<http://www.benjaminmoore.com/en-us/for-contractors/painting-vinyl-and-aluminum-siding>

**Primer:** Fresh Start® Multi-Purpose Latex Primer (N023).  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

### Rough or Pitted Masonry:

**Primer:** Super Spec® Latex Block Filler (160) or Super Spec® Masonry Interior/Exterior Hi-Build Block Filler (206)  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

### Poured or Pre-cast Concrete and Fiber Cement Siding:

**Primer:** Fresh Start® All-Purpose 100% Acrylic Primer (N023) or Fresh Start® 100% Acrylic Superior Primer (046)  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

### Ferrous Metal (Steel and Iron):

**Primer:** Super Spec HP® Acrylic Metal Primer (P04) or Super Spec HP® Alkyl Metal Primer (P06)  
**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

**Non-Ferrous Metal (Galvanized & Aluminum):** All new metal surfaces must be thoroughly cleaned with Super Spec HP® Oil & Grease Emulsifier (P83) 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.

**Primer:** No primer needed

**Finish:** 1 or 2 coats ben® Exterior 100% Acrylic Flat Finish (541)

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

## Application

Stir thoroughly before and during use. Apply one or two coats.

**Application:** 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. Refer to the chart below for application recommendations.

## Thinning/Cleanup

Conditioning with Benjamin Moore® 518 Extender may be necessary under certain conditions to adjust open time or spray characteristics. The chart below is for general guidance		
	Mild conditions Humid (RH> 50%) with no direct sunlight & with little to no wind	Severe Conditions Dry (RH<50%), in direct sunlight, or windy conditions
<b>Brush:</b> Nylon / Polyester	No thinning necessary	Add 518 Extender or water:  Max of 8 fl. oz. to a gallon of paint  Never add other paints or solvents.
<b>Roller:</b> Premium Quality		
<b>Spray:</b> Airless Pressure: 1500 -2500 psi Tip: .013-.017		

**Clean Up:** Clean up with warm soapy water. 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. Wear an appropriate, properly fitted respirator (NIOSH approved) 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 contains a chemical known to the state of California to cause cancer and birth defects, or other reproductive harm.

**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 "CleanUp".

**KEEP OUT OF REACH OF CHILDREN  
PROTECT FROM FREEZING**

**Refer to Material Safety Data Sheet for  
additional health and safety information.z**