



# ADVANCE®

## WATERBORNE INTERIOR ALKYD MATTE 791

### Features

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

### Recommended For

Ideal for interior walls, doors, trim, cabinets and ceilings. For primed or previously painted wallboard, plaster, masonry, wood and metal.

### General Description

A premium quality waterborne alkyd matte that delivers the desired flow and leveling characteristics of conventional alkyd paint. It provides a tough, durable finish that stands up to repeated washing. It is easy to apply, resists spattering, and has excellent flow and leveling.

### Limitations

- Do not apply when air and surface temperatures are below 50° F (10° C)
- Depending on weather and drying conditions, it could take up to 30 days to reach optimum hardness and final sheen.
- Sand glossy alkyds before applying Advance

### Product Information

<p><b>Colors — Standard:</b> White (01), Black (80)</p> <p><b>— Tint Bases:</b> Benjamin Moore® Gennex® bases 1X, 2X, 3X, 4X</p> <p><b>— Special Colors:</b> Contact your Benjamin Moore representative.</p> <p><b>Certifications &amp; Qualifications:</b> <b>VOC compliant in all regulated areas</b></p> <p>Qualifies for LEED® v4 Credit Qualifies for CHPS low emitting credit (Collaborative for High Performance Schools) CDPH v1 Emission Certified Master Painters Institute MPI # 165</p> <p><b>Technical Assistance:</b> Available through your local authorized independent Benjamin Moore® retailer. For the location of the retailer nearest you, call 1-866-708-9180, see <a href="http://www.benjaminmoore.com">www.benjaminmoore.com</a>, or consult your local Yellow Pages.</p>	<table border="1"> <thead> <tr> <th colspan="2">Technical Data◇</th> <th>Pastel Base</th> </tr> </thead> <tbody> <tr> <td>Vehicle Type</td> <td></td> <td>Waterborne Alkyd</td> </tr> <tr> <td>Pigment Type</td> <td></td> <td>Titanium Dioxide</td> </tr> <tr> <td>Volume Solids</td> <td></td> <td>48.8% ± 1</td> </tr> <tr> <td>Coverage per Gallon at Recommended Film Thickness</td> <td></td> <td>400 – 500 Sq. Ft.</td> </tr> <tr> <td>Recommended Film Thickness</td> <td>– Wet</td> <td>3.6 mils</td> </tr> <tr> <td></td> <td>– Dry</td> <td>1.7 mils</td> </tr> <tr> <td colspan="3">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.</td> </tr> <tr> <td>Dry Time @ 77° F (25° C) @ 50% RH</td> <td>– To Touch</td> <td>4 – 6 Hours</td> </tr> <tr> <td></td> <td>– To Recoat</td> <td>16 Hours</td> </tr> <tr> <td colspan="3">Advance's 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.</td> </tr> <tr> <td>Dries By</td> <td></td> <td>Evaporation, Oxidation</td> </tr> <tr> <td>Viscosity</td> <td></td> <td>98 ± 4 KU</td> </tr> <tr> <td>Flash Point</td> <td></td> <td>None</td> </tr> <tr> <td>Gloss / Sheen</td> <td></td> <td>Matte (2 - 6 @ 85°)</td> </tr> <tr> <td>Surface Temperature at Application</td> <td>– Min.</td> <td>50° F</td> </tr> <tr> <td></td> <td>– Max</td> <td>90° F</td> </tr> <tr> <td>Thin With</td> <td></td> <td>Clean Water</td> </tr> <tr> <td>Clean Up Thinner</td> <td></td> <td>Clean Water</td> </tr> <tr> <td>Weight Per Gallon</td> <td></td> <td>12.7 lbs</td> </tr> <tr> <td>Storage Temperature</td> <td>– Min</td> <td>40° F</td> </tr> <tr> <td></td> <td>– Max</td> <td>90° F</td> </tr> <tr> <td colspan="3" style="text-align: center;"><b>Volatile Organic Compounds (VOC)</b></td> </tr> <tr> <td colspan="3" style="text-align: center;">46.5 Grams / Liter .38 Lbs. / Gallon</td> </tr> </tbody> </table>	Technical Data◇		Pastel Base	Vehicle Type		Waterborne Alkyd	Pigment Type		Titanium Dioxide	Volume Solids		48.8% ± 1	Coverage per Gallon at Recommended Film Thickness		400 – 500 Sq. Ft.	Recommended Film Thickness	– Wet	3.6 mils		– Dry	1.7 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	Advance's 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.			Dries By		Evaporation, Oxidation	Viscosity		98 ± 4 KU	Flash Point		None	Gloss / Sheen		Matte (2 - 6 @ 85°)	Surface Temperature at Application	– Min.	50° F		– Max	90° F	Thin With		Clean Water	Clean Up Thinner		Clean Water	Weight Per Gallon		12.7 lbs	Storage Temperature	– Min	40° F		– Max	90° F	<b>Volatile Organic Compounds (VOC)</b>			46.5 Grams / Liter .38 Lbs. / Gallon		
Technical Data◇		Pastel Base																																																																							
Vehicle Type		Waterborne Alkyd																																																																							
Pigment Type		Titanium Dioxide																																																																							
Volume Solids		48.8% ± 1																																																																							
Coverage per Gallon at Recommended Film Thickness		400 – 500 Sq. Ft.																																																																							
Recommended Film Thickness	– Wet	3.6 mils																																																																							
	– Dry	1.7 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																																																																							
Advance's 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.																																																																									
Dries By		Evaporation, Oxidation																																																																							
Viscosity		98 ± 4 KU																																																																							
Flash Point		None																																																																							
Gloss / Sheen		Matte (2 - 6 @ 85°)																																																																							
Surface Temperature at Application	– Min.	50° F																																																																							
	– Max	90° F																																																																							
Thin With		Clean Water																																																																							
Clean Up Thinner		Clean Water																																																																							
Weight Per Gallon		12.7 lbs																																																																							
Storage Temperature	– Min	40° F																																																																							
	– Max	90° F																																																																							
<b>Volatile Organic Compounds (VOC)</b>																																																																									
46.5 Grams / Liter .38 Lbs. / Gallon																																																																									

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

## Advance® Waterborne Interior Alkyd Matte 791

### 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 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. Wood substrates must be thoroughly dry.

**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, 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.

**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. 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 use Benjamin Moore® Advance® Waterborne Interior Alkyd Primer tinted to the approximate finish coat color. **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:** Advance® Waterborne Interior Alkyd Primer (790), Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh Start® Multi-Purpose Oil Based Primer (024)

**Finish:** 1 or 2 coats Advance® Waterborne Interior Alkyd Matte (791)

**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.

#### Wood, MDF & Thermofoil

**Primer:** 1 coat Advance® Waterborne Interior Alkyd Primer (790)

**Finish:** 1 or more coats of Advance® Waterborne Interior Alkyd Matte (791)

#### Laminate (Formica)

**Primer:** 1 coat Fresh Start® High-Hiding All Purpose Primer (046)

**Finish:** 1 or more coats of Advance® Waterborne Interior Alkyd Matte (791)

#### Plastic (Vinyl) Veneer

**Primer:** 1 coat of Advance® Waterborne Interior Alkyd Primer (790) after removing plastic veneer by sanding away (an electric sander with a 100 grit paper works fine; manual sanding may need to be vigorous)

**Finish:** 1 or more coats of Advance® Waterborne Interior Alkyd Matte (791)

#### Drywall:

**Primer:** Advance® Waterborne Interior Alkyd Primer (790) or Fresh Start® Multi-Purpose Latex Primer (N023)

**Finish:** 1 or 2 coats Advance® Waterborne Interior Alkyd Matte (791)

#### Plaster:

**Primer:** Fresh Start® Multi-Purpose Latex Primer (N023) or Fresh Start® High-Hiding All Purpose Primer (046)

**Finish:** 1 or 2 coats Advance® Waterborne Interior Alkyd Matte (791)

#### Rough or Pitted Masonry:

**Primer:** Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)

**Finish:** 1 or 2 coats Advance® Waterborne Interior Alkyd Matte (791)

#### Smooth Poured or Pre-cast Concrete:

**Primer:** Ultra Spec® Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608) or Fresh Start® Multi-Purpose Latex Primer (N023)

**Finish:** 1 or 2 coats Advance® Waterborne Interior Alkyd Matte (791)

#### Ferrous Metal (Steel and Iron):

**Primer:** Ultra Spec® HP Acrylic Metal Primer (HP04) or Super Spec HP® Alkyd Metal Primer (P06)

**Finish:** 1 or 2 coats Advance® Waterborne Interior Alkyd Matte (791)

#### 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

**Primer:** Ultra Spec® HP Acrylic Metal Primer (HP04)

**Finish:** 1 or 2 coats Advance® Waterborne Interior Alkyd Matte (791)

#### Hard Glossy Alkyd Surfaces:

Abrasion by sanding required for optimum adhesion.

**Repaint, All Substrates:** Prime bare areas with the primer recommended for the substrate above. Sand glossy alkyds before applying Advance.

### Application

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

**Extra ventilation is necessary under humid conditions to speed the dry time of Advance, especially when the paint is applied over sealed, hard, non-porous surfaces. The chart below is for general guidance.**

Mild conditions	Severe conditions	Very severe conditions
Dry (RH<50%), and Temperature between 70° F and 90° F	(RH> 50%), and/or temperature between 50° F and 70° F	RH> 85%, or temperature < 50° F
Advance will dry normally. Dry to touch: 4-6 hours To Recoat: 16 hours	Advance will dry slower than normal unless the following is done to speed the dry time: <b>Ventilate the room with a fan and/or turn on A/C to lower the humidity.</b>	Do not apply Advance

**Spray, Airless:** Fluid Pressure — 1,500 - 2,500 PSI;  
Tip — .013 - .017 Orifice

### Thinning/Clean up

Thinning is unnecessary, but if required to obtain desired application properties, a small amount of clean water may be added. Never add other paints or solvents. Clean up with warm soapy water. Brushes and rollers should be given a final rinse with mineral spirits to remove residual alkyd. 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. May cause allergic skin reaction. 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 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 "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 Fax: (201) 573-9046 [www.benjaminmoore.com](http://www.benjaminmoore.com) M72 791 US 101917  
Advance, Benjamin Moore, Fresh Start, Genex, Super Spec HP, Ultra Spec and the triangle "M" symbol are registered trademarks licensed to Benjamin Moore & Co. All other marks are the property of their respective owner. This product is not endorsed by or a division of CHPS. This product is provided by Benjamin Moore, not CHPS. ©2017 Benjamin Moore & Co. All rights reserved.

