



**Stabilize Wood and Siding**



**Stop Rust**



**Stop peeling and cracking masonry**



# Take the **Bite** out of **Paint Problems!**

- *Mad Dog Primer* reduces 90% of the most common paint complaints.
- *Mad Dog Primer* will double or triple the job life of most painting projects.
- *Mad Dog Primer* reduces the cost of painting by extending the life of the job.
- *Mad Dog Primer* uses patent-pending *Weather Smart™ Resin Technology* to solve painting problems. *Weather Smart™* grips on to the problem areas like glue and remains flexible.
- Paint problems don't stand a chance against *Mad Dog Primer!*

**Ask to see and touch a sample board and jar.**

We Welcome your Questions  
**Call or Email Today!**  
**(507) 645-7431**  
[questions@maddogprimer.com](mailto:questions@maddogprimer.com)  
[www.maddogprimer.com](http://www.maddogprimer.com)



## Primer

**Stops Peeling Paint!**

**Jobs last 2-3 Times Longer with Weather Smart™ technology Exterior**



100-year-old home before MDP



12 years and counting...

- **Earth-Friendly Primer** •
- **Low VOC** •
- **Soap and Water Clean-up** •

Patent Pending

**Stops Rust & Tannin Bleed**



Maddie - American Staffordshire

## Solve Everyday Problems:

- Door/window frames and sills
- Peeling siding, trim and deck railings
- T1-11 and fiberboard
- Rusty nail heads, railing and rusty metal
- Most tannin bleed problems
- Cracking stucco and concrete

## Benefits

- Reduces 90% of common paint problems
- Low-cost, long-term alternative
- Projects last 2-3 times longer with *Mad Dog Primer*
- Earth-Friendly Formula, Low VOCs (<48 g/l)
- Soap and water clean-up
- Breathable to vapor

## COMPARISON CHART

Parameter	Zinsser Peel Stop*	XIM Peel Bond*	MAD DOG PRIMER
Avg. # of Coats Needed	1-2	1-2	1
Coverage SF/GAL	300-400	50-200	250-350
% Solids, VOL	19%	27%	55%
% Elongation	N/A	130%	Up to 300%
Adhesion Testing	N/A	N/A	300 PSI
Rust Blocking	NO	NO	YES
Tannin Blocking	NO	NO	YES
Tintability	NO	Yes – 2 oz	YES – up to 4 oz.
Max Wet Mills Per Coat	4-5	5-20	5-10
Dry Mills Per Coat	.75-1	1.3-5.4	2.2-5.5
Breathability	Good	Good	Very Good
Recoat Time	1-2 hours	1-2 hours	1-2 hours
VOC, G/L	100 Low	<100 Low	< 50 Very Low

\*Based on published company material. N/A = Not Available.

(Patent Pending)

## Frequently Asked Questions

### How much preparation do I need to do?

Follow normal painting practices and safety guidelines.

### How many coats do I need to apply?

Generally one coat is enough.

### Should MDP be tacky after it dries?

Yes, MDP might be clear and dry, but it continues to be tacky. Top coat within 5 days.

### Can Mad Dog help my project last longer?

Using MDP should help to double or triple the life of your next project.

### What products can I apply over MDP?

Apply a superior grade 100% latex paint as a top coat. We do not recommend using oil-based, solvent-based or two-part “hot” products. These do not have enough flexibility and will crack.

## What Customers are Saying Coast to Coast:

*“My church has southern heart pine lap siding that peeled every 9-18 months. After using MDP, the church has not peeled in 6 years.”*

– **Norman T.**, Paint Store Owner, North Carolina



*“It seems to lock on and never let go! Shower room ceilings, stadium railings, windowsills...it does the job. Mad Dog Primer is well worth the investment.”*

– **Glenn B.**, Head Painter  
– **Greg M.**, Maintenance Supervisor  
Carleton College, Minnesota

*“MDP is worth every penny. I wouldn’t endorse it if MDP didn’t work. – Fred B., Illinois*

*“We use Mad Dog Primer exclusively and are very pleased with its performance.”*

– **Daniel C.**,  
Doc’s Professional Painting  
West Virginia

*“We have used Mad Dog for 6 years. It’s our secret to eliminating customer complaints!”*

– **Skip M.**, Certapro Painters Franchise,  
New York City



Maddie

*“I would recommend Mad Dog to anyone who has a painting problem.”*

– **Paul B.**, Business  
Owner, California

*“My crews use MDP to reduce labor and increase profit.”*

– **Jesse V.**,  
Contractor,  
Connecticut



*“Thanks for helping the painting business into the 21st century!”*

– **Nathan N.**, Contractor, Massachusetts

*“We can sell any product... our store chooses to sell Mad Dog. It is the best primer on the market today!”*

– **Gary Z.**, Paint Store Owner,  
Massachusetts



*“My handyman introduced me to MDP. We live by the ocean and it is difficult to get paint to stay on for more than a season. I’m a huge fan of Mad Dog; nothing else works as well!”*

– **Kim K.**, Homeowner, Connecticut