



[www.maddogprimer.com](http://www.maddogprimer.com)

**Mad Dog Paint Products, Inc.**  
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## Technical Specification Sheet

# Mad Dog Primer *with Weather Smart*

### General Description:

Mad Dog Primer is a water-based, non-toxic, stabilizing primer. MDP penetrates and stabilizes and prepares peeling paint, cracking stucco and plaster, rusty and galvanized metal, wood and concrete surfaces. Effectively doubles and triples the life of most projects.

Mad Dog Primer seeps into these spaces and 'glues' them in place, stabilizing the area to help stop future problems. The (patent pending) formula of Mad Dog Primer penetrates and acts as a flexible stabilizing primer. Mad Dog Primer stabilizes the painted surface so the topcoat can do its job for years and years.

### Benefits:

- Reduces & solves paint problems
- Reduces excessive preparation
- Effective on light and moderate rust and tannin bleed
- Effectively doubles and triples effective project life of trouble areas.
- Reduces and stops rusty nail head bleed
- Glue-like adhesion up to 300 PSI
- Flexes up to 300%
- Uses **Weather Smart** Technology (patent pending)
- Non-toxic, solvent free, non-mercuric
- Low VOCs (below .40 lbs per gal)
- Soap and water clean-up

**RECOMMENDED USES:** Use product to stabilize problem areas such as: siding, fascia, T1-11, hardboard, hairline cracks in stucco, plaster, and gypsum wall board, rusty metal railing, rusty nail heads, and galvanized metal.

### COVERAGE RATES:

Approximately 250-350 SF Gallon depending on the porosity of surface and thickness product is applied.

### SURFACE PREPARATION:

Surfaces to be coated should be clean, dry and free of grease, oil, wax, wallpaper adhesive and other contaminants that could interfere with proper adhesion. Remove excess chalky material.

Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Scrape and sand peeled or checked paint to a sound surface. Sand glossy surfaces dull. Seal stains from water, smoke, ink, pencil,

grease, etc. with fast drying primer.

Always wash surface with a household ammonia and water solution, appropriate cleaning solution, or solvent (Do not use TSP as a cleaner). Remove as much as possible of any unsoundly adhered coatings. Sand any remaining paint film edges to desired smoothness. Lightly sand exposed exterior wood with 80 to 100 grit sandpaper to remove loose or weathered wood fibers.

Preparation and sanding should be done to a desired smoothness before applying primer.

Attempt to remove existing stains by washing, sanding, scraping, etc.

Bare wood that has been exposed for more than 4 weeks should be lightly sanded or abraded to remove weathered wood fibers down to a pink color.

**Mold:** Remove mold and mildew before painting with a solution of one cup household bleach per gallon of water or a quality biocidal wash. Rinse well. Always wear protective clothing and goggles to prevent eye and skin contact with bleach. Do not mix ammonia or any other chemical with bleach solution.

**Application Conditions** – Apply when air and surface temperature is between 50° and 90° F (10° and 32° C) and relative humidity is less than 80%. Substrate moisture content should not exceed 14%. Never apply MDP if weather conditions will not permit drying before rain, dew or freezing. Cool temperatures and/or high humidity can retard drying and curing. If MDP does get wet, allow MDP to dry clear before painting. Check primed surfaces for water/moisture/rain damage, correct problem areas, and paint as normal.

**Top Coats Recommended:** : Topcoat only with high quality 100% latex paint and elastomeric paints only. since Mad Dog Primer remains flexible, do not topcoat with alkyds or other paints that dry to a hard finish, such as epoxies or urethanes.

**Cold Weather Application Tips:** During cold weather conditions with sudden temperature drops or with temperatures hovering between 40-55 degrees, apply MDP in the morning and let it dry during the day. Wait until next morning to apply top coat. Always stop work well before the end of the work day to allow all products to set up before nightfall and temperature drops.

**Rusty Metal and Tannin Bleed Problems** : Mad Dog Primers is designed to stop light to moderate rust and tannin problems such as rusty nail heads and railings. Apply 2 coats of MDP. Let product dry between prime coats. Allow to dry overnight before painting.

**Stabilizing plaster and sheetrock:** After preparing surface brush or roll MDP into the crack or unstable area. Allow area to dry overnight and patch with plaster, joint compound, etc... over MDP. Sand patch, prime and paint as necessary. Spot paint and feather edges over affected areas to avoid flashing.

**Stabilizing Stucco and concrete cracks:** MDP is ideal for stabilizing hairline cracks. After preparing surface brush or roll MDP into the crack or unstable area. Allow area to dry overnight. Spot paint and feather edges over affected areas to avoid flashing.

*Weather Smart is a trademark of the Mad Dog Paint Products Corporation. Patent Pending*

**Hard to penetrate surfaces:** To assist penetration of primer into hard finishes such as southern yellow pine, oak, concrete, stucco and plaster that consistently peels, MDP may be thinned slightly with 1-2 OZ. Per quart. Let area dry and apply a second coat of full strength MDP.

#### APPLICATION TIPS:

- Test MDP and top coat for desired performance on small area before proceeding with entire project.
- Use with Flat through semi-gloss paints. Top coat within 1 week of priming.
- Spot prime knots and sap streaks with fast drying oil primer after sanding and scraping appropriately.

More guidelines can be found at [www.madogprimer.com](http://www.madogprimer.com).

**Application Methods –** Shake or stir before using. Do not thin under normal circumstances. Apply with brush and/or roller or airless sprayer. Back brush or roll to work product into cracks and edges of old paint. When properly applied, Mad Dog Primer should dry to a sheen. Apply a second coat if dull spots appear. In most cases only one coat is necessary to prime most surfaces. If excessive absorption occurs over very porous substrates a second coat may be necessary. Spot painting over spot primed areas is recommended to avoid flashing.

- Brush, Roller or Pad – Use synthetic (nylon, polyester or blend)
- Airless Sprayer – Use .015” – .017” tip @ 1800–2200 PSI

**TINTING:** Product may be tinted up to 4 oz. per gallon of universal colorant. Use 1/2 quart formula per gal tinting formula. Backfill with white when appropriate.

**DRY TIMES:** Dry time is normally 1 hour to the touch and recoat in 2 hours. Product applies milky white and dries a clear green. *Note: Product seeps under the edges of remaining paint layers or has filled minute surface cracks may take longer to dry than material on exposed surfaces.*

**TOPCOATING:** • Top coat only with 100% latex (non-alkyd modified) paint.

**CLEAN UP:** clean up with soap and water after use. Clean spills and spatters immediately with soap and water.

**Disposal –** Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

**Product Storage:** Store between 40F – 95F. Keep from freezing or excessive heat.

**LIMITATIONS:** • MDP is not for use on floors, decks, most horizontal, and walking surfaces. (or surfaces subject to immersion or prolonged contact with water.) For wooden decks use Deck Fix Primer. Not for use with interior oils or latex enamels, interior latex enamels or other coating which dry to a hard finish. Not for use on problem Heavy tannin or Heavy rust areas, or where epoxies or industrial coatings are appropriate.

Mad Dog Primer is manufactured to help prolong the adhesion of existing paint coatings and is not intended as a substitute for proper surface preparation or for application to surfaces where paint failure results from chronic or excessive moisture or moisture intrusion. Repair any source of moisture intrusion

before attempting to repaint. Ongoing paint failure may require complete removal of the existing coating system.

#### WARNING:

If you are concerned about mold and mildew behind walls, underneath flooring, in ventilation systems or other unseen areas, contact a professional who specializes in mold and mildew remediation. For commercial buildings and schools follow appropriate guidelines for mold removal.

**Precautions - WARNING! Do Not Take Internally.** May cause gastrointestinal irritation. If swallowed call physician or poison control center. Avoid contact with eyes and skin. May cause eye and skin irritation. In case of eye contact flush eyes with water for at least 15 minutes. Use with adequate ventilation. **Keep Out of Reach of Children.**

Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. **FIRST AID:** In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately.

**DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE.** Abrading or sanding of dry paint film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure. **WARNING:** This product may contain chemicals known to the State of California to cause cancer and birth defects or other reproductive harm.

**WARNING:** If you scrape, sand or remove old paint from any surface, 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 wet mop or HEPA vacuum. Before you start, find out how to protect yourself and your family by contacting the U.S. EPA/Lead Hotline at 1-800-424-LEAD (5323) or log on to [www.epa.gov/lead](http://www.epa.gov/lead).

**CAUTION:** Do not take internally. In case of ingestion, seek medical attention. Avoid contact with skin and eyes. Use of skin and eye protection equipment is recommended at all times. If contact with eyes occurs, flush with water for 15 minutes. If skin contact occurs, wash with soap and water. Seek medical attention if rash or other symptoms occur. Do not mix with other chemicals. Use in a well-ventilated work area. Close container after each use. Keep out of reach of children.

#### TECHNICAL INFORMATION:

Percent Solids, Weight: 55%

Percent Solids, Volume: 55%  
Weight per gallon: 11 lbs.  
Viscosity Range: 105 KU  
Theoretical Spread Rate  
@ 1 mill DFT: 417 sq. ft (xx m2)/gal  
Dry Time @ 75o F/50% RH: Touch: 1 –2 hours  
Recoat: 2 hours  
Adhesion Cure @ 75o F/50% RH: 7 – 10 days  
VOC: 48 g/L  
Freeze/Thaw Stable: No  
Shelf Life: 24 Mo. @ 75o F (24o C)  
Storage/Handling: Store indoors 40o – 90o F(4o – 32o C)  
Liquid appearance: Milky-green  
Dried appearance: hazy green  
Properties when dry: Tacky and flexible

surfaces or specific topcoats, contact our Technical Service Staff.

**Preparation Notes:** Preparation and sanding should be done to a desired smoothness before applying primer.

**Product Use Notes :** Customers are urged to review and understand all information on this specification sheet, the website, and product labels before proceeding with any project.

## LIMITED WARRANTY

If this product fails to perform as specified herein, MDPP will furnish an equivalent amount of replacement product, or will refund the purchase price upon proof of purchase. MDPP will not be liable for any indirect or consequential damages. This warranty does not include labor or the cost of labor for the application or removal of any paint or primer. Conditions of use are beyond MDP's control. There are thus no warranties of fitness or merchantability beyond that provided above. This warranty gives you specific legal rights which may vary from state to state.

**CAUTION:** Read and carefully follow all information on this technical data bulletin, on the product label, and on the material safety data sheet for this product. To the best of our knowledge the data contained herein are true and accurate at the date of issuance and are subject to change without prior notice. User must contact Mad Dog Paint Products to verify correctness before specifying or ordering. No guarantee of accuracy is given or implied. We guarantee our products to conform to Mad Dog quality control and assume no responsibility for coverage, performance, or injuries from use.

### Packaging Data:

Gallons - 4 per carton –	MDP-100
Quarts - 6 per carton -	MDP-025
5 Gallon Pails –	MDP-500

**Preparation Notes:** Mad Dog Primer will not reattach loose or peeling paint, which must first be removed to a sound, stable surface. It can help reduce the time spent on surface preparation, however, it is not a complete substitute for all surface preparation and all surface conditions.

**Moisture Notes:** Mad Dog Primer will not resolve underlying moisture problems inherent in or behind the substrate.

**Filling Notes:** Mad Dog Primer can help fill and level rough surfaces, however it is not intended as a replacement for wood fillers, caulk or drywall mud.

### Testing and Customer Expectation Notes:

Always test a small area first for adhesion and topcoat compatibility. If you have a question about suitability for specific