

Technical Specification Sheet

Crack Fix Primer



Easy as 1-2-3-4:

1. **Prepare** cracking, peeling, trouble areas
2. **Apply Crack Fix** as a spot primer or on the entire project
3. **Tape and Patch** as needed
4. **Paint:** Apply your favorite satin/semigloss latex paint

Solve Every day Cracking & Peeling Paint Problems: Crack Fix is ideal for stabilizing hairline cracks up to 1/8". Also, can be used to lock down and seal peeling paint.

Recommended Uses: Use on loose or popped drywall tape, surface stress and hairline cracks, settling cracks, cracking GWB, plaster, stucco, concrete. Stabilize wall and ceiling peeling problems, wood trim, Galvanized metal, concrete and More

- Dries in 1 Hour
- Recoat in 1-2 Hours
- Covers: 200 – 400 sf gallon
- Do Not Use Flat or Glossy paint directly over Crack Fix.
- Best to topcoat within 5 days
- Sand areas to desired smoothness before priming
- Not for use on cabinets
- Not for use on walking surfaces
- Not for exterior use unless specified by tech line.
- Non-toxic, solvent free, non-mercuric
- Low VOCs (below .40 lbs per gal)
- Soap and water clean-up

Application Tips:

Crack Fix is designed as a brushable paste to fill and adhere to cracking and peeling surfaces.

Apply Crack Fix directly on the problem area before any taping or patching is done.

Apply and Work 1-2 coats of Crack Fix into the surfaces and crack. Wipe away any excess product on the surface of cracks.

This will stabilize the structure of the area in a firm but flexible way.

Tape and patch area as necessary to achieve the desired appearance of surface. Apply a general use wall primer over patched area. The surface is now ready to paint.

Patching Compounds: Use common drywall mud or spackling compound. Do not use patches which are designed to dry in 20, 45 or 90 minutes (etc). These products dry fast and "hard". They work against the flexibility of Crack Fix.

Peeling Paint: Crack Fix can also be used stop peeling paint on woodwork and metal. It will glue down peeling paint edges and hold them place. Thin the primer with water until it reaches the consistency of a regular primer. Apply and work a thin coat of Crack Fix into the surfaces. To get a very smooth surface, apply 1-2 coats of traditional latex primers over the Crack Fix. Sand lightly and apply a quality Latex satin or semi-gloss paint.

Use Latex Paints: MDP's secret of success is its glue like grip and flexible strength. As MDP remains flexible, use only high quality satin and semi-gloss (flexible) exterior latex paints and solid latex stains. Do Not Apply Flat or Glossy paint directly over primer.

Caution: Some flat sheen and other paints will claim high quality/100% Acrylic, but, the resins within the paint are quite brittle and can cause a crackling effect in the topcoat after a few days. If flat or glossy paints are desired, the 1st coat over MDP must be a satin/semi-gloss followed by the flat or glossy paint. Manufacturer continually change the formulas of their paints, please test products you have not used over Mad Dog to confirm compatibility.

The information on this label should not be considered complete as space is very limited. Technical specification, specific application guidelines, warnings, MSDS can be found at www.maddogprimer.com.

Why Do Walls, Ceiling and Surfaces Crack and Peel?

Building surfaces continually move with the weather, temperature, humidity and seasons. However, traditional primers and patching become hard and brittle over time. This flexible and inflexible "relationship" creates the stress that causes peeling and cracking. Crack Fix Primer solves problems by working with nature instead of against it. Crack Fix bonds to the surface and remain permanently flexible. Crack Fix is flexible enough to move with the weather but firm enough to stop the problems.

What does "Helps paint last up to 2-3 times longer" really mean?

If a surface cracks seasonally or every few years, Crack Fix can help it last 5-10 years or more. If the ceiling and walls of a shower area crack, degrade and or peel, Crack Fix can extend the normal life span of the area 2-3 times longer.

Preparation Tips: Follow normal preparation, painting and safety practices. • Surfaces to be coated should be clean, dry

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and free of grease, oil & other contaminants that could interfere with proper adhesion. Substrate moisture content should not exceed 14%.

Drying Times: Although Crack Fix dries to the touch and can be painted in 1-2 hours, CF might not be dry in the underlying crack. If able, let affected area dry overnight before patching or proceeding with the next step.

Common limitations of all primer, patching compounds and coatings: Spot Priming/Surface Flashing: All primers change the texture of the surface being painted and surface flashing occurs. If product is used for spot priming, apply and feather out coatings to adjacent areas. It is best to apply a spot painting coat to the area primed before painting the entire area with first coat. This will reduce the chances of surface paint flashing and assure a more consistent sheen of the painted surface. **Substrate & Air Temperature** may differ when applying coatings. Make sure temperatures are within the appropriate range for painting. Applying coatings below 50°F & above 90°F, in high humidity, changes in weather or temperature within 48 hours, etc..., can lead to product failure, crackling, shrinkage, mud-cracking, premature failure, and reduced project life.

LIMITED WARRANTY: The information on this label should not be considered complete as space is very limited. First test the product on a small inconspicuous area for compatibility with substrate and topcoat for desired results before proceeding with entire project. The consumer shall satisfy themselves of the suitability of this product for the intended purpose. Weather, applicator's skill, surface conditions, proper topcoat paints and stains are beyond the manufacturer's control. We therefore limit our liability to replacement of defective material only, within 1 year with proof of purchase. MDPP disclaims all liability for consequential damages. Use of this product is a commitment to the terms and conditions. Technical specifications, specific application Guidelines, warnings and MSDS, CEO guarantee, limited warranties can be found at www.maddogprimer.com

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. Seek medical attention if rash or other symptoms occur. Do not mix with other chemicals. Use in a well-ventilated work area. Keep out of reach of children.

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 1-800-424-5323 or log on to www.epa.gov/lead. Avoid

contact with eyes and skin. **Disposal:** Dispose of unused or unwanted product in accordance with local laws regulating water-based coatings.

TECHNICAL INFORMATION: Solids by volume: 35% (±5%)
• Weight per gallon: 10 lbs. • Avg Coverage: 200-400 SF Gal
• Expandability: up to 200% • Adhesion: 200 PSI • VOC (<48 g/L) • Shelf life: 24 months in unopened can •

Application and Conditions – Apply when air and surface temperature is between 50o and 90o F (10o and 32o C) and relative humidity is less than 80%. Substrate moisture content should not exceed 14%. If MDCF does get wet, allow to dry clear before painting. • Brush, Roller or Pad – Use synthetic (nylon, polyester or blend) • Airless Sprayer – Use .015" – .017" tip @ 1800–2200 PSI

TINTING: This Product may not be tinted.

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

LIMITATIONS: MDCF is not to be used on floors, decks, and most horizontal walking surfaces. (or surfaces subject to immersion or prolonged contact with water.) Exterior project should use Mad Dog Primer. For wooden decks use Deck Fix Primer. Not for use with interior oils or latex enamels or other coating that 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 Primers are 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 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.

Packaging Data:

Gallons - 4 per carton – MDCF100
Quarts - 6 per carton - MDCF025

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