



Technical Specification Sheet



Dura-Primer Primer

General Description: DURA-PRIME is an *Exterior* water-based, non-toxic, stabilizing primer. DURA-PRIME penetrates and stabilizes and prepares peeling paint, cracking stucco, rusty and galvanized metal, wood and concrete surfaces. Effectively doubles and triples the job life of most projects.

What does “double and triple” really mean?

If a building is normally repainted every 6 – 8 years, Using DURA-PRIME as your primer will allow the project to last 15 – 20 years with a bit of touch up.

If deck railings last 1-2 years, DURA-PRIME will help it to last 3-6 year on average.

If a metal railing by the ocean usually rusts and fades in 6 months, DURA-PRIME will help it last 2-3 years.

DURA-PRIME will help a project go from cyclical job costs to a maintenance project cost for 15-20 years. When the project is finally repainted, preparation will be minimal and normally one coat of paint is needed to bring it back to a shiny “new” building.

See link on website for actual examples and cost savings. <http://maddogprimer.com/products/project-gallery.php>

Turning the Tables on Paint Problems:

Buildings and painted surfaces continually move with the weather, temperature, humidity and the seasons. However, traditional primers and coatings become relatively rigid in a short amount of time. This “Bad Marriage” relationship of simultaneous flexibility and inflexibility, creates stress between surfaces and the coating....causing peeling, cracking and rusting to occur.

DURA-PRIME uses a “Firm but Flexible” approach to actually “Solve” paint problems.

DURA-PRIME chemically stabilizes surfaces by using a combination of “Glue Like” adhesives and “Rubber Band” like flexibility in its formula. DURA-PRIME is flexible enough to allow some movement, but, firm enough to hold everything together.

Instead of relying solely on your physical labor to prepare the surface and traditional primers, which become brittle, you can “Glue” the sucker down and chemically stabilize the surface.

There is no learning curve with Mad Dog. Everything is the same. You prep, prime, paint and clean up as you normally would. The only difference is the result you get. DURA-PRIME will double and triple the life of any paint job.

Benefits:

- Glue-like adhesion up to 300 PSI
- Flexes up to 300%
- Reduces prep needed for long-term job life.
- Dries in 1 hour
- Reduces and solves peeling paint, and stucco
- Effective on light and moderate rust and tannin bleed
- Doubles and triples effective project life of trouble areas.
- Non-toxic, solvent free, non-mercuric
- Low VOCs
- Soap and water clean-up

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

COVERAGE RATES:

Approximately 300 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 an appropriate cleaning solution, or solvent. Remove as much as possible of any unsoundly adhered coatings. Sand any remaining paint film edges to desired smoothness. Sanding can be done to a desired smoothness before applying primer. Primer is not sandable after applied

Bare wood 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 quality biocidal / mildewcide 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 be approximately 15%.
- Never apply DURA-PRIME if weather conditions will not permit drying before rain, dew or freezing. Do not apply in direct sunlight or on surfaces with a temp of 90 F / 32 C or higher.
- Cool temperatures and/or high humidity can retard drying and curing. Allow product to dry overnight in these conditions.
- DURA-PRIME normally cures within 7 - 14 days.

Rainy Weather: If DURA-PRIME does get wet, allow MPD to dry, inspect affected areas, touch up and repair / reprime as needed, Then continue painting.

Topcoat Paints: DURA-PRIME's secret of success is its glue like grip and flexible strength. As DURA-PRIME remains flexible, use only (Top shelf) high quality 100% acrylic (flexible) exterior latex paints and solid latex stains. Some flat paints will claim 100% Acrylic, but, the resins within the paint are quite brittle and can cause a crazing and crackling effect after a few days. If glossy paints are desired, the 1st coat over DURA-PRIME must be a satin/semi-gloss followed by the glossy paint. This will result in a true glossy finish. Test products you have not used over Mad Dog to confirm compatibility. Topcoat within 5 days. If it rains and you exceed the top coat within 5 days rule, allow the surfaces to fully dry, check and touch up damaged areas, and continue painting.

Testing: Prepare substrate, apply DURA-PRIME and top coat for desired performance on small area several days before proceeding with entire project to be assured of desired effect desired.

Flashing and Sheen Variation Concerns: Spot painting is recommended over the primed area before apply the first coat of paint to avoid flashing. This is especially true of areas which are mainly spot primed; we recommend priming entire surfaces to reduce this common problem. Test for desired results and let dry overnight before proceeding with the entire project.

Cold Weather Application Tips: During cold weather conditions with sudden temperature drops or with temperatures hovering between 40-55 F degrees, apply DURA-PRIME 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: DURA-PRIME is designed to stop light to moderate rust and tannin problems such as rusty nail heads and railings. Apply 2 coats of DURA-PRIME. Let product dry between prime coats. Allow to dry overnight before painting.

Stabilizing Stucco and concrete cracks: DURA-PRIME is ideal for stabilizing hairline cracks. After preparing surface brush or roll DURA-PRIME into the crack or unstable area. Allow area to dry overnight. Be careful not to apply DURA-PRIME or topcoat on too heavily on rougher surfaces as it could crackle / mud crack during the drying process.

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, DURA-PRIME may be thinned slightly with 1-2 OZ. Per quart . Let area dry and apply a second coat of full strength DURA-PRIME.

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 and also into new and unpainted surfaces. Airless Sprayer – Use .015” – .017” tip @ 1800–2200 PSI. Product can also be splattered on the surface with minimal overspray and product lose by reducing the pressure of your airless sprayer. Back roll / brush DURA-PRIME into all surfaces.

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 tint when appropriate. Because DURA-PRIME is a clear base it will not tint opaque; it will be a more transparent look.

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.

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 – 90F. Keep from freezing or excessive heat.

More guidelines can be found at www.maddogprimer.com.

LIMITATIONS: • DURA-PRIME 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 paints or interior applications. Not for use with oils or 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.

DURA-PRIME 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 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.

TECHNICAL INFORMATION:

Percent Solids, Volume: 55%
Density: 8.73 lb. (3.96 kg)/gal
Viscosity Range: 2000-4000 cps
Practical spread rate: 300 SF Gal
Dry Time @ 75 F/50% RH: Touch: 1 hour
Recoat: 1- 2 hours

Liquid appearance: Milky-green
Dried appearance: hazy green
Properties when dry: Tacky and flexible until painted.

Adhesion Cure @ 75 F/50% RH: 7 – 10 days
Flame Spread (ASTM-84-97A): 0, Class 1
Smoke Contrib. (ASTM-84-97A): 5, Class 1
Flash Point (ASTM D3278): >200 F (93 C)

*ASTM D-3359, Pull-off Adhesion (exceeds standards).

*ASTM D-522, Flexibility (remains flexible over time does not become brittle and crack).

*ASTM D-3359, Paint-ability (passed, can be over painted).

*ASTM D-2794, Impact Resistance (160+in.lbs. - exceeds testing standard).

*ASTM D-3273, D-3274, Mildew Resistance (passed).

*ASTM D-2370, Tensile Properties (245 psi).

*ASTM D-3960, Zero VOC's (below 25 ppm detection limit for specified test method).

*ASTM D-1653, Permeability (0.6 perms), water

vapor can pass through the multi-layered protective membrane formed through the coating process ("lets the building breathe"). Passed

*ASTM G-53, Weathering/Aging (1,000 hours) – no chalking, cracking or peeling.

*ASTM B-117 Salt Fog Chamber (*no blistering or rusting* after 1,500 hours of exposure).

*ASTM D-4585 Humidity Chamber (no blistering or rusting after 1,400 hours of exposure).

VOC: 48 g/L

Freeze/Thaw Stable: Yes

Shelf Life: 24 mo @ 75 F (24 C)

Weight per gallon: approximately 10 lbs.

LIMITED WARRANTY

If this product fails to perform as specified herein, DURA-PRIMEP will furnish an equivalent amount of replacement product, or will refund the purchase price upon proof of purchase. DURA-PRIMEP 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 DURA-PRIME'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:

Quarts - 6 per carton - MDPDP - 025
Gallons - 4 per carton – MDPDP -100
Pails - 5 gallon capacity – MDPDP – 500

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