



with **WEATHERSMART**  
Adhesive Technology™ 

**HELPS PAINT LAST UP TO 20 YEARS**

## **INTERIOR: PLASTER AND SHEETROCK**

**100+ Year Old College 5 Story Stairway Restoration**



### **PROBLEM:**

Peeling and flaking paint. Plaster crumbling cracking up to 1/8th inch, caused by age and seasonal expansion/contraction.

### **TRADITIONAL FIX:**

- Prep; tape and patch as necessary, 2 coats of paint
- Cost: \$3,700
- Life Expectancy: 3-4 years (cracking reoccurs within 1-2 years)

**20-year Projected Cost: \$12,000+**

### **MAD DOG SOLUTION:**

- Prep; 1-2 coats of Crack Fix, tape and patch as necessary, 2 coats of paint
- Cost: \$3,900
- Maintenance: Touch-up year 9: \$275
- Life Expectancy: 20+ years, with touch-up

**20-year Projected Cost: <\$4,500**



**WEATHERSMART**  
Adhesive Technology™ 

- Penetrates and bonds like glue
- Helps your job last up to 2 to 3 times longer than traditional primers
- Remains permanently flexible
- Very breathable
- Permanently prevents peeling and cracking on new and weathered surfaces
- Reduces prep and labor by 20%



**SAVES TIME, MONEY AND LABOR**

This information should not be considered complete as space is very limited. Use proper painting tradecraft on all projects. Product information, technical specification, application guidelines, warnings, MSDS, and more available at:

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

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