



with **WEATHERSMART** 
Adhesive Technology™

DURA-SEAL 24™

CONCRETE AND MASONRY PRIMER

Product Specs:

- 40% solids (+/-5%)
- 200% flexibility/200 PSI adhesion
- Coverage: 300-400 SF gallon
- Apply on surfaces up to 20% moisture content and a pH of 13
- Dries in 1 hour, recoat 1-2 hrs
- Dries tacky to the touch
- Apply by brush, roll or spray (.017 tip)
- Resists mold and mildew
- Do not tint
- White base formula
- Water-based formula
- Soap & water clean-up
- Low odor, low VOC (<48 g/l)
- Interior and exterior use (above grade)

Gallon SKU: MDPDS 100
MSRP \$49.99 • UPC: 6-89076-143622
5-gallon, 55-gallon, and totes upon request

PRIME HIGH PH 13 AFTER 24 HOUR MASONRY CURE

- Save time and money by priming sooner
- Use on new and weathered surfaces
- Penetrates, seals chalky masonry surfaces
- Prevents peeling caused by efflorescence and salt damage
- Salt air and humidity resistant
- Extreme sun, rain, heat, cold, humidity and salt air formula
- Bridges, fills and permanently resists surface cracking
- Resists and prevents cracks from recurring
- Penetrates and stabilizes peeling surfaces
- See all details and instructions before use

Use on New masonry, concrete, block, plaster, brick, stucco, mortar, fiber cement siding, EIFS exterior insulated siding; all new, weathered, & peeling masonry surfaces.

SAVES TIME, MONEY AND LABOR

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%



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

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(Patent Pending)