

We engineered a family of high-performance acrylic latex primers to solve most challenging architectural paint problems and to ensure longer lasting paint life and more durability than traditional primers.

Mad Dog Professional Primers are built using a patented system of proprietary resins called



All our high-performance primers share these qualities:

- Permanently flexible and breathable
- Adheres and bonds to substrates with glue-like grip
- High solids volume provides most sound surface for top-coat adhesion
- Ensures longest lasting top-coat durability and longevity
- Lock down and encapsulate peeling, cracking on worn, weathered substrates
- Excel in climates with a wide range of weather conditions: sun, rain, heat, cold, humidity, and salt air
- Low VOCs (< 48 g/l), low odor, eco-friendly formulas
- Mold and mildew resistant
- 100% acrylic latex formulas
- Soap & water clean up

Surfaces	Dura-Last	Dura-Prime	Dura-Build	Dura-Seal 24	Deck Fix	Crack Fix
Wood (Peeling, Weathered)	●	●	●			
Masonry, Stucco, Concrete, Brick	●	●	●	●	●	
Ferrous Metal (Iron, Steel, Wrought)		●				
Galvanized Metal, Aluminum	●	●		●	●	
Surfaces with Rust or Tannin		●			●	
Over Glossy Surfaces/Oil Paint	●	●	●	●	●	●
PVC, Vinyl Siding	●				●	
General Purpose or New Surfaces	●	●		●	●	
Decks, Walking Surfaces, Stair Treads					●	
Cracks and Peeling Surfaces	●	●	●	●	*	●

Why Paint Peels?

Building substrates continually expand and contract with weather, temperature, and humidity. Traditional primers become brittle over 5 to 7 years and will crack, causing paint failure, as the substrate continues to expand and contract.

Mad Dog Professional Primers with WeatherSmart Adhesive Technology solve paint problems by working with nature. Mad Dog Primers bond to the substrate and remains permanently flexible and breathable. Mad Dog Primers move with the substrate as it expands and contracts. High quality exterior acrylic latex paints cross-link with Mad Dog Primers to create a single highly flexible, breathable coating, resulting in longer lasting paint jobs than traditional primers offer.

What does "Helps Paint last up to 20 years" actually mean?

Most buildings need repainting every 5-8 years. Mad Dog Primers ensure a sound top-coat finish for 10-20 years, or 2 to 3 times longer than traditional primer applications.

Solids by Volume

Solids by volume are the percentage of solids left behind (dry film) after the vehicle evaporates. In acrylic latex primers, the vehicle is water. The vehicle is what enables the resins in a paint to spread and disperse over a surface. The solids by volume is the percentage of what is left behind when the primer dries. The higher the solids by volume percentage; the more stable a surface is provided to protect the underlying substrate and to give a sound surface for top-coat adhesion. Mad Dog Primers have solids by volume ranging from 35% to 55%. Traditional primers have solids by volume in a range from 18% to 32%. Mad Dog Primers with WeatherSmart Adhesive Technology provide a more stable, sound surface than traditional primers.



INVEST IN YOUR FUTURE

WITH



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DECK FIX

Penetrating/Bonding Primer/Sealer

HELPS WORN AND WEATHERED DECK SURFACES LAST 2 TO 3 TIMES LONGER THAN TRADITIONAL DECK PRIMERS

KEY SPECS

- 38% volume solids
- 300% elongation
- 300 + PSI adhesion
- 300 sq ft per gallon@ 2 mils dry (5.2 mils WFT)
- Dries clear and tacky to the touch
- Recoat time: 1-2 hours
- Brush, roll or spray (.015 tip)
- Exterior

- Holds back rust bleed and tannin bleed with two coats
- Use on: all types of wood substrates, masonry, stucco, and concrete
- Best project applications: weathered, worn wooden decks and porches, pool decks, horizontal surfaces to be painted or stained, brick, masonry, and concrete

DURA-LAST

Multi-Purpose Bonding Primer

PERMANENTLY FLEXIBLE AND BREATHABLE HIGH-PERFORMANCE BONDING PRIMER.

KEY SPECS

- 40% volume solids
- 320 sq ft per gallon@ 2 mils dry (5 mils WFT)
- Dries white and tacky to the touch
- Recoat time: 1-2 hours
- Brush, roll or spray (.015 tip)
- Exterior

- Use on: all types of wood substrates, masonry, stucco, concrete, galvanized metal
- Best project applications: new construction, municipal buildings, residential re-paint, industrial and commercial substrates, and worn, weathered substrates.



DURA-PRIME

Stabilizing Bonding Primer

Our flagship product. Locks Down and Encapsulates Peeling Cracking, Damaged Substrates. The best 100% acrylic latex exterior primer available on the market.

- 55% volume solids provides the most stable surface for top-coat adhesion and durability
- Holds back rust bleed and tannin bleed with two coats
- Use on: all types of wood substrates, masonry, stucco, concrete, galvanized metal
- Best project applications: historic renovation & restoration, churches, municipal buildings, residential re-paint projects, industrial and commercial substrates, and worn, damaged substrates where paint has difficulty adhering.

KEY SPECS

- 55% volume solids
- 300% elongation
- 300 + PSI adhesion
- 300 sq ft per gallon@ 3 mils dry (5.45 mils WFT)
- Dries clear and tacky
- Recoat time: 1-2 hours
- Tintable
- Brush, roll or spray (.015 tip)
- Exterior



DURA-BUILD

High Build Bonding Primer/Sealer

- 35% volume solids
- 140 sq ft per gallon@ 4 mils dry (11 mils WFT)
- Dries bright white and slightly tacky to the touch
- Recoat time: 1-2 hours
- Tintable
- Brush, roll or spray (.015 tip)
- Interior/Exterior

CRACK FIX

Crack Stabilizing Primer

- 35% volume solids
- 200 sq ft per gallon@ 3 mils dry (8.5 mils WFT)
- Dries white and tacky to the touch
- Recoat time: 1-2 hours
- Tintable
- Brush, roll or spray (.015 tip)
- Interior/Exterior



DURA-SEAL

Concrete and Masonry Primer/Sealer

- 40% volume solids
- 320 sq ft per gallon@ 2 mils dry (5 mils WFT)
- Dries white and tacky to the touch
- Recoat time: 1-2 hours
- Tintable
- Brush, roll or spray (.015 tip)
- Interior/Exterior