



## Technical Data Sheet



### Dura-Build

**Dura-Build** is an Interior / Exterior water-based, non-toxic, high build stabilizing primer. Dura-Build smooths and levels rough and uneven surfaces. DURA-BUILD penetrates and stabilizes and prepares peeling paint, cracking stucco, and galvanized metal, wood and concrete surfaces.

#### Benefits:

- Glue-like adhesion up to 200 PSI
- Flexes up to 200%
- Reduces prep needed for long-term job life.
- Dries for recoating in 1 to 2 hours
- Fills in and smooths rough and uneven surfaces
- 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 rough and uneven substrate surfaces in siding, fascia, T1-11, hardboard, stucco, PVC, masonry

#### COVERAGE RATES:

Approximately 100 - 150 SF Gallon

#### 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.

**Mold:** Remove mold and mildew before painting with a solution quality biocidal / mildewcide wash. Rinse well.

#### 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-BUILD 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-BUILD normally cures within 7 - 14 days.

**Topcoat Compatibility:** DURA-BUILD's secret of success is its glue- like grip and flexible strength. As DURA-BUILD remains flexible, use only high quality 100% acrylic exterior latex paints and solid latex stains. Avoid using enamel or gloss finishes on top of Dura-Build. These products cure harder and more brittle than the Dura-Build and can crack as the underlying coat of Dura-Build will continue to move and flex. Test products you have not used over Mad Dog to confirm compatibility.

Mad Dog Primers remain tacky to the touch when dry – a feature of the glue-like adhesion qualities. Which means that anything floating in the air can potentially adhere to the primer. We recommend applying finish coats within 5 days.

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

**Cold Weather Application Tips:** During cold weather conditions with sudden temperature drops or with temperatures hovering between 40-55 F degrees, apply DURA-BUILD 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.

**Application Methods** – Brush, roll, or spray. Back brushing is recommended. Spray with a .0015 to .0017 tip.

**TINTING:** Product may be tinted up to 4 oz. per gallon of universal colorant.

**DRY TIMES: Dura-Build dries tacky to the touch. Dries for recoating in 1 to 2 hours**

**CLEAN UP:** clean up with soap and water after use.

**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.

**Precautions - WARNING! Do Not Take Internally.** May cause gastro-intestinal 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.**

**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](http://www.epa.gov/lead).

**TECHNICAL INFORMATION:**

Percent Solids, Volume: 35%  
Density: 8.73 lb. (3.96 kg)/gal  
Viscosity Range: 2000-4000 cps  
Practical spread rate: 100 - 150 SF Gal  
Dry Time @ 75 F/50% RH: Touch: 1 hour  
Recoat: 1- 2 hours  
Liquid appearance: White  
Dried appearance: White  
Properties when dry: Tacky & Flexible

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-1653, Permeability (0.6 perms), water vapor can pass through the multi-layered protective membrane formed through the coating process

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

VOC: Approximately 48 g/L

Freeze/Thaw Stable: Yes, one cycle

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

Weight per gallon: approximately 10 lbs.

**LIMITED WARRANTY** The Consumer shall satisfy themselves of the suitability of this product for the intended purpose. Weather, applicator's skill, surface conditions, proper topcoat paints 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 of agreement to this warranty.

Not for use on interior surfaces, or on floors, decks, or walking surfaces.

**Packaging Data:**

Quarts - 6 per carton MDPDB - 025

Gallons - 4 per carton MDPDB -100

**Mad Dog Paint Products Inc, a division of Merrifield Paint Company**

47 Inwood Road

Rocky Hill CT 06067

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