



Technical Data Sheet



DURA-LAST

**PERMANENTLY FLEXIBLE AND BREATHABLE
HIGH-PERFORMANCE BONDING PRIMER For
Exterior and Interior use**

Key Specs:

- Adheres at 200 PSI
- 200% Elongation
- 40% solids by volume
- Permanently Flexible and breathable
- Reduces prep needed for long-term job life.
- Recoat in 1-2 hour
- Water based
- Low VOCs <48g/L
- Tintable up to 4 oz per gallon
- Soap and water clean-up

RECOMMENDED USES New or existing construction; wood, T1-11, masonry, concrete, previously painted surfaces, peeling and damaged surfaces

COVERAGE RATES:

320 sq ft per gallon @ 2 mils dry (5 mils WFT)

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.

Application Conditions:

- Apply when air and surface temperature is between 45 and 90 F and relative humidity is less than 90%. Substrate moisture content should be approximately 14%.
- Never apply DURA-LAST 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-LAST normally cures within 7 - 14 days.

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

Topcoat Compatibility: Dura Last's secret of success is its glue- like grip and flexible strength. As Dura-Last remains permanently flexible, use only high quality 100% acrylic exterior latex paints and solid latex stains. Avoid using enamel or gloss finishes on top of Dura-Last. These products cure harder and more brittle than the Dura-Last and can crack as the underlying coat of Dura-Last 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-Last and top coat for desired performance on small area several days before proceeding with

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: Dry time is normally 1 hour to the touch and recoat in 2 hours. Product applies white and dries white, tacky to the touch.

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.

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.**

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: 40%
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: White
Dried appearance: White
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-522, Flexibility (pass, no cracking)
*ASTM D-3273/D-3274, Mildew/Mold Resistance Test: no growth on the surface of the paint film.
*ASTM D-2370, Tensile Properties (>400% Elongation)
*ASTM D-4541-17 Pull-off strength of Coatings (Adhesion) 421 PSI.
*ASTM D-3960, Zero VOC's (below 25 ppm detection limit for specified test method).
*ASTM D-1653 Water Vapor Permeance: 52.3 perms
*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.

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