



## Technical Data Sheet



### DURA-PRIME

**Mad Dog Dura-Prime locks down and encapsulates peeling, cracking, weathered, damaged substrates. It stabilizes and fortifies substrates for unparalleled top-coat durability and longevity**

- **55% volume solids** provides the most stable surface for top-coat adhesion and durability
- **Holds back most rust and tannin bleed with two coats**
- **Use on:** all types of wood substrates, masonry, stucco, concrete, galvanized metal, pvc, aluminum
- **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**
- **Dries clear and tacky to the touch**
- **300 + PSI adhesion**
- **Exterior use**

#### COVERAGE RATES:

300 sq ft per gallon @ 3 mils dry (5.45 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.

**Mold:** Remove mold and mildew before painting with a solution quality biocidal / mildewcide wash. Rinse well. Always wear protective clothing and goggles to prevent eye and skin contact with bleach. Do not mix ammonia or any other chemical with bleach solution.

#### Application Conditions:

- Apply when air and surface temperature is between 40 and 90 F and relative humidity is less than 90%. Substrate moisture content should be approximately 14%.
- Never apply DURA-PRIME 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 or higher.
- Cool temperatures and/or high humidity can retard drying and curing. Allow product to dry overnight in these conditions.
- DURA-PRIME normally cures within 7 - 14 days.

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

**Topcoat Paints:** As DURA-PRIME remains permanently flexible and breathable use high quality 100% acrylic latex paints and solid latex stains. Avoid using enamel or gloss finishes on top of Dura-Prime. These products cure harder and more brittle than the Dura-Prime and can crack as the underlying coat of Dura-Prime will continue to move and flex.

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-PRIME and top coat for desired performance on small area several days before proceeding with entire project to be assured of desired result.

**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 milky green and dries clear, tacky to the touch.

**CLEAN UP:** clean up with soap and water after use. Clean spills and spatters immediately with soap and water.

**Product Storage:** Store between 45F – 90F. Keep from freezing or excessive heat.

**LIMITATIONS:** • DURA-PRIME is not for use on floors, decks, most horizontal, and walking surfaces. (or surfaces subject to immersion or prolonged contact with water.) Not for use with interior paints or interior applications. Not for use with oils or latex enamels or other coating which dry to a hard finish.

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

**TECHNICAL INFORMATION:**  
Percent Solids, Volume: 55%  
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  
VOC Compliant in all regulated areas

Liquid appearance: Milky-green  
Dried appearance: Clear  
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 (>800% Elongation)  
\*ASTM D-4541-17 Pull-off strength of Coatings (Adhesion) 671 PSI.  
\*ASTM D-3960, Zero VOC's (below 25 ppm detection limit for specified test method).  
\*ASTM D-1653 Water Vapor Permeance: 60.3 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.

**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.

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