



Technical Data Sheet



Dura-Seal 24

THE ONLY BONDING MASONRY PRIMER THAT ADHERES TO NEW MASONRY WITH HIGH PH BALANCES AFTER ONLY A 24 HOUR SUBSTRATE CURE

- Ideal for sealing and conditioning above-grade masonry surfaces with high PH balances and weathered, chalky masonry substrates
- Alkali and efflorescent resistant
- High hiding
- Use on: concrete, block, plaster, brick, stucco, fiber cement siding, and mortar

Key Specs:

- 40% volume solids
- Dries white and tacky to the touch
- Apply on hot (green or fresh) mortar, concrete, block, plaster, brick, stucco, fiber cement siding, EIFS ext. wall cladding surfaces with a pH of 6.5 to 14 below a 20% moisture content.
- Interior/Exterior Use

RECOMMENDED USES: DURA-SEAL 24 is designed to be a premium masonry coating for new and weathered 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. Remove excess chalky material.

Application Conditions:

- Apply when air and surface temperature is between 40 and 90 F and relative humidity is less than 80%. Substrate moisture content should be approximately 15%.
- Never apply DURA-SEAL 24 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-SEAL 24 normally cures within 7 - 14 days.

Rainy Weather: If DURA-SEAL 24 does get wet, allow to dry, inspect affected areas, touch up and repair / reprime as needed.

Topcoat Compatibility: Dura-Seal 24's secret of success is its glue- like grip and flexible strength. As the product 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-Seal 24. These products cure harder and more brittle than the Dura-Seal 24 and can crack as the underlying coat of Dura-Seal 24 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.

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

TINTING: Tintable up to 4 oz of universal tint per gallon

DRY TIMES: Dry time is normally 1 hour to the touch and recoat in 1-2 hours. Product applies and dries bright white.

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 – 400 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.
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: 2 cycles
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:
Gallons - 4 per carton – MDPDS -100

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