Dura-Prime
Stabilizing Bonding Primer

Helps Paint Last 2 to 3 Times Longer Than Other Primers

*Penetrates, seals and encapsulates peeling, cracking and damaged surfaces

*Blocks rust and tannin bleed

*Provides a stable surface for long lasting top coat life

*Prevents paint from peeling

*Extreme sun, rain, heat, cold, humidity & salt air formula

Usage: Damaged, weathered surfaces, rusty metals, untreated cedar, redwood, heart pine. New or old wood, metal, concrete, stucco, masonry.

Product Specs:

55% solids
300% flexibility/300 PSI Adhesion
300 SF gal coverage

Dries in 1 hour, recoat 1-2 hrs
Apply by spray (.017 tip), brush, roll
Tintable up to 4 oz universal
Dries clear
Blocks rust and tannin bleed with two coats

Exterior Use

100% Latex
Soap & water clean-up
Low odor, Low VOC (<48 g/l)

Quart
SKU: MDPDP 025
UPC: 6-78236-100278

Gallon
SKU: MDPDP 100
UPC: 6-78236-100285

Also available in 5s

MAD DOG
Professional Primer

WEATHERSMART
Adhesive Technology™

*Permanently flexes and breathes
*Helps topcoats retain sheen and color 2 to 3 times longer than traditional primers
*Bonds like glue
*Permanently prevents peeling and cracking
*Locks down and stabilizes all weathered surfaces
*Resists mold and mildew
*Promotes adhesion for longest lasting paint durability
*Reduces prep & labor by 20%

patent pending
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