

**NEW PRODUCT  
AVAILABLE NOW**



## **Dura-Seal 24 Concrete & Masonry Primer**

**Prime High pH 13  
After 24 Hour Masonry Cure**

- \*Save time and money by priming sooner than other products.
- \*Penetrates, seals and encapsulates chalky masonry surfaces
- \*Prevents peeling caused by efflorescence and salt damage
- \*Salt air and humidity resistant
- \*Extreme sun, rain, heat, cold, humidity & salt air formula

### **Product Specs:**

Apply to new masonry after 24 hours  
40% solids  
200% flexibility/200 PSI Adhesion  
300-400 SF gal coverage

Apply on surfaces up to 20% moisture content or up to pH 13

Dries in 1 hour, recoat 1-2 hrs  
Apply by brush, roller or spray (.017 tip)

Interior/Exterior Use - above grade

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

1 gallon pails  
SKU: MDPDS 100

**Usage:** new masonry, concrete, block, plaster, brick, stucco, mortar, fiber cement siding, EIFS exterior insulated siding. All weathered, peeling masonry surfaces.

### **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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