



with **WEATHERSMART** Adhesive Technology™ 

DURA-PRIME™

STABILIZING BONDING PRIMER

with Tannin & Rust Protection

Product Specs:

- 55% solids (+/-5%)
- 300% flexibility/300 PSI adhesion
- Coverage: 300 SF gallon average
- Two coats to resist rust and tannins
- Dries in 1 hour, recoat 1-2 hours
- Dries tacky to the touch
- Apply by brush, roll or spray (.017 tip)
- Resists mold and mildew
- Tint up to 4 oz universal
- Do not apply flat or glossy paint directly to primer. See specs and label for details
- Applies milky – dries clear
- Clear base formula
- Water-based
- Soap & water clean-up
- Low odor, low VOC (<48 g/l)
- Exterior use

Quart SKU: MDPDP 025
 UPC: 6-78236-100278
 Gallon SKU: MDPDP 100
 UPC: 6-78236-100285
 5 Gallon SKU: MDPDP 500
 UPC: 78236-100292
 MSRP: \$71.95 per gal

HELPS PAINT LAST UP TO 20 YEARS

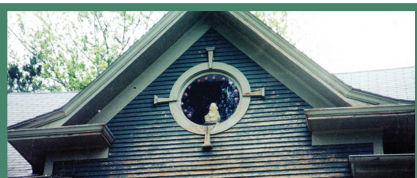
- Use in new and weathered surfaces
- Resists rust and tannin bleed with 2 coats
- Bonds, penetrates and stabilizes peeling and cracking surfaces
- Bridges, fills and permanently resists peeling and surface cracking
- Resists and prevents peeling and cracks from recurring
- Helps paint last 2 to 3 times longer
- See all details and instructions before use

Use on all new, weathered, and peeling surfaces including wood, plywood, chemically treated wood, T1-11 siding, masonry, concrete, block, brick, stucco, fiber cement siding, EIFS exterior insulated siding, all metals, galvanized and ferrous metal, and more.

SAVES TIME, MONEY AND LABOR

WEATHERSMART Adhesive Technology™ 

- Penetrates and bonds like glue
- Helps your job last up to 2 to 3 times longer than traditional primers
- Remains permanently flexible
- Very breathable
- Permanently prevents peeling and cracking on new and weathered surfaces
- Reduces prep and labor by 20%



Before



Nearly 20 years later

This information should not be considered complete as space is very limited. Use proper painting tradecraft on all projects. Product information, technical specification, application guidelines, warnings, MSDS, and more available at:

www.maddogprimer.com

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 (Patent Pending)