



## Mad Dog Paint Products

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## Technical Specification Sheet

### Mad Dog Crack Fix Primer

#### General Description:

Mad Dog Crack Fix (MDCF) is a water-based, non-toxic, stabilizing *interior* primer. MDCF penetrates, stabilizes and prepares peeling paint, cracking stucco and plaster, rusty and galvanized metal, wood and concrete surfaces. It doubles and triples the job life of most projects. MDCF reduces complaints, maintenance, callbacks by 90%.

#### Benefits:

- Glue-like adhesion up to 300 PSI
- Flexes up to 300%
- Dries in 1 hour
- Reduces and solves peeling paint, cracking plaster and stucco
- Effective on light and moderate rust and tannin bleed
- Effectively doubles and triples effective project life of trouble areas.
- Reduces complaints, problems, and maintenance by 90%.
- Non-toxic, solvent free, non-mercuric
- Low VOCs (below .40 lbs per gal)
- Soap and water clean-up

**RECOMMENDED USES:** Use product to stabilize problem areas such as: peeling paint and hairline cracks in stucco, plaster, and gypsum wall board, woodwork, rusty metal railing, rusty nail heads, and galvanized metal.

#### COVERAGE RATES:

Approximately 300 SF Gallon depending on the porosity of surface and thickness product is applied.

#### 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.

Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Scrape and sand peeled or checked paint to a sound surface. Sand glossy surfaces dull. Seal stains from water, smoke, ink, pencil, grease, etc. with fast drying primer.

Always wash surface with a household ammonia and water solution, appropriate cleaning solution, or solvent (Do not use TSP as a cleaner). Remove as much as possible of any unsoundly adhered coatings. Sand any remaining paint film edges to desired smoothness. Sanding should be done to a desired smoothness before applying primer. Once MDCF has been applied the area can not be sanded.

Attempt to remove existing stains by washing, sanding, scraping, etc.

**Mold:** Remove mold and mildew before painting with a solution of one cup household bleach per gallon of water or a quality biocidal 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 50° and 90° F (10° and 32° C) and relative humidity is less than 80%. Substrate moisture content should not exceed 14%. If MDCF does get wet, allow to dry clear before painting.

**Top Coating:** Topcoat only with high quality 100% latex paints. Flexible coatings.

**Rusty Metal and Tannin Bleed Problems:** Mad Dog Primers are designed to stop light to moderate rust and tannin problems such as rusty nail heads and railings. Apply 2 coats of MDCF. Let product dry between prime coats. Allow to dry overnight before painting.

**Stabilizing plaster and sheetrock:** After preparing surface, brush or roll MDCF into the crack or unstable area. MDCF will dry with 1 hour, however, it could still be wet within the cracked areas. Allow area to dry overnight, tape and patch as you would normally. Sand, patch, prime with MDCF and paint as necessary. Remember to pre - spot paint the patched areas before painting the entire project to avoid flashing.

**Hard to penetrate surfaces:** To assist penetration of primer into hard finishes, MDCF may be thinned slightly with 1-2 OZ. Per quart. Let area dry and apply a second coat of full strength MDCF.

#### APPLICATION TIPS:

- Test MDCF and top coat for desired performance on small area before proceeding with entire project.
- Use with Flat through semi-gloss paints. Top coat MDCF within 1 week of priming.

More guidelines can be found at [www.maddogprimer.com](http://www.maddogprimer.com).

**Application Methods** – Shake or stir before using. Do not thin under normal circumstances. Apply with brush and/or roller or airless sprayer. Back brush or roll to work product into cracks and edges of old paint. When properly applied, Crack Fix Primer should dry to a sheen. Apply a second coat if dull spots appear. In most cases, only one coat is necessary to prime most surfaces. If excessive absorption occurs over very porous substrates a second coat may be necessary. Spot painting is recommended to avoid flashing.

- Brush, Roller or Pad – Use synthetic (nylon, polyester or blend)
- Airless Sprayer – Use .015" – .017" tip @ 1800–2200 PSI

**TINTING:** This Product may not be tinted.

**DRY TIMES:** Dry time is normally 1 hour to the touch and recoat time is in 2 hours. Product applies milky blue and dries a clear blue.

**Top Coat:** Top coat only with 100% latex interior paint.

**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 – 95F. Keep from freezing or excessive heat.

**LIMITATIONS:** MDCF is not for exterior use, nor is it to be used on floors, decks, and most horizontal walking surfaces. (or surfaces subject to immersion or prolonged contact with water.) Exterior project should use Mad Dog Primer. For wooden decks use Deck Fix™ Primer. Not for use with interior oils or latex enamels or other coating that dry to a hard finish.

Not for use on problem heavy tannin or heavy rust areas, or where epoxies or industrial coatings are appropriate. Mad Dog Primers are manufactured to help prolong the adhesion of existing paint coatings and is not intended as a substitute for proper surface preparation or for application to surfaces where paint failure results from chronic or excessive moisture intrusion. Repair any source of moisture intrusion before attempting to repaint. Ongoing paint failure may require complete removal of the existing coating system.

**WARNING:**

If you are concerned about mold and mildew behind walls, underneath flooring, in ventilation systems or other unseen areas, contact a professional who specializes in mold and mildew remediation. For commercial buildings and schools follow appropriate guidelines for mold removal.

**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.**

Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. **FIRST AID:** In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately.

**DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE.** Abrading or sanding of dry paint film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure. **WARNING:** This product may contain chemicals known to the State of California to cause cancer and birth defects or other reproductive harm.

**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).

**CAUTION:** Do not take internally. In case of ingestion, seek medical attention. Avoid contact with skin and eyes. Use of skin and eye protection equipment is recommended at all times. If contact with eyes occurs, flush with water for 15 minutes. If skin contact occurs, wash with soap and water. Seek medical attention if rash or other symptoms occur. Do not mix with other chemicals. Use in a well-ventilated work area. Close container after each use. Keep out of reach of children.

**TECHNICAL INFORMATION:**

Percent Solids, Weight: 50%

Percent Solids, Volume: 50%

Density: 8.73 lb. (3.96 kg)/gal

Viscosity Range: 2000-4000 cps

Dry Time @ 75o F/50% RH: Touch: 1 hour

Recoat: 2 hours

Adhesion Cure @ 75o 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): >200o F (93o C)

VOC: 48 g/L

Freeze/Thaw Stable: Yes

Shelf Life: 24 mo @ 75o F (24o C)

Storage/Handling: Store indoors 40o – 90o F(4o – 32o C)

Weight per gallon: Approx. 10 lbs.

Liquid appearance: Milky-Blue

Dried appearance: Hazy Blue

Properties when dry: Tacky and flexible

**LIMITED WARRANTY**

If this product fails to perform as specified herein, MDPP will furnish an equivalent amount of replacement product, or will refund the purchase price upon proof of purchase. MDPP will not be liable for any indirect or consequential damages. This warranty does not include labor or the cost of labor for the application or removal of any paint or primer. Conditions of use are beyond MDPP control. There are thus no warranties of fitness or merchantability beyond that provided above. This warranty gives you specific legal rights which may vary from state to state.

**CAUTION:** Read and carefully follow all information on this technical data bulletin, on the product label, and on the material safety data sheet for this product. To the best of our knowledge the data contained herein are true and accurate at

the date of issuance and are subject to change without prior notice. User must contact Mad Dog Paint Products to verify correctness before specifying or ordering. No guarantee of accuracy is given or implied. We guarantee our products to conform to Mad Dog quality control and assume no responsibility for coverage, performance, or injuries from use.

**Packaging Data:**

Gallons - 4 per carton – MDCF100

Quarts - 6 per carton - MDCF025

6 oz. – 18 per carton – MDCF006

**MAD DOG Paint Products, Inc.**

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