

# GREENWAY



Presents:



**Industrial & Maritime Coatings**

Anti-Corrosion • Impermeable • Mold & Mildew Resistant

# MAD PRODUCTS LEAD THE WAY IN:



LONG-TERM ASSET LIFE PROTECTION AND EXTENSION



LOWERING MAINTENANCE AND FACILITIES COSTS



REDUCING ENERGY COSTS



APPLICATION ON 99% OF ALL SUBSTRATES



The Discovery Channel selected MAD Products out of 900 exhibitors at the 2015 GREENBUILD INTERNATIONAL EXPO in Washington, D.C. as the breakout product of the show

AVAILABLE  
PRODUCTS



# Marine Grade **PRODUCT LINE**

- **MAD ARMOR** – Substrate Protection, Waterproofing, Roofing
- **MAD SHARK** – Non-Skid Flooring
- **MAD GRIP** – Non-Skid Handrail Protection
- **MAD DEFENSE** – Rust Converter and Primer
- **MAD BOND** – Bonding Agent and Primer for Porous Surfaces
- **MAD FIBER** – Fibrous Filler for Filling & Repairing Surfaces



# General Characteristics of MAD COATINGS

MAD ARMOR

MAD SHARK

MAD GRIP

- All green water based products
- Low VOC and Odorless Application
- UV Stable
- Water, Snow and Ice Repellent
- Flame Resistant
- Rust preventative
- Water Repellant
- Outlasts other products up to 2x
- 5 Year Shelf Life





**MAD ARMOR**  
MARINE GRADE

# Advanced marine-grade coating for superior substrate protection

## USES:

- **Equipment & Fixtures**
  - HVAC units, cooling towers, fan rooms, plenums & ducts
  - Hot/cold piping and drains
  - Expansion Joints
- **Interior & Exterior**
  - Walls, Floors & Ceilings
  - Flexible insulation (e.g., Armor Flex)
- **Roofs** (cooling, waterproofing, ponding water)
- **99% of all substrates** (rust/corrosion prevention, waterproofing, energy conservation)

- **Rust, Mold & Mildew Preventative**
  - **Maintains Surface Temp below 105F / 40C**
  - **Full Spectrum Freeze & Thaw Cycle**
    - **High Reflectivity (97.3%)**
      - **Acid Resistant**
        - **700% Elongation**

## COVERAGE:

General protection – 1 gal. = 100 sq. ft. • Waterproofing – 1 gal. = 50 sq. ft. • Roofing – 5 gal. = 200 sq. ft.





## MAD SHARK

MARINE GRADE

ALL GREEN WATER BASED NON SKID FLOOR COATING

# Advanced water-proof non-skid marine-grade flooring

## USES:

MAD Shark coats, insulates and protects:

- **Floors**
  - Kitchen, Service area, Fan rooms, Generator rooms, Walkways)
  - *Pretty much any floor you need to have a non-skid coating!*

- Rust, Mold & Mildew Preventative
- Full Spectrum Freeze & Thaw Cycle
- Available in 18 to 220 grit
  - 15,000 PSI tensile strength
  - #9 on hardness scale
  - Acid Resistant

## APPLICATION:

- MAD Shark is used in conjunction with MAD Armor
- Coverage (used in conjunction with MAD Armor)
  - Limited Traffic Area 1 Gallon = 100 Sq. Ft. (with 1 gallon of MAD Armor)
  - Heavy Traffic Area 1 Gallon = 50 Sq. Ft. (with 1 gallon of MAD Armor per 50 sq. ft.)





# Superior non-slip hand rail protection

- No Need for Surface Preparation
- Available in various grits

## USES:

MAD Grip can be used to coat, insulate and protect:

- **Hand rails** (stairs, balconies, marinas, ramps, walkways)
- *Pretty much anything you need to have a non-slip coating!*

## APPLICATION:

- MAD Grip is used in conjunction with MAD Armor
- Coverage – 1 Gallon = 100 Sq. Ft. / 9M<sup>2</sup>







# General Characteristics of MAD PRIMERS

MAD DEFENSE

MAD BOND

- All green water based products
- Low VOC
- Odorless Application
- No need for extensive surface prep. (*reduced labor costs*)
- Flame Resistant
- Rust preventative
- Single Component

**Both products can be used in conjunction with Mad Armor**





**MAD DEFENSE**

# Specialty rust converter and primer

## USES:

- MAD Defense can be used to treat, coat and protect existing rust problems:
  - **Applies directly over the rust area**
  - **Converts rust to non-corrosive substrate**
  - *Pretty much anywhere you have rust!*

- UV stable
  - Flame Resistant
  - Acid Resistant

## APPLICATION:

- Coverage – 1 Gallon = 300 Sq. Ft. / 28M<sup>2</sup>
- 2 Year Shelf Life





**MAD BOND**  
MARINE GRADE

## USES:

MAD Bond can be used to coat porous substrates for priming of topcoat:

- Applies directly over **porous substrates** to **enhance adhesion** of Mad Armor or Shark

## APPLICATION:

- Coverage – 1 Gallon = 300 Sq. Ft. / 28M<sup>2</sup>
- 1 year shelf life

# Specialty bonding agent and primer

- Mold & Mildew Preventative
- Flame Resistant
  - Acid Resistant
  - Gas Barrier





## **MAD FIBER**

### **USES:**

MAD Fiber can be used to repair and build up HVAC insulation blankets and to repair small pin hole corrosion points in ducting:

## Specialty fiber filler for filling & repairing surfaces

- **Hydrophobic surface**
  - **UV Stable**
    - **Flame Resistant**
      - **Acid Resistant**
        - **Gas Barrier**

### **APPLICATION:**

- Coverage – 1 Gallon = 100 Sq. Ft. / 9.3M<sup>2</sup>
- 5 year shelf life



# Who's Using MAD Products Today?



# Global Third-Party Independent Endorsements



# Images of MAD Products



Common Problem:  
Salt & corrosion  
causing paint  
throughout the ship  
to chip and flake off.



PRO

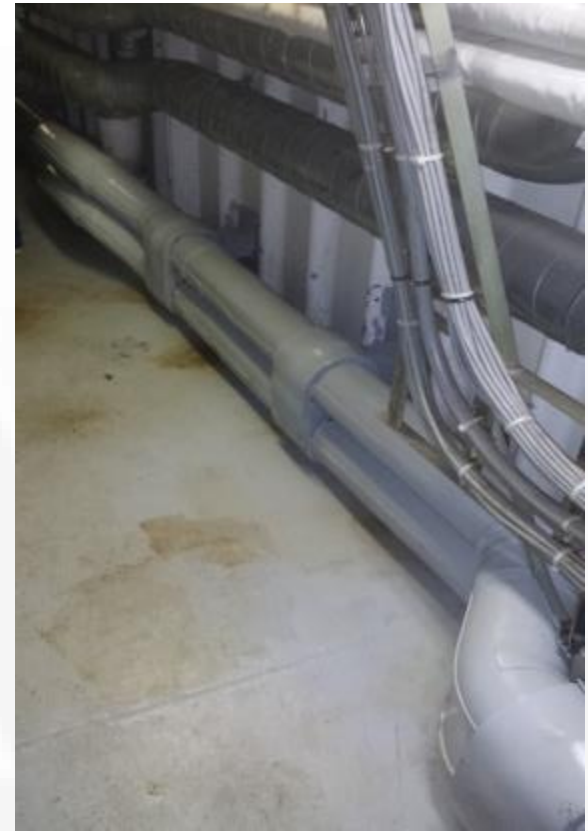


Pliability of MAD Armor coated flexible insulation – After treatment insulation is FULLY ENCAPSULATED, Flexible and PROTECTED from further degrading or dry rot from element exposure.





Insulated HVAC air conditioning plenum coming off air handling unit.



MAD Armor protecting Armor-Flex Insulation

# AC Ducts





Before



After

Air intake rust and corrosion due to weather elements.

PRODUCTS



Air ducts (inside) rust and corrosion due to salt air and moisture.



Fully protected and converted rusted pipe.

PROTECTA PRODUCTS

# Ash Collection Room – Incinerator Facility

- *Muriatic acid is sprayed throughout the room on a daily basis*



Test Patch



2 Years Later



3 Years Later





Before



After

MAD Shark ensures safe environment that protects floor surfaces.





Before



After

MAD Shark ensures safe environment that protects floor surfaces.



Before



After

Protects and seals roofs to withstand ponding water

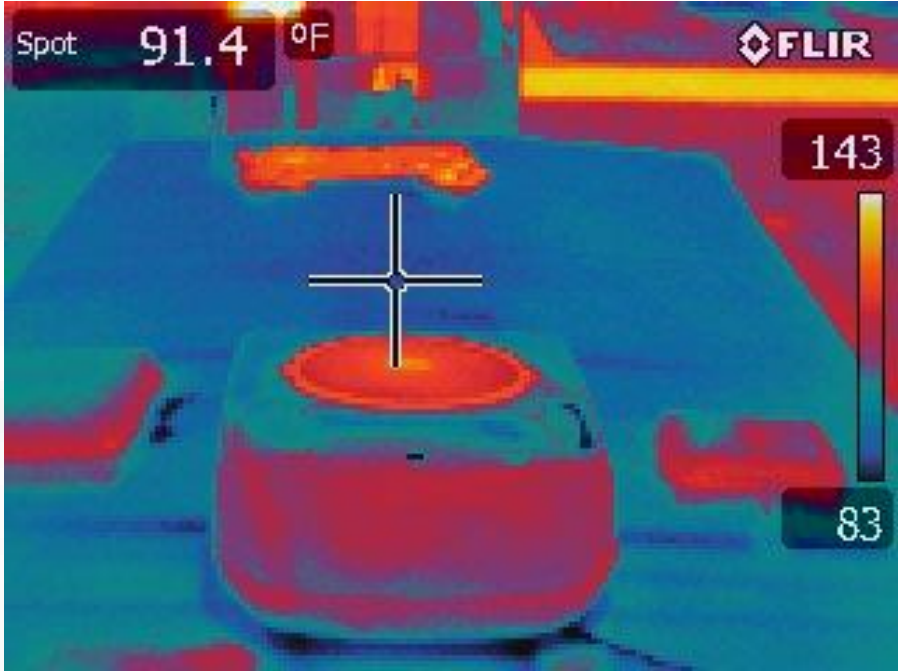


Before



After

Protects and seals roofs to withstand ponding water



Thermal image of RV roof showing MAD Armor keeping it cool.

PRODUCTS

For more information about MAD Products  
and to set up a demonstration please contact:



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