

The durable alternative to modern plasters.

Bring the essence of the globe's most inspiring settings to your walls. From old world palazzos to postmodern lofts, desert retreats to beach bungalows. From rustic mattes with a trowelled touch to smooth sleeks resembling honed stone. The Original Earth Plaster from American Clay helps you put imagination on display.

Made from a unique combination of clays, aggregates and natural pigments, American Clay Earth Plaster is nature's own substitute for cement, gypsum, acrylic or lime plaster. It imparts tangible beauty, uncommon warmth, superior durability and longevity to environments of any style.

ULTIMATELY, A MORE COST-EFFECTIVE CHOICE

Compared to other unique wall covering materials, Earth Plaster saves labor, is reusable, stores forever and has a direct impact on energy consumption.

ALL PLASTERS ARE NOT CREATED EQUAL

- 43 Standard Colors
- Custom Color Matching
- 3 Finishes, Unlimited Textures
- 100% Natural
- VOC-Free
- Mold-Resistant
- Moisture Controlling
- Non-Fading
- Easy to Use
- Easy to Repair
- Minimal Application Training

APPLY WITH EASE

Perfect for use on interior walls and ceilings, the Original Earth Plaster by American Clay mechanically bonds to properly primed stable and dry substrates, including masonry, cement stucco and plasterboards, gypsum, lime basecoat or base Earth plasters, and even painted walls.

One 50-lb. bag of Loma will cover up to 120 square feet of primed drywall in approximately two coats. Surfaces with texture will require a thicker base coat. Recommended application: two thin coats each 1/32 inch, for a combined thickness of up to 1/16 inch.

And to make your application process even easier, American Clay offers a fine selection of compatible products including Sanded Primer, Penetrating Sealer, Gloss Sealers and Dura-Mix.



AMERICAN CLAY
Naturally Beautiful Walls

THREE UNIQUE FINISHES



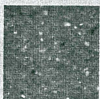
LOMA

Our original smooth finish, Loma creates a soft, even finish that can be worked to a matte look or an almost unlimited number of textures.



PORCELINA

Super-smooth for a more polished appearance, Porcelina creates a harder Venetian veneer at a fraction of the cost. Its remarkable character is achieved by using kaolin - no acrylic, lime or cement necessary.



MARITTIMO

Featuring a seashell aggregate, Marittimo produces a uniquely smooth yet faceted effect - a natural sheen with additional hardness.

THE WRITING'S ON THE WALL

"I've worked as a painter/plasterer for the past 22 years and now I do not want to paint anymore! This plaster is beyond beautiful. To mix, to feel, to apply, to be present while drying, is to bear witness to a transformation! It brings calmness and peace to one's interior, I believe that is what we are all after."

Kathy Brennan, Applicator, Santa Fe, NM

"My wife and I just had the chance to build our dream home. We carefully considered every component of the building process and decided to go with American Clay. The advantage of using a natural product over a synthetic is amazing. The colors and texture cannot be matched with paint and the warmth and softness offer a subtle change with time as day changes to night, and always create an inviting and relaxing environment."

Stu Langrehr, Buena Vista, CO

"American clay fits so easily into our New York City home, while making us feel as though we are truly living in a Tuscan villa. The product shimmers, soothes, adds warmth and color, and to top it all off, does not allow little fingerprints to ruin the look of the space. And did I mention it's all natural and non-toxic!"

Paul Gleicher, Gleicher Design Group

*The Artisan's Choice
For Interiors That Nurture
As Beautifully As They Shelter.*

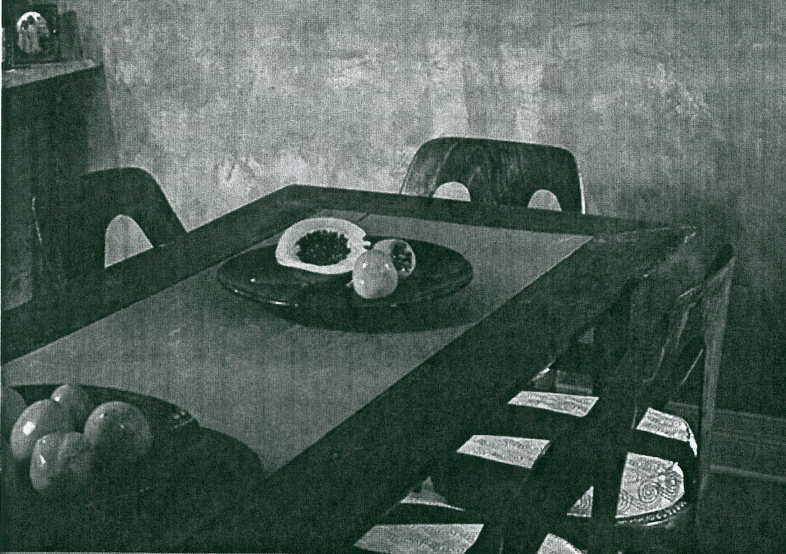
for samples call 866 • 404 • 1634
americanclay.com

THE ORIGINAL EARTH PLASTER™

A NATURAL ALTERNATIVE

American Clay Original Earth Plaster is suitable for use on internal surfaces of walls and ceilings. Clay plaster attaches by mechanical bonding to properly primed stable and dry substrates, including masonry, base earth plasters, lime basecoat plasters, cement stucco and plasterboards, gypsum plasters and painted walls.

Original Earth Plaster is a practical alternative to using cement, gypsum, acrylic or lime plasters and is compatible with 'breathing' construction in historic and new buildings.



GREEN FROM START TO FINISH

A unique combination of clays, aggregates and natural pigments are used to create the colors and textures that make American Clay a natural choice for warmth and beauty.

MAGNIFICENT FINISHES AND A DAZZLING SELECTION OF COLORS

Our original smooth Loma finish creates a soft, even finish that can be worked to a matte look or a variety of textures. The Porcelina finish is super-smooth and creates a Venetian veneer, harder and more polished in appearance.

To make your job even easier, American Clay offers a fine line of compatible products including Sanded Primer, Penetrating Sealer, Gloss Sealer and Dura-Mix.

EASY APPLICATION

One 50 lb. container of Loma will cover 80–120 square feet in two coats. Surfaces with texture will require a thicker base coat. Primed drywall will get approximately 120 square feet of coverage. The recommended application is two thin coats for a combined thickness of up to 1/8".

A 50 lb. container of Porcelina can cover approximately 150–300 square feet with a base of Loma.

LEARN HOW YOU CAN ADD THE BEAUTY OF NATURE'S WALL PLASTER TO ANY ROOM IN YOUR HOME.



AMERICAN CLAY
THE ORIGINAL EARTH PLASTER™

2601 KARSTEN COURT SE • ALBUQUERQUE, NM 87102
1.866.404.1634 • AMERICANCLAY.COM



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A sampling of our 32 standard colors:



SO BEAUTIFUL, ONLY NATURE COULD HAVE MADE IT.

American Clay — the Original Earth Plaster™. Create wall surfaces reminiscent of classic interiors throughout history. Create elegance with a smooth troweled surface, or give your bedroom the feel of the rustic Southwest. Take a bath with the hues and textures of Provence surrounding you, or travel to Tuscany every time you enter your dining room.



100% Natural • Resists mold • Moisture controlling
Two finishes and your selection of color • No VOCs
No dusting • Non-fading • Non-toxic / non-chemical
Easy to use — easy on the hands



AMERICAN CLAY
THE ORIGINAL EARTH PLASTER™

WINNER OF NAHB OUTSTANDING
GREEN PRODUCT AWARD 2004