



AMERICAN CLAY[®] Product Brochure

Naturally Beautiful Walls



Front Cover • Plaster: Porcelina™ • Color: Sugarloaf White



Plaster: Loma™ • Color: Tucson Gold

WELCOME TO AMERICAN CLAY

We are the original earth plaster, made in the U.S.A.! Our products, manufactured in Albuquerque, New Mexico, provide a non-toxic, creative solution for beautiful interiors in homes, offices, inns, hotels, and spas – anywhere beauty and health are important. Our mission is to bring universal awareness of the value of environmentally conscious products to indoor living spaces. Through the successful production of our beautiful, sustainable clay plasters and associated products, our mission is to exceed the expectations for quality, beauty, health, and value of the wall surface industry.



Plaster: Marittimo™ • Color: Bluefield

HISTORY

American Clay was founded by Croft Elsaesser, President and CEO, in 2002. Tired of working with techniques and finishes with toxic impact, Croft began using natural plasters. He loved the idea of building with materials from history, particularly clay. Yet, he wanted to make the product he was using even better. So, in 2002, after two years of experimentation, American Clay became a viable, mass-produced product. American Clay was awarded a final Patent (United States Patent 7485186) in February 2009. In September 2012, American Clay celebrated its ten year anniversary, and we are looking forward to being part of a more sustainable future.



Plaster: Loma™ • Color: Flint

NATURAL BEAUTY

American Clay creates surfaces reminiscent of classic interiors throughout history. Bring the natural warmth and sunshine of Provence into your kitchen...take a bath surrounded by the tranquil and earthy feel of a Japanese spa...or travel to a vibrant Tuscan Villa every time you enter your dining room. Whether you live along the coast, in an urban townhome, or on a sprawling ranch, the possibilities are endless.

Plaster: Porcelina™
Color: Coral Springs



NATURAL ALTERNATIVE

American Clay plasters are a natural way to finish any interior. Non-toxic and made in the U.S.A., our plasters are a healthy alternative to paint, wallpaper, cement, acrylic, and gypsum plasters. American Clay offers five plaster finishes, hundreds of colors, unlimited textures, and a depth not found in other wall coverings.



Plaster: Loma™ • Color: Cedar Park

LOMA™

Loma™ is our original earth plaster and our best-selling product. It conveys the essence of suede through its sensuous matte surfaces. Made with reclaimed marble sand and multiple clays, our patented formula offers a remarkable breadth of surface possibilities.

- Loma™ is the basecoat for our Porcelina™, Lomalina™ and Marittimo™ plasters. It is also used as a second coat over our Loma™ or Enjarre™ plasters.
- Approximately 180 square feet per 50 lb. bag (per coat).



Plaster: Porcelina™ ♦ Color: Sugarloaf White

PORCELINA™

Porcelina™ is satin-smooth and easily blended to achieve marble like surfaces. It is often compared to the Venetian plasters of Italy. The quality of our Porcelina™ is truly similar to the “porcelain” ceramic for which it was named.

- Porcelina™ is used as a second coat only.
- Approximately 300 square feet per 50 lb. bag (per coat).



Plaster: Lomalina™ • Color: Mystic

LOMALINA™

Lomalina™ integrates the best of two worlds...smooth porcelain-like finish combined with the luminous and subtle texture of Loma™. With the application ease of Loma™ and the silky softness of Porcelina™, Lomalina™ is a truly desirable finish.

- Lomalina™ is used as a second coat only.
- Approximately 200 square feet per 50 lb. bag (per coat).



Plaster: Marittimo™ • Color: Bluefield

MARITTIMO™

Marittimo™ is a name created with the “sea” (or “mar”) at its core. Marittimo™ uses recycled, crushed shells from the U.S. Gulf Coast. This unique finish has a smooth waxy feel or a sandy textured finish depending on your choice of application.

- Marittimo™ is used as a second coat only.
- Approximately 160 square feet per 50 lb. bag (per coat).



Plaster: Enjarre™ • Color: Magnolia

ENJARRE™

Enjarre™ is our only single-coat product. This application eliminates some of the labor and cost typically involved in finishing a wall. It can be applied to achieve a range of finishes, from smooth to rustic or textured.

- Enjarre™ can also be used as a base coat for our other finishes.
- Approximately 100 square feet per 63 lb. bag (per coat).

Plaster: Porcelina™

Color: Sugarloaf White (Lime Washed)



OTHER PRODUCTS

- Our **color packs** contain natural pigments which are pre-measured to be added to one bag of plaster. Each color pack will vary in weight depending on how much pigment is used to create that specific color.
- **Up & EZ!** is a binder that is mixed with the plaster to increase the workability and strengthen the final surface.
- **Primer Sand** is mixed with an approved paint primer* and then rolled onto your wall to create tooth that aids our plaster adhering to the surface.
- We also offer **mica and straw textural additives, sealers and lime putty** to create almost any finish you can possibly imagine.

**Please visit: www.americanclay.com/primers for complete list of approved primers*

Plaster: Porcelina™ • Colors: Borrego Tan (left) and Sugarloaf White (right)





BENEFITS

- Eliminates the need to repaint year after year
- Resists dirt and grime
- Easy to repair and clean up
- Ships dry
- Lowest carbon footprint per pound of any interior wall finish
- Resists fading due to natural mineral pigments
- Covers a variety of wall surfaces
- 100% natural
- VOC-Free
*Volatile Organic Compounds
- Non-toxic
- Absorbs odors
- Moisture controlling
- Mold resistant
- Temperature controlling
- Humidity buffering
- Durable

ABOUT OUR COLORS

With 224 total color options our standard colors are just the beginning of American Clay's extensive offerings. We also offer blended colors which make it easy to create a perfect palette for your project.

Although our colors are represented on our website as well as in our printed booklet, it is always best to obtain an actual sample before making your final selection. Our color pigment packs come in a dry powder form and are easily mixed with our clay plaster. As our colors are derived from all natural materials, they are resistant to the UV fading often associated with petroleum colorants.

COLOR POLICY

We are using natural pigments and materials that can vary in strength and hue from batch to batch. Although color variations are closely monitored it is a good idea to buy all pigment and plaster for a project from the same lot. If that is not possible, be sure to batch your plaster and pigment materials together to decrease these variations.

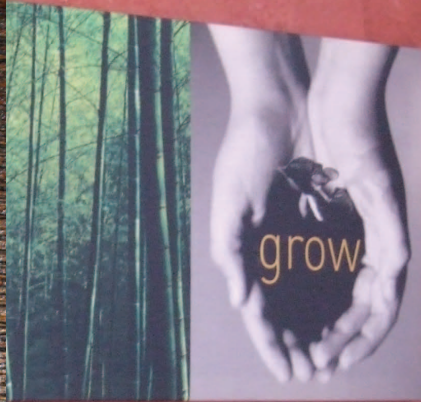
With this in mind, we encourage your applicator to make sample boards or on-site sample walls in order for you to approve final finish and color.

*Planning on using an official
American Clay Artisan?*

Please visit: www.americanclay.com/disclaimer

Plaster: Loma™

Color: Mauna Loa

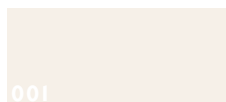




Plaster: Loma™
Colors: Carmel (left) and Lime Creek (right)

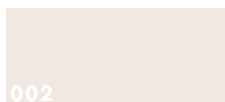


Plaster: Loma™
Color: Chesapeake Bay



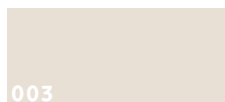
001

Sugarloaf White
Standard Color



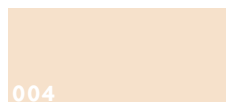
002

Chalk Creek
Standard Color



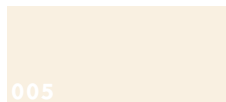
003

Snow Canyon
Base Plaster Color



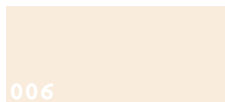
004

Alameda
1 Sugarloaf White +
1 Austin Blush



005

Pikes Peak
1 Sugarloaf White +
1 Santa Fe Tan



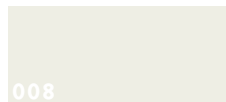
006

Malta
1 Sugarloaf White +
1 Palmetto



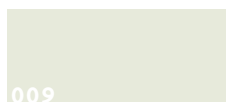
007

Eden Prairie
1 Sugarloaf White +
1 Rio Grande Pecan



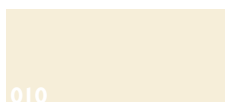
008

Niagara Mist
1 Sugarloaf White +
1 Taos



009

Arcadia
1 Sugarloaf White +
1 Havasu



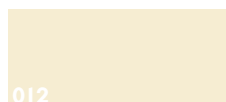
010

Magnolia
1 Sugarloaf White +
1 Nantucket Sand



011

Manchester
Standard Color



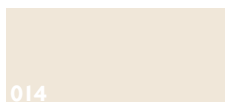
012

White Plains
1 Sugarloaf White +
1 Acacia



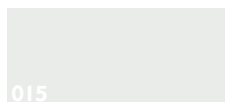
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Oyster Bay
Standard Color



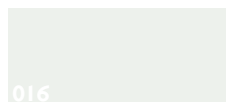
014

Pebble Beach
1 Sugarloaf White +
1 Chacolate



015

Valley Forge
1 Sugarloaf White +
1 Powder River



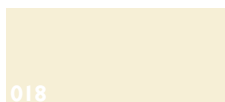
016

Cove Point
1 Sugarloaf White +
1 Kentucky Moon



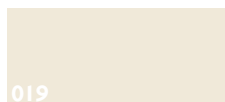
017

Lavina
1 Sugarloaf White +
1 Arden



018

Leander
1 Sugarloaf White +
1 Manchester



019

Champaign
1 Sugarloaf White +
1 Osage



020

Silverton
1 Sugarloaf White +
1 Capitol Lake



021

Sleeping Bear Dunes
1 Sugarloaf White +
1 Chimayo



022

Mystic
1 Sugarloaf White +
1 Wild Horse Smoke



101

Cinder River
2 Powder River +
1 Austin Blush



102

Flat Rock
1 Capitol Lake +
1 Chalk Creek



103

Victoria Gardens
1 Kentucky Moon +
1 Palmetto



104

Ticonderoga
1 Chacolate +
1 Havasu



105

Shadyside
1 Capitol Lake +
1 Havasu



106

Ginter Park
1 Savannah Moss +
1 Wild Horse Smoke

To achieve standard colors: Mix your selected color pack into one bag of plaster.
1 color pack of Sugarloaf White mixed into 1 bag of plaster will achieve Sugarloaf White

Please contact your local dealer, applicator or American Clay for a sample of your desired color and finish.



107

Capitol Lake
Standard Color



108

Shady Hollow
1 Capitol Lake +
1 Chacolatte



109

Whale Bay
1 Santa Fe Tan +
1 Wild Horse Smoke



110

Boulder
3 Capitol Lake



111

Badwater
5 Capitol Lake



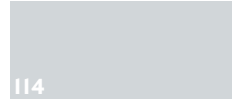
112

Chesapeake Bay
Standard Color



113

Ashland
2 Savannah Moss +
2 Wild Horse Smoke



114

Wild Horse Smoke
Standard Color



115

Hood River
1 Kentucky Moon +
1 Wild Horse Smoke



116

Stonewall
1 Lake Tahoe +
1 Rio Grande Pecan



117

Coal Creek
2 Chacolatte +
2 Wild Horse Smoke



118

Denali
1 Chalk Creek +
1 Flint



119

Leadville
1 Chalk Creek +
1 Flint +
1 Tucson Gold



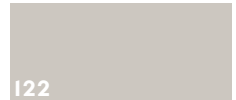
120

Black Hills
2 Flint +
1 Sanibel Sunset



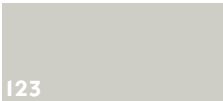
121

Iroquois
1 Palmetto +
1 Wild Horse Smoke



122

Grayson
1 Bluefield +
1 Sanibel Sunset



123

Sterling
1 Nantucket Sand +
1 Wild Horse Smoke



124

Waterloo
2 Bluefield +
1 Austin Blush +
1 Wild Horse Smoke



125

Flint
Standard Color



126

Vista del Mundo
2 Bluefield +
1 Flint



127

Black River Falls
2 Flint



128

Toledo
Standard Color



129

Blue Ridge
1 Bluefield +
1 Capitol Lake



130

Cape Elizabeth
1 Havasu +
1 Wild Horse Smoke



131

Berkeley Springs
1 Capitol Lake +
1 Lake Tahoe



132

Evening Shade
2 Flint +
1 Bluefield



133

Skull Creek
2 Flint +
1 Baton Rouge



134

Blacksburg
2 Flint +
1 Tucson Gold

To achieve blended colors: Follow the formula listed under the color name.
2 color packs of Flint + 1 color pack of Bluefield mixed into 1 bag of plaster will achieve Evening Shade 17



201

Queen Anne

1 Sugarloaf White +
1 Cimarron



202

Aurora

1 Sugarloaf White +
1 Sanibel Sunset



203

Coral Springs

1 Sugarloaf White +
1 Baton Rouge



204

Rosebud

1 Sugarloaf White +
1 King's Canyon



205

King's Canyon

Standard Color



206

Haleakala

1 Chalk Creek +
1 Georgia Clay



207

Georgia Clay

Standard Color



208

Redstone

1 Bluefield +
1 Mauna Loa



209

Dixon

2 Tucson Gold +
1 Georgia Clay



210

Romance

1 Sugarloaf White +
1 Salmon River



211

Salmon River

Standard Color



212

Emory Peak

1 Chalk Creek +
1 Mauna Loa



213

Mauna Loa

Standard Color



214

Auburn

2 Tucson Gold +
1 Mauna Loa



215

Baton Rouge

Standard Color



216

Mojave

Standard Color



217

Dakota Red

Standard Color



218

Escalante

2 Dakota Red



219

Moab Red

Standard Color



220

Badlands

3 Moab Red



221

Cimarron

Standard Color



222

Socorro Clay

Standard Color



223

Rotan

1 Dakota Red +
1 Tucson Gold



224

Colorado Red

Standard Color



225

Laredo

2 Colorado Red



226

Bryce Canyon

Standard Color



301

Sanibel Sunset

Standard Color



302

Sunset Hill

1 Baton Rouge +
1 Sulphur Spring

To achieve standard colors: Mix your selected color pack into one bag of plaster.
1 color pack of Bryce Canyon mixed into 1 bag of plaster will achieve Bryce Canyon

Please contact your local dealer, applicator or American Clay for a sample of your desired color and finish.

303

Peachtree

1 Amber Grain +
1 Baton Rouge

304

Yountsville

3 Borrego Tan

305

Marmaduke

1 Kentucky Moon +
1 Vermilion Cliffs

306

Mescalero

2 Sanibel Sunset +
1 Tucson Gold

307

Garden of the Gods

4 Sanibel Sunset

308

Vermilion Cliffs

Standard Color

309

Eureka

Standard Color

310

Fire Island

1 Eureka +
1 Tucson Gold

311

Honey Grove

2 Borrego Tan +
1 Powder River

312

Zion

1 Cimarron +
1 Tucson Gold

313

Palomino Valley

Standard Color

314

Tobacco Road

1 Kentucky Moon +
1 Vermilion Cliffs +
1 Wild Horse Smoke

315

Estancia

Standard Color

316

Carmel

2 Sulphur Spring +
1 Sanibel Sunset

401

Chocolatte

Standard Color

402

Deer Park

2 Chocolatte

403

Cambridge

1 Austin Blush +
1 Capitol Lake +
1 Santa Fe Tan

404

Allegheny

Standard Color

405

Bear Canyon

1 Allegheny +
1 Wild Horse Smoke

406

Santa Fe Tan

Standard Color

407

Guadalupe Dunes

Standard Color

408

Chimayo

Standard Color

409

Quinlan

1 Sanibel Sunset +
1 Wild Horse Smoke

410

Moccasin

1 Allegheny +
1 Baton Rouge +
1 Wild Horse Smoke

411

Quail Valley

1 Allegheny +
1 Rio Grande Pecan

412

Whiskey Basin

1 Allegheny +
1 Cimarron

413

Hudson Brown

2 Rio Grande Pecan +
1 Colorado Red +
1 Savannah Moss

414

Iron Gate

1 Au Sable +
1 Tucson Gold

To achieve blended colors: Follow the formula listed under the color name.

1 color pack of Au Sable + 1 color pack of Tucson Gold mixed into 1 bag of plaster will achieve Iron Gate 19



415

Nantucket Sand
Standard Color



416

New Castle
2 Nantucket Sand



417

Dover
1 Acacia +
1 Chacolatte



418

Walnut Hill
1 Borrego Tan +
1 Capitol Lake



419

Hickory
1 Acacia +
1 Allegheny



420

Cedar Park
Standard Color



421

Cordova
1 Borrego Tan +
1 Chacolatte



422

Parkwood
3 Chacolatte +
1 Borrego Tan



423

Walla Walla
1 Capitol Lake +
1 Cedar Park



424

Austin Blush
Standard Color



425

Palmetto
Standard Color



426

Borrego Tan
Standard Color



427

Sandy Point
1 Austin Blush +
1 Nantucket Sand



428

Oasis
1 Austin Blush +
1 Manchester



429

Waverly
1 Amber Grain +
1 Rio Grande Pecan



430

Dawson Tan
1 Amber Grain +
1 Capitol Lake



501

Hopewell
1 Acacia +
1 Nantucket Sand



502

Burlington
1 Acacia +
1 Arden



503

Viroqua
1 Amber Grain +
1 Chalk Creek



504

Amber Grain
Standard Color



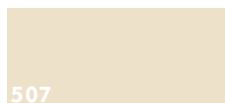
505

Ozark
1 Palmetto +
1 Tucson Gold



506

Ipswich
1 Acacia +
1 Amber Grain



507

Arden
Standard Color



508

Azalea Park
1 Sugarloaf White +
1 Sulphur Spring



509

Acacia
Standard Color



510

Quincy
1 Chalk Creek +
1 Sulphur Spring



511

Sulphur Spring
Standard Color



512

Laramie
1 Sugarloaf White +
1 Tucson Gold

To achieve standard colors: Mix your selected color pack into one bag of plaster.
1 color pack of Acacia mixed into 1 bag of plaster will achieve Acacia

Please contact your local dealer, applicator or American Clay for a sample of your desired color and finish.

513

Tucson Gold
Standard Color

514

Brighton
2 Tucson Gold +
1 Chalk Creek

515

Yellowstone
2 Tucson Gold

516

Aspen
4 Tucson Gold

517

Oak Ridge
2 Tucson Gold +
1 Amber Grain

518

Chandler
2 Amber Grain

519

Golden
1 Amber Grain +
1 Fairfield Green

601

Frog Creek
1 Amber Grain +
1 Verde Valley

602

Osage
Standard Color

603

White Earth
Standard Color

604

Savannah Moss
Standard Color

605

Turtle Creek
2 Savannah Moss

606

Hillsboro
4 Savannah Moss

607

Monticello
1 Acacia +
1 Napa Olive

608

Joliet
1 Manchester +
1 Osage

609

Geneva
1 Acacia +
1 Powder River

610

Urbana
1 Arden +
1 Havasu

611

Jordan
3 Napa Olive +
1 Wild Horse Smoke

612

Quantico
4 Napa Olive

613

Greenwood
1 Capitol Lake +
1 Fairfield Green

614

Napa Olive
Standard Color

615

Somerset
1 Acacia +
1 Wild Horse Smoke

616

Lime Creek
1 Jasper +
1 Tucson Gold

617

Jasper
Standard Color

618

Jemez Springs
2 Jasper

619

Everglades
2 Jasper +
1 Tucson Gold

620

Yucca Valley
1 Chalk Creek +
1 Jasper

621

Bellevue
1 Jasper +
1 Savannah Moss

To achieve blended colors: Follow the formula listed under the color name.

1 color pack of Chalk Creek + 1 color pack of Jasper mixed into 1 bag of plaster will achieve Yucca Valley 21

622

Taos
Standard Color

623

Darby
1 Arden +
1 Kentucky Moon

624

Springfield
1 Tucson Gold +
1 Wild Horse Smoke

625

Senita Cactus
1 Chalk Creek +
1 Fairfield Green

626

Fairfield Green
Standard Color

627

Snake River
Standard Color

628

Joshua Tree
1 Bluefield +
1 Tucson Gold

629

Dripping Springs
2 Snake River +
1 Chalk Creek

630

Yosemite
3 Snake River

631

Treetop
Standard Color

632

Verde Valley
Standard Color

633

Santa Barbara Verde
Standard Color

634

Indian Harbour
1 Sugarloaf White +
1 Verde Valley

635

Havasu
Standard Color

636

Fayette
1 Acacia +
1 Bluefield

637

Seabrook
2 Kentucky Moon +
1 Verde Valley

638

Fergus Falls
1 Chalk Creek +
1 Kentucky Moon +
1 Verde Valley

639

Pinehurst
2 Bluefield +
1 Tucson Gold

640

Moss Point
2 Fairfield Green +
1 Bluefield

641

Freeport
2 Verde Valley

701

Catalina
Standard Color

702

Clearwater
1 Bluefield +
1 Chalk Creek +
1 Manchester

703

Cascade
1 Bluefield +
1 Manchester

704

Isle of Palms
1 Bluefield +
1 Nantucket Sand

705

Millbrook
1 Bluefield +
1 Havasu

706

Cayuga Blue
3 Bluefield +
1 Acacia

707

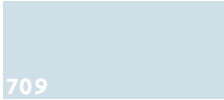
Uniondale
2 Bluefield +
2 Wild Horse Smoke

708

Kentucky Moon
Standard Color

To achieve standard colors: Mix your selected color pack into one bag of plaster.
1 color pack of Kentucky Moon mixed into 1 bag of plaster will achieve Kentucky Moon

Please contact your local dealer, applicator or American Clay for a sample of your desired color and finish.



709

Mount Rainier
1 Bluefield +
1 Chalk Creek



710

Bluefield
Standard Color



711

Kenai River
1 Bluefield +
1 Lake Tahoe



712

Laguna Beach
2 Lake Tahoe +
1 Bluefield



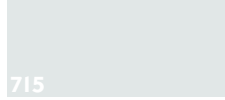
713

Kodiak Bay
3 Bluefield



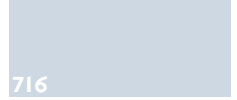
714

Glacier
Standard Color



715

Powder River
Standard Color



716

Lake Tahoe
Standard Color



717

Fairbanks
2 Lake Tahoe +
1 Wild Horse Smoke



718

Marina
2 Lake Tahoe



801

Tomahawk
1 Au Sable +
1 Chalk Creek



802

Au Sable
Standard Color



803

Viola
1 Bluefield +
1 Plum Orchard



804

Plum Orchard
Standard Color



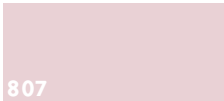
805

Lupine Village
1 Bluefield +
1 Desert Plum



806

French Quarter
Standard Color



807

Lavender Heights
1 Sugarloaf White +
1 Desert Plum



808

Desert Plum
Standard Color



809

Homestead
1 Desert Plum +
1 Powder River



810

Painted Desert
Standard Color



811

Westborough
1 Baton Rouge +
1 Kentucky Moon



812

Sequoia
1 Baton Rouge +
1 Desert Plum



813

Karsten
1 Bluefield +
1 Georgia Clay



814

Ravenswood
1 Flint +
1 Georgia Clay



815

Hershey
1 Flint +
1 Mauna Loa



816

Rio Grande Pecan
Standard Color



817

Sacred Heart
1 Lake Tahoe +
1 Socorro Clay



818

Dutchess
1 Lake Tahoe +
1 Mojave

To achieve blended colors: Follow the formula listed under the color name.
1 color pack of Flint + 1 color pack of Mauna Loa mixed into 1 bag of plaster will achieve Hershey

Printed colors are never fully accurate. The photos represented in this booklet have been reproduced or professionally lighted such that the true color is lost.

Plaster: Porcelina™ • Color: Savannah Moss



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To ensure proper American Clay application, please visit our web site for complete instructions on substrate preparation, clay installation, and final compression techniques as well as current lists of official American Clay Artisans.