



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.

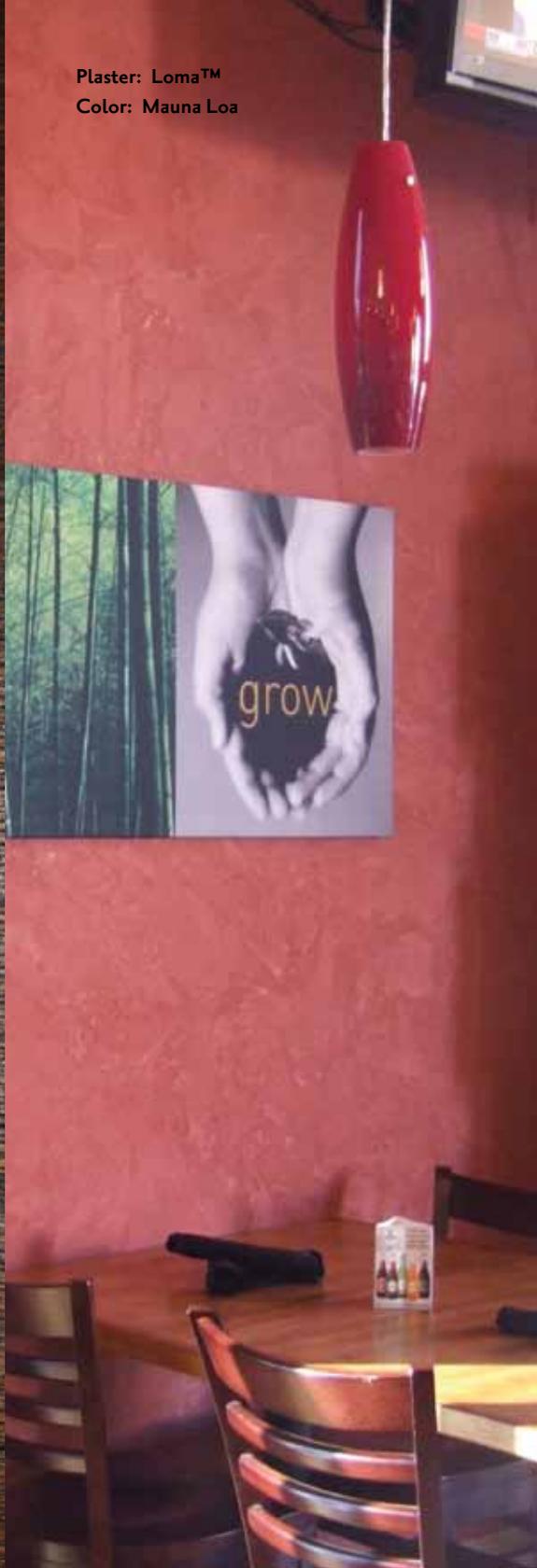
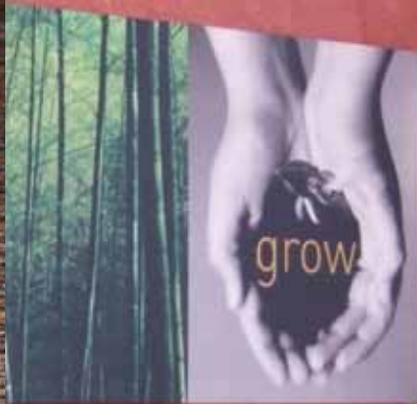
With this in mind, we encourage your applicator to make sample boards or on-site sample walls in order for you to approve final finish and color.

*Planning on using an official
American Clay Artisan?*

Please visit: www.americanclay.com/disclaimer

Plaster: Loma™

Color: Mauna Loa





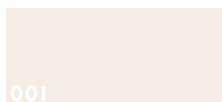
Plaster: Loma™

Colors: Carmel (left) and Lime Creek (right)



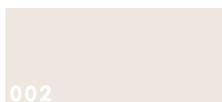
Plaster: Loma™

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



013

Oyster Bay
Standard Color



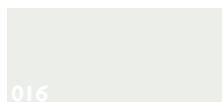
014

Pebble Beach
1 Sugarloaf White +
1 Chacolatte



015

Valley Forge
1 Sugarloaf White +
1 Powder River



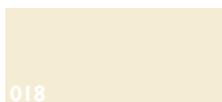
016

Cove Point
1 Sugarloaf White +
1 Kentucky Moon



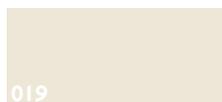
017

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 Chacolatte +
1 Havasu



105

Shadyside
1 Capitol Lake +
1 Havasu

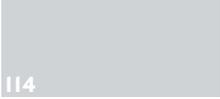
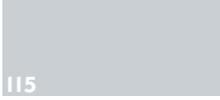
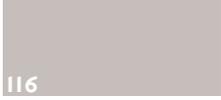
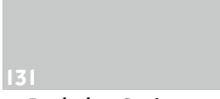


106

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

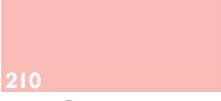
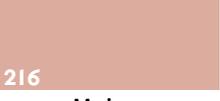
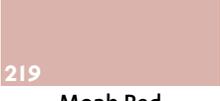
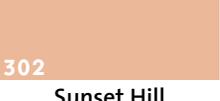
Please contact your local dealer, applicator or American Clay for a sample of your desired color and finish.

 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**

Printed colors are never 100% accurate. Color accuracy is ensured only when seeing actual product samples.

 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 Chacolate



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 Chacolate



422

Parkwood
3 Chacolate +
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

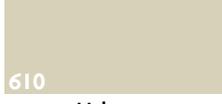
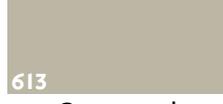
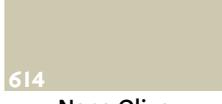
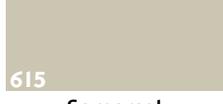
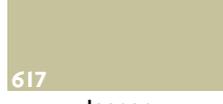


512

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



AMERICAN CLAY® ©2013
Naturally Beautiful Walls™
A SAVANNAH MOSS

www.americanclay.com • 1-866-404-1634 • info@americanclay.com

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.