

Product Brochure

forte



an
AMERICAN CLAY®
Naturally Beautiful Walls™
product

Front Cover • Plaster: Forté Base • Color: Sugarloaf White



Plaster: Forté White • Color: Goosewing Beach

forté

forté is the new line of earthen plaster by American Clay! *forté* has been fortified to strengthen the application of the American Clay finishes.

Fortified — an advanced plaster formula, *forté* is pre-mixed with a new breathable binder. Our newest finishes result in a healthy, beautiful wall treatment with increased performance and added hardness. Available in three textures, *forté* is not only zero-VOC, but it is repairable, breathable, and heavy duty enough to handle vigorous every day living as well as commercial installations that require a tougher, reinforced surface.

Simple — mixing has been simplified. Add your favorite color pigment, water, and apply.



Plaster: Forté Base ♦ Color: Powder River

forté **BASE**

forté **BASE** is a base coat material which can be applied over a properly prepared substrate. Most surfaces require our general priming system which includes a specific list of approved primers to be mixed with American Clay's Primer Sand additive.* *forté* **BASE** can also be used as a finish coat (in a two coat process) for those looking for a suede-like texture, similar to American Clay's Loma™ finish.

- Approximately 160 square feet per bag (per coat).

**The entire substrate preparation guide and application instructions can be found on our web site: www.americanclay.com.*



Plaster: Forté Finish • Color: Leander

forté FINISH

forté **FINISH** is a finish coat material only, with a similar texture to American Clay's Lomalina™ finish. This plaster is applied over *forté* **BASE** leaving a soft, smooth, waxy texture. *forté* **FINISH** is the strongest of all the American Clay plasters, allowing you to achieve a wall finish equally as sturdy as it is stunning!

- Approximately 180 square feet per bag (per coat).

forté **BASE** and *forté* **FINISH** can be used with any of American Clay's color pigment offerings — all 224 standard and blended colors.



Plaster: Forté White • Color: Base Plaster Color (Forté White)

forté WHITE

forté **WHITE** is a finish coat material only. This pre-mixed plaster is designed and formulated to be as white and bright in color as is “earthly” possible. For those desiring the classic and elegant appearance of traditional white plasters, this is the natural solution. *forté* **WHITE** is applied over a base coat of *forté* **BASE**. It has a similar texture to American Clay’s Loma™ (suede-like) or Lomalina™ (smooth, waxy) finish — depending on application technique and preference.

- Approximately 200 square feet per bag (per coat).

Plaster: Forté Base ♦ Color: Seabrook



American Clay's
forte plaster line is 10
times stronger* than
the original finishes!

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 properly prepared substrates/wall surfaces
- Derived from naturally sourced materials
- Humidity/moisture buffering
- Zero-VOC
(Volatile Organic Compounds)
- Non-toxic
- Mold resistant

**Average strength and durability results according to experiments completed by American Clay. For more information on test procedures and data, please visit:*
www.americanclay.com

Illumina Color Series

forte **WHITE** can be used in its natural form for the whitest tone achievable in our plasters. This plaster can also be used with a select number of American Clay's standard *forte* **WHITE** color pigments — the "Illumina Color Series."

Illumina is a beautiful collection of designer whites created to help you achieve the most perfect shade of light. These colors were developed with the subtleties of nature in mind, delivering a sense of calm and serenity to your space.

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.



Illumina Color Series

Standard Forté White Colors

I-01

Forté White (*Base Plaster Color*)
Forté White will surround you
in a pearly luster.

I-02

Silver Sands

Silver Sands transforms your room into a
pale sterling dream.

I-03

Seadrift

Seadrift, a creamy color reminiscent
of the fairest driftwood.

I-04

Barefoot Beach

On Barefoot Beach, a perfect shell glows in
the taupey morning light.

I-05

Molasses Reef

Warm up to Molasses Reef; a shade of
soothing light cocoa.

I-06

Goosewing Beach

Envelop your walls in a shade of downy buff
with Goosewing Beach.

I-07

Tranquility Bay

Tranquility Bay is a bashful blush
of summer sand.

To achieve colors in the Illumina Color Series:
Mix your selected Forté color pack into one bag of Forté White plaster.

1 color pack of Seadrift mixed into 1 bag of Forté White plaster will achieve Seadrift

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

I-08

Cape May

The softest ray of yellow daylight illuminates Cape May.

I-09

Flamenco Beach

At Flamenco Beach, the palest peach of sunrise awakens you.

I-10

Breezy Point

Gentle Breezy Point scatters a hint of the faintest green.

I-11

Islamorada

Escape with a tone of cool iced daiquiri at Islamorada.

I-12

La Jolla Shores

An endless stretch of ethereal blue is La Jolla Shores.

I-13

Crystal Cove

Crystal Cove is a sublime shade of celestial skies.

I-14

Grace Bay

A whisper of lilac awaits you in a room with Grace Bay.

I-15

Morningstar

Pink, gossamer fairy wings are as bright as a Morningstar.

To achieve colors in the Illumina Color Series:
Mix your selected Forté color pack into one bag of Forté White plaster.

1 color pack of Morningstar mixed into 1 bag of Forté White plaster will achieve Morningstar

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: Forté White
Color: Base Plaster Color (Forté White)



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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.