



# From the ground up

The award-winning clay-based interior plastering system American Clay, is a practical, environmentally friendly alternative to conventional materials



For centuries, marble-based plasters have been a respected building material throughout Italy and many other parts of Europe.

Today, New Zealanders have the chance to experience the natural benefits of American Clay – a refined marble and clay based interior finish named the Outstanding Green Product of the Year 2004 by the National Association of Home Builders in the United States.

Imported and distributed by Earth Design, American Clay is available in 30

colours, making it suitable for both traditional and contemporary homes, says the company's director Richard Gooch.

"Clay plaster is a practical, easy-to-apply and environmentally friendly alternative to cement, paper, paints and acrylic-based plasters. Like traditional plasters, you can work American Clay into a soft matt finish, or you can vary its texture using different tools and techniques," he says.

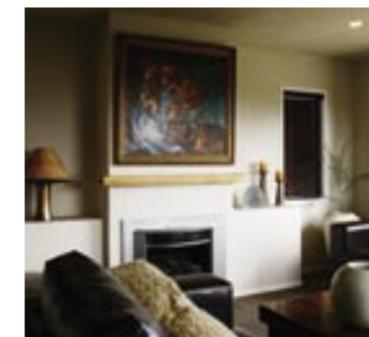
American Clay is supplied as a powder. It's then mixed with water and your choice of pigment. Generally applied in two thin



coats, it has a far longer working time than typical plaster as it dries rather than sets, giving you time to achieve the finish you desire. Any excess plaster can be broken up and rehydrated, so there's no waste.

As it breathes naturally, American Clay controls humidity by reducing moisture in the home. It's also chemical-free, non-flammable, mould-resistant, fade-resistant and also has sound absorbent properties.

For more details, phone Richard, 021 723 984 or Bryce, 021 723 829, or visit: [www.earthdesign.net.nz](http://www.earthdesign.net.nz).



**Facing page:** The interior walls of this contemporary home were finished with American Clay – a plaster blended from pure clays and aggregates with colouring agents that come from natural, non-toxic oxides and ochre mineral pigments.

**Above:** American Clay is available in 30 colours. Like traditional plasters, you can work the product into a soft matt finish or you can vary its texture with different tools and techniques.

**Far left and left:** As American Clay contains clay, it breathes naturally, reducing moisture content in the home environment.