

# Cost Comparisons and Coverage

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Product	MSRP	Coverage
<b>Forté Plasters</b>		
Forté Base	\$100.00	160 square feet per bag (per coat)
Forté Finish	\$125.00	180 square feet per bag (per coat)
Forté White	\$150.00	200 square feet per bag (per coat)
<b>Original Plasters</b>		
Loma™	\$80.00	180 square feet per bag (per coat)
Lomalina™	\$105.00	200 square feet per bag (per coat)
Porcelina™	\$130.00	250 square feet per bag (per coat)
Marittimo™	\$110.00	160 square feet per bag (per coat)
Enjarre™	\$65.00	100 square feet per bag (per coat)
<b>Other Products</b>		
Primer Sand Additive	\$6.00	1 bag per gallon of "Approved" paint primer
"Approved" Paint Primer (Average)	\$25.00	200 square feet per gallon
Up & EZ! Binder	\$28.00	1 bag per bag of Original Plaster
Color Pigment Cost (Lowest)	\$18.00	n/a
Color Pigment Cost (Average)	\$43.46	n/a
Color Pigment Cost (Highest)	\$100.00	n/a
Color Pigment Cost (Forté White/Illumina Color Series*)	\$15.00	n/a

*forté*



**AMERICAN CLAY**  
Naturally Beautiful Walls™

Coverage and cost comparisons are based on a nationwide average. These tend to be on the conservative side -- an experienced applicator may increase coverage up to 10-15% further.

Application Type	Materials	Labor Estimate	Materials + Labor Installed
<b>Forté Finish</b>			
Forté Base	\$1.41 to \$2.66 (Avg: \$1.95)	\$3.00 to \$5.00	\$4.41 to \$7.66
Forté Finish	\$1.47 to \$2.66 (Avg: \$1.99)	\$3.50 to \$7.00	\$4.97 to \$9.66
Forté White	\$1.53 to \$1.61 (Avg: \$1.57)	\$3.00 to \$7.00	\$4.53 to \$8.61
<b>Original Finish</b>			
Loma™	\$1.36 to \$2.47 (Avg: \$1.84)	\$3.00 to \$5.00	\$4.36 to \$7.47
Lomalina™	\$1.42 to \$2.48 (Avg: \$1.88)	\$3.50 to \$7.00	\$4.92 to \$9.48
Porcelina™	\$1.39 to \$2.34 (Avg: \$1.80)	\$4.50 to \$7.00	\$5.89 to \$9.34
Marittimo™	\$1.62 to \$2.80 (Avg: \$2.13)	\$3.50 to \$7.00	\$5.12 to \$9.80
Enjarre™	\$1.09 to \$2.09 (Avg: \$1.52)	\$1.00 to \$3.50	\$2.09 to \$5.59
<b>Competitive Materials</b>			
Paint	\$0.25 to \$0.90	\$0.85 to \$1.90	\$1.10 to \$2.80
Wallpaper	\$0.45 to \$1.20	\$2.60 to \$4.90	\$3.05 to \$6.10
Acrylic Plaster	\$1.25 to \$1.95	\$2.50 to \$6.00	\$3.75 to \$7.95
Venetian Plaster	\$1.45 to \$4.15	\$3.85 to \$8.60	\$5.30 to \$12.75

**NOTES:** Project Example - Using American Clay plasters over old painted surfaces or properly prepared new wallboard surfaces

1. Estimates are based on using a system of priming with an "Approved" paint primer mixed with Primer Sand Additive.
2. Original Finish estimates are based on using one color pigment and one bag of Up & EZ! binder per bag of plaster (base coat and finish coat).
3. Forté Base and Forté Finish estimates are based on using one color pigment per bag of plaster (base coat and finish coat).
4. Forté White estimates are based on using Forté White plaster without color pigment (no color pigment used in base coat either). The high estimates are based on using a Forté White color pigment\*.
5. Prices above are based on Manufacturer's Suggested Retail Price and costs may vary due to actual coverage.
6. Labor costs will vary based on architectural challenges, local market, geographic location, size and scope of project, and finish techniques.