



**AMERICAN CLAY**<sup>®</sup>  
Naturally Beautiful Walls™  
U.S. PATENT 7485186

Priming of most surfaces (new wallboard/drywall or old painted walls) is crucial to properly applying American Clay plasters. Primer Sand is meant to be mixed with an approved paint primer and then rolled onto your wall. This creates tooth that aids American Clay plasters in properly adhering to the surface. For full application instructions, please visit [www.americanclay.com](http://www.americanclay.com).

## APPROVED PRIMERS FOR AMERICAN CLAY PRIMER SAND

Primer Sand can be used with conventional and zero- or low-VOC primers. Below is a list of brands of primers that have been approved in our test applications.



**AFM Safecoat<sup>®</sup> New Wallboard Prime Coat HPV (Low-VOC)**

Cost: \$\$\$ | Available at: AFM Safecoat Dealers  
(see <https://afmsafecoat.com/locator> for more)



**AFM Safecoat<sup>®</sup> Transitional Primer (Low-VOC)**

Cost: \$\$\$ | Available at: AFM Safecoat Dealers  
(see <https://afmsafecoat.com/locator> for more)



**BEHR<sup>®</sup> Multi-Surface Stain-Blocking Primer & Sealer (Low-VOC)**

Cost: \$ | Available at: Home Depot



**Benjamin Moore<sup>®</sup> Fresh Start<sup>®</sup> High-Hiding All Purpose Primer (Low-VOC)**

Cost: \$\$\$ | Available at: Benjamin Moore, ACE Hardware



**Clark+Kensington<sup>®</sup> Paint + Primer In One; Premium Interior Flat, Ceiling White (Low-VOC)**

Cost: \$\$ | Available at: ACE Hardware



**Dunn-Edwards<sup>®</sup> ULTRA-GRIP<sup>®</sup> Premium Interior/Exterior Multi-Surface Primer (Low-VOC)**

Cost: \$\$\$ | Available at: Dunn-Edwards Paints

\*Notes on VOC classification: Zero-VOC (less than 5 g/L) | Low-VOC (less than 50 g/L) | Conventional (50 g/L or more)

## APPROVED PRIMERS FOR AMERICAN CLAY PRIMER SAND (CONTINUED)



### Dunn-Edwards® ULTRA-GRIP® Select Interior/Exterior Multi-Surface Primer (Zero-VOC)

Cost: \$\$ | Available at: Dunn-Edwards Paints



### KILZ® 2 All-Purpose Interior/Exterior Primer (Low-VOC)

Cost: \$ | Available at: Wal-Mart, ACE Hardware, True Value, Home Depot, Lowe's



### KILZ® 3 Premium Interior/Exterior Primer (Zero-VOC)

Cost: \$\$ | Available at: Wal-Mart, ACE Hardware, True Value, Home Depot, Lowe's



### ROMABIO® MediumGrip Primer (w/ Aggregate) (Zero-VOC)

Cost: \$\$\$ | Available at: ROMABIO Dealers, [www.RingsEnd.com](http://www.RingsEnd.com) (see <https://romabio.com/find-us/> for more)

Diluted per manufacturers recommendations to a paint-like consistency. American Clay Primer Sand additive not required, product already has an appropriate aggregate pre-mixed.



### ROMAN® PRO-999 Rx-35® Problem Solving Sealer/Primer for Porous Surfaces (Low-VOC)

Cost: \$ | Available at: Home Depot



### Sherwin-Williams® Multi-Purpose™ Interior/Exterior Latex Primer/Sealer (Low-VOC)

Cost: \$\$ | Available at: Sherwin-Williams Paint Store

\*Notes on VOC classification: Zero-VOC (less than 5 g/L) | Low-VOC (less than 50 g/L) | Conventional (50 g/L or more)

**Setting-type joint compound, also known as “hot mud”, is recommended for taping and bedding.** Examples of setting-type joint compounds are: Durabond® 90 and Sheetrock® Easy Sand 45 Minute Setting-type Joint Compound. Setting-type joint compounds come in a dry powder form and are mixed with water upon application. We recommend using 45 minute (or longer) versions of setting-type compounds only. All purpose, pre-mixed joint compounds will require further preparation (please see notes below) and may require additional cure time, please check with manufacturers recommendations. — When all-purpose bedding-type, non-setting, or unknown joint compounds are used to achieve a Level 2 or Level 3 finish (standard); or, if pre-mixed (lightweight or all purpose), topping, and thinned compounds are used to achieve a Level 4 or Level 5 finish, the surface will require additional preparation to avoid peeling and delamination. A sealing primer, like Zinsser® GARDZ®, ROMAN® PRO-999 Rx-35®, or Draw-Tite™ would be used. Please note: the sealing primers may be used with American Clay Primer Sand additive in place of the standard recommended primers (list above) if that is more suited to your project.

## APPROVED PRIMERS FOR AMERICAN CLAY PRIMER SAND (CONTINUED)



### Sherwin-Williams® ProMar® 200 Interior Latex Primer (Zero-VOC)

Cost: \$\$\$ | Available at: Sherwin-Williams Paint Store



### Valspar® Multi-Surface Interior Primer/Sealer (Zero-VOC)

Cost: \$ | Available at: Lowe's



### Zinsser® Bulls Eye 1-2-3® Water-Base Primer (Conventional)

Cost: \$\$ | Available at: Wal-Mart, ACE Hardware, True Value



### Zinsser® Bulls Eye Zero™ Primer (Zero-VOC)

Cost: \$\$ | Available at: ACE Hardware, True Value



### Zinsser® GARDZ® Problem Surface Sealer (Conventional)

Cost: \$\$ | Available at: ACE Hardware, True Value

Product has a loose consistency and will require remixing often to keep sand properly suspended. An additional unit of Primer Sand per gallon may be used to provide better integration. After use, excess sand will be left on the bottom of the pail unused.



### Dulux® Gripper® Universal Acrylic Primer-Sealer, Interior & Exterior (Low-VOC)

Available in Canada. Please search online for local retailers.

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