

Cost Comparisons and Coverage

Revised: 12/01/2022 RA



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.

Product	MSRP	Coverage
Forté Plasters		
Forté Base	\$115.00	160 square feet per bag (per coat)
Forté Finish	\$140.00	180 square feet per bag (per coat)
Forté White	\$165.00	200 square feet per bag (per coat)
Original Plasters		
Loma™	\$95.00	180 square feet per bag (per coat)
Lomalina™	\$120.00	200 square feet per bag (per coat)
Porcelina™	\$145.00	225 square feet per bag (per coat)
Marittimo™	\$125.00	160 square feet per bag (per coat)
Enjarre™	\$85.00	90 square feet per bag (per coat)
Other Products		
Primer Sand Additive	\$7.50	1 bag per gallon of "Approved" paint primer
"Approved" Paint Primer (Average)	\$35.00	225 square feet per gallon
Up & EZ! Binder	\$28.00	1 bag per bag of Original Plaster
Color Pigment Cost (Lowest)	\$19.00	n/a
Color Pigment Cost (Average)	\$56.00	n/a
Color Pigment Cost (Highest)	\$108.00	n/a
Color Pigment Cost (Forté White/Illumina Color Series)	\$16.00	n/a

Application Type	Materials	Labor Estimate	Materials + Labor Installed
Forté Finish			
Forté Base	\$1.98 to \$3.62 (Avg: \$2.83)	\$4.00 to \$7.00	\$5.98 to \$10.62
Forté Finish	\$1.91 to \$3.34 (Avg: \$2.65)	\$4.50 to \$9.00	\$6.41 to \$12.34
Forté White	\$2.25 to \$2.35 (Avg: \$2.30)	\$5.00 to \$10.00	\$7.25 to \$12.35
Original Finish			
Loma™	\$1.64 to \$2.87 (Avg: \$2.28)	\$4.00 to \$7.00	\$5.64 to \$9.87
Lomalina™	\$1.78 to \$3.01 (Avg: \$2.42)	\$4.50 to \$9.00	\$6.28 to \$12.01
Porcelina™	\$1.92 to \$3.15 (Avg: \$2.56)	\$5.00 to \$10.00	\$6.92 to \$13.15
Marittimo™	\$2.10 to \$3.53 (Avg: \$2.84)	\$4.50 to \$9.00	\$6.60 to \$12.53
Enjarre™	\$1.53 to \$2.75 (Avg: \$2.16)	\$2.00 to \$5.00	\$3.53 to \$7.75
Competitive Materials			
Paint	\$0.50 to \$1.75	\$1.00 to \$3.00	\$1.50 to \$4.75
Wallpaper	\$2.00 to \$10.00	\$4.00 to \$10.00	\$6.00 to \$20.00
Acrylic Plaster	\$2.00 to \$7.50	\$4.00 to \$10.00	\$6.00 to \$17.50
Venetian Plaster	\$2.00 to \$5.00	\$5.00 to \$15.00	\$7.00 to \$20.00

NOTES: Project Example - Using American Clay plasters over old painted surfaces or properly prepared new wallboard surfaces (18'x15'x8' Living Room; 528 square feet)

- Estimates are based on using a system of priming with an "Approved" paint primer mixed with Primer Sand Additive.
- 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). Low end estimates are without color pigment in both coats.
- Forté Base and Forté Finish estimates are based on using one color pigment per bag of plaster (base coat and finish coat). Low end estimates are without color pigment in both coats.
- Forté White estimates are based on using Forté White plaster without color pigment (also using Chalk Creek color pigment in the base coat). The high estimates are based on using a Forté White color pigment.
- Prices above are based on Manufacturer's Suggested Retail Price and costs may vary due to actual coverage.
- Labor costs will vary based on architectural challenges, local market, geographic location, size and scope of project, and finish techniques.