

WOOD FINISHES DIRECT

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For purchasing information visit:
Earthborn Claypaint

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All you need to know about...

Claypaint



Earthborn Claypaint is a beautifully creamy, ultra flat matt paint for interior walls and ceilings. Thanks to its high clay content, it creates a soft distinctive finish that enhances light and adds depth to any room.

It's not just about looks, though. Claypaint is breathable and works with your home, its vapour-permeable and hygroscopic qualities mean it allows moisture to pass through and naturally absorb and release humidity. This helps walls breathe and creates a more balanced indoor environment.

Made with water-based ingredients and free from oils and acrylics, its virtually odourless and carries the EU Ecolabel, so you can feel confident it's kind to both your home and the planet.

Why choose Claypaint?

- **Breathable finish –** Vapour-permeable and hygroscopic, Claypaint naturally regulates humidity and moisture levels, perfect for lime plaster, older properties or anywhere your walls need to breathe
- **Healthier indoor air –** with ultra low emissions and almost no smell, you can paint comfortably and get back to normal life sooner, with no lingering odours or headaches
- **Exceptional coverage –** High solids content means fewer coats and a smooth, ultra flat matt finish
- **Soft, contemporary look –** The flat, velvety finish gently enriches light and texture in your home
- **Safe for family homes –** Tested to Toy Safety Standard, making it suitable for surfaces children (and pets) may come into contact with
- **Eco friendly –** EU Ecolabel certified, recognised for high environmental standards across its entire lifecycle

Key Facts

Coverage:
Approx. 10m^2 per litre, dependent on substrate absorbency and application technique

Drying Time:
6-12 hours between coats; fully cured in ~10 days

Colour:
Available in our classic colour range, including TiO_2-free and TiO_2 / colourant-free options

Sheen:
~2%

Finish:
Ultra flat matt finish

Pack Sizes:
100ml, 2.5L, 5L

pH level:
8.0-9.0

Scrub Resistance:
Class 3, add a layer of Earthborn Wall Glaze for extra durability

Thinner:
Water (up to 10%)

Tools:
Brush or short / medium pile roller

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Where to use it

Earthborn Claypaint is ideal for interior walls and ceilings, and particularly suitable for;

- Lime plaster and breathable substrates
- Older buildings and heritage properties
- Conservation and restoration projects
- Passive houses and eco builds
- Damp or moisture-prone areas
- Areas exposed to heat, such as behind wood burners and on radiators
- Public and sensitive spaces including museums, galleries and churches

Suitable substrates include lime, clay, cob and earth plasters, gypsum plaster, brick, wallpaper, wood, most mineral surfaces, and previously painted surfaces, provided they are sound, clean and dry.

Do you need a primer?

In most cases, no primer is needed before applying Claypaint. However, in certain situations we recommend using the following:

- **Wall Glaze:** For persistent residue or to stabilise sandy or powdery surfaces
- **Isolating Primer:** to cover stains (nicotine, water), silicone/acrylic sealants, metal edges or nails
- **Bonding Primer:** for unknown substrates, patchy surfaces, or areas where previous coatings have been removed. Promotes adhesion and evens out differences in surface absorbency (porosity)

Note: Using a primer introduces an additional coating that is less vapour permeable than Claypaint, which may slightly reduce the overall breathability of the finished coating.

Breathability and VOC's

Moisture Vapour Transmission Rate (MVTR):
1115 g/m^2 per day

Water Vapour Resistance (Sd-Value):
0.02m

Vapour Permeability Class:
Class 1 (Highly vapour permeable)

VOC Content:
Less than 0.1% (trace only) < 0.5g/l (0.15g/l)

Before you start

For best results, ensure surfaces are clean, sound, and free from dust, grease, or loose material. The moisture content of the surface needs to be less than 15% before painting. Repair cracks with a filler of similar porosity to avoid visible mark ("grinning"). For lime, natural, or mineral surfaces, a breathable, flexible filler is recommended. Do not apply at temperatures below 8°C.

Working with new plaster or lime

Fresh plaster and lime surfaces are strongly alkaline, so a little patience goes a long way. Before painting:

- Ensure the substrate is fully cured, dry, and no longer chalking. The surface should show no ongoing chemical activity
- Recommended curing times:
  - Gypsum plaster: ≥1 month
  - Lime plaster: ~1 month per 5 mm thickness (e.g., 25mm ≈ 5 months)
- Do not paint with coloured shades if pH ≥10, as pigments may be affected. White Clay and Marbles are fine when pH ~11–12
- Wipe powdery residue with a damp cloth

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How to apply

1. Slightly dampen the roller or brush before use
2. Stir the paint thoroughly, getting right down to the bottom of the tin
3. Pour into a paint tray and apply using a short or medium pile roller
4. Work in W or M shaped strokes for even coverage
5. Work in smaller, manageable sections, keeping a wet edge, to avoid visible framing around cut-in areas. This is especially important for darker colours.
6. Let each coat dry completely before applying the next

On previously painted surfaces, one coat may be enough

Spray application

Airless pressure:	≥120 bar (approx. 1740 psi)
Flow rate:	2.5 litres/min
Coating thickness:	250–300 g/m^2
Maximum nozzle size:	0.68 mm (527 tip)
Recommended nozzle size:	0.58 mm (523 tip)
Filter/Mesh:	Use appropriate filtering to prevent nozzle clogging
Dilution:	Can be thinned with up to 7% water

Caring for your paintwork

To keep your paint looking its best, clean surfaces gently with a soft cloth or sponge and water. Avoid abrasive cloths or harsh detergents, as these can leave visible marks or damage the finish. It's often possible to remove surface marks using a pencil eraser or very fine emery paper, we'd recommend testing on a small, hidden spot first.

A few important notes:

- For highly absorbent surfaces such as fresh plaster, apply a mist coat diluted with up to 10% clean water first
- When painting darker colours, apply the final coat generously in one direction to achieve an even finish
- Always check colour accuracy before application- Slight colour variations may occur between batches due to the natural ingredients used
- Paint from different batches should be mixed together before use
- If applying a top coat of Wall Glaze, do a test area first as it may deepen the overall shade
- Don't worry if it looks patchy while drying, that's normal! Let it dry fully before applying another coat, otherwise you may get a patchy finish

Storage and disposal

Store the paint in a cool, frost free place with the lid tightly closed.

- Don't pour unused paint down the drain or into watercourses. Let it dry out and follow local disposal rules
- Recycle empty tins where possible
- Find out how to clean brushes & rollers here

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What's inside?

Claypaint contains water, fillers (various clays, chalk, kaolin), binder (based on plant-derived acetic acid and ethylene), thickener
(methylcellulose), pigments (some colours contain titanium dioxide), and <0.1% synthetic preservative* (isothiazolinone mixture).

Titanium Dioxide (TiO_2) and colourant free colours:
Marbles, Humpty Dumpty, Freckle

Titanium Dioxide (TiO_2) free colours: Trilby, Hidey-Hole, Muddy Boots, Rocky Horse, Can-Can, Lady Bug, Trumpet, Toy Soldier, Bobble Hat, Cricket, Hobby Wood, Hobgoblin, Grassy, Delilah, Flower Pot, Three Bears, Balloon Ride, Riverbank, Oliver Twig

About the Binder:
The binder in Claypaint is stable, durable, and contributes to a low-emission coating. It is based on renewable plant-derived acetic acid combined with a technically produced ethylene component. This creates a long-lasting paint film while helping the coating remain open-pored and breathable, so moisture can continue to diffuse through the surface rather than being trapped.

Vegan declaration

At Earthborn we are committed to providing paints that are better for our homes, our health and our planet.

To that end, we always try to be as open and honest as possible to our customers. Claypaint and the raw materials are not tested on animals.

Smart ODDY test

Independently tested using the SMART Oddy methodology, Earthborn Claypaint is rated low risk for use in heritage settings where the protection of sensitive objects and collections is required.

Safety first

Synthetic preservative contains 1,2-benziso-thiazol-3(2H)-one and a reaction mass of 5-chloro-2-methyl-1,2-thiazol-3(2H)-one and 2-methyl-1,2-thiazol-3(2H)-one (3:1). May produce an allergic reaction. IF IN EYES: rinse cautiously with water for several minutes. Remove contact lenses if present and easy to do so. Continue rinsing. IF ON SKIN: wash with plenty of soap and water. Wear a suitable face mask/protective equipment if dry sanding or using spray equipment. Always keep the product out of reach of children.

Please refer to the Material Safety Data Sheet for full details.

Eurofins Indoor Air Comfort Gold

Earthborn Claypaint complies with the Eurofins Indoor Air Comfort Gold VOC emissions testing according to EN 16516 and has a VOC content of less than 0.1%. The VOC emission and content combined results means that Earthborn Claypaint shows compliance with VOC related limit values in relation to all key European VOC focused labels and schemes, along with systems for sustainable buildings such as LEED & BREEAM, and is accepted by any scheme referring to ISO 1600 or EN16156 for emissions testing. The tests show that after 28 days no VOC emissions were identified. It is a sign of excellent indoor air quality, low environmental impact, and better health and comfort for those in the painted environment.

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EU Ecolabel

EU Ecolabel: Licence No. DE/044/054

The EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction, to production, distribution and disposal.

Toy Safety Standard

Tested to Toy Safety Standard EN 71-3:2019 +A1:2021, providing reassurance for use on items that children may handle.

Need more help?

We're always happy to offer friendly advice. If you're unsure which primers or paints you need, or you're working on a listed or sensitive building, get in touch with our team enquiries@earthbornpaints.co.uk / 01928 734 171 or visit earthbornpaints.co.uk.

Address

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