



COLOR PLUS CLAY



COLORPLUS contains natural mineral compounds with organic pigments. The infinite colors and tones you can attain by mixing these brilliant clays are amazing.

COLORPLUS is a colored air drying clay that is natural and self-hardens. No kiln firing is required.

Once dry, the colored clay achieves the strength, hardness and solidity of ceramics which have been fired.

It is available in six colors white, red, green, blue, yellow and black. **COLORPLUS** is perfect for all skill levels from artists and hobbyists to educators and all types of clay artists.

Due to the natural pigment in **COLORPLUS** hands and tools must be washed before using a new color of clay. It is advisable to cover your clay rolling board with a cloth to avoid the clay from staining the board and also to use a separate cloth for each new color of clay used.

Ideal For:

- Hand Building
- Slab Work
- Sculpting & Carving
- Throwing

Key Benefits:

- Exceptional Plasticity
- Ultra Fine Grade gives Extraordinary Detail
- Superior Strength – Low Shrinkage
- Odorless
- Does Not Stick to Fingers when Worked
- Ability to Carve, Sand and Drill

Natural Clay – Mineral Based:

- Self Hardening –Kiln Firing not advised
- 1.1 lb and 3.3 lb

Color:

- White, Red, Black,
- Yellow, Green, Blue

Target Market:

- Students
- Ceramicists & Potters
- Sculptors
- Hobbyists



COLOR PLUS CLAY is Available in 2 Pack Sizes 1.1lb & 3.3lb



A Potters Experience of PLUS Clay - By Karen Lowrey

Color Plus Air Dry Clay

This air dry clay contains natural mineral compounds with organic pigments. The infinite hues you can attain by mixing these brilliant clays are astounding. Besides being an air dry clay that hardens to an extraordinary strength the other benefit of this clay is that it does not need to be painted. The color is in the clay. Color theory can be taught at school with the blending of these colored clays.

Children or hobbyists who prefer not to paint their artwork love this clay. This clay is non-toxic, odorless and the color left on the hands can be easily washed off. Kneading this clay is advisable to attain a more pliable and workable clay. While **Color Plus** is not as "real" to a true potter's clay as is **Plus** air dry clay, it still has good plasticity for sculpting, slab rolling, pinching, coiling, extruding, molding, stamping and can be thrown on a potter's wheel with a little effort.

Keeping the clay moist, joining pieces together and air dry instructions are the same as **Plus** air dry clay. Kiln firing is not recommended.

Target Market for **Color Plus** Air Dry Clay

The brilliant and vibrant colors are what attract most teachers, students, hobbyists and all types of artist to this clay. A project or art piece can be finished fairly quickly with great results by allowing the clay to air dry. Jewelry artists, mini food artists, scrapbook artists, sculptors and hobbyists can create beautiful pieces without the use of a kiln.

DIFFERNCES BETWEEN PLUS AND COLOR PLUS CLAYS

Features	PLUS CLAY	COLOR PLUS CLAY
Plasticity	Plus air dry clay is very pliable and smooth. It has excellent plasticity similar to a potter's clay. This clay can be used exactly like a potter's clay to the extent of sculpting fine details and even being thrown on a potter's wheel.	Color Plus air dry clay needs to be kneaded and kept moist for workability. While not as pliable as Plus , the plasticity is still good enough to create simple sculptures and throw on a potter's wheel with a little effort.
Color	Gray (White) Terra Cotta, Black. The gray clay dries slightly lighter and is deal for the painting. The terracotta color mimics a real potter's clay. The black is beautiful With rubbed finishes and mica powder. All paints, powder, and varnishes are acceptable for air dry finish.	White, Blue, Green, Red, Yellow The clay can be mixed together to create an infinite array of hues. Knead the clay well to blend colors together. Excellent way to demonstrate color theory. While water based colorant can be added to tint white clay, it will not be as brilliant as original Color Plus .
Strength	This clay dries to an extremely durable finish. To enhance strength, a varnish finish is recommended to make waterproof. Can be kiln fired for added strength, but not required.	Exceptional strength and durability. Slightly harder than Plus air dry clay. To enhance strength, a varnish finish is recommended to make waterproof. Air dry only.
Versatility	This clay can be molded, sculpted, coiled, extruded, pinched, stamped, slab rolled and even thrown on a potter's wheel. Once dry, this clay can be sanded, carved, drilled and painted. Minimal shrinkage. Dry slowly to prevent cracking.	This clay can be molded, sculpted, coiled, extruded, stamped, slab rolled and even thrown on a potter's wheel with some effort. This clay is less like a real potter's clay than Plus , however, the fact that it does not need to be painted is a great benefit.