



AMERICAN CLAY
Naturally Beautiful Walls

ECOHAUS AND AMERICAN CLAY WORKSHOPS PROVIDE APPLICATORS & ARTISANS WITH NEW SKILLS IN DOWN BUILDING MARKET

GREEN BUILDING SECTOR CONTINUES TO PROVIDE HIGHER JOB POTENTIAL

June 17 - 19, 2009 – Ecohaus Inc., Seattle WA

WHAT: Seattle's Ecohaus Inc. is hosting an intensive two-day American Clay workshop and advanced applicator training session for experienced plasterers on June 17 – 18, 2009. The workshop will cover basic to advanced application techniques, repairs, a written exam and an evaluation. Participants receive a completion certificate, training manual. Completion of this workshop is a step to getting listed on American Clay's list of applicators. On Friday, June 19th, Ecohaus will host a Professional *Enjarre* Workshop for professional coatings applicators who want training in the application of American Clay's new spray-applied plaster *Enjarre*. This natural earth plaster is especially suited to large-scale applications, and also counts for a variety of points toward LEED Certification. Registration is necessary to hold a place as these classes fill up!

American Clay Enterprises, Inc. produces the patented, award-winning, eco-friendly, all natural interior wall plasters, for use from new contemporary homes to historical restoration. American Clay has been on the market for over 6 years and has changed the way that people look at walls – especially in terms of what a green, all natural finish can provide. There is no off-gassing nor inherent waste on-site. Moreover, the plaster is non-flammable, gives additional masonry mass in rooms, resists mold growth, absorbs sound, provides humidity buffering, and repairs/cleans easily. It improves the air quality, mold issues and even beauty of any room, no matter what style. American Clay plasters can contribute up to 7 LEED points; and unlimited textures with 100's of matchable colors can be attained.

American Clay continues to add trained applicators across the U.S. and Canada. Learning to apply American Clay professionally opens a new market for applicators, especially with the green building sector having been the only field of the building sector in the last year to show growth. Learn how to talk about and upsell green products, what the right questions are, and mostly, all the creative nuances possible with the clay plasters.

American Clay has been seen on Planet Green, HGTV, ABC-TV's "Extreme Makeover: Home Edition", CBS' The Early Show, in the New York and Los Angeles Times, and numerous building, shelter and green publications.

WHEN: Wednesday, June 17, 2009, 8:00am – 5:00pm
 Thursday, June 18, 2009, 8:00am – 5:00pm
 Friday, June 18, 2009, 8:00am – 5:00pm

WHERE: Ecohaus, Inc.
 4121 First Avenue South
 Seattle, WA 98134

COST: Enrollment in the 2-day American Clay Workshop is \$400. Enrollment in the 1-day Professional *Enjarre* Workshop is \$200. Enroll in BOTH workshops (3 days total) for \$500. Full payment due on registration.

REGISTRATION: Contact Susanna at 206-315-1958 or email susannas@ecohaus.com.

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ABOUT AMERICAN CLAY ENTERPRISES, LLC:

American Clay produces patented, award-winning, all-natural interior wall finishing products. Their Earth Plasters and the commercial ENJARRE single coat plaster are a unique combination of clays, aggregates and natural pigments that offer builders and consumers a natural and elegant option. There is no off-gassing nor inherent waste on-site. The plasters contain zero VOCs, are non-flammable, are mold resisting (without toxic fungicides), absorb odors, provide temperature and humidity buffering, repair/clean easily and come in recyclable packaging. American Clay, with an extremely low carbon footprint, is uniquely manufactured in and made of materials found in the U.S. American Clay Enterprises, Inc., is based in Albuquerque, NM, and its products are patent pending. The product and various workshops are available through their New Mexico office or through one of the growing number of retailers and distributors across the U.S. The website, www.americanclay.com, offers information on products, ordering, technical specifications, product application and additional resources and links.
U.S. PAT No. 7,485,186 B2

ABOUT ECOHAUS

Since 1992, **Ecohaus** has provided homeowners and professionals the best in green building and remodeling supplies, including certified wood flooring, dual flush toilets, one-of-a-kind countertops and premium quality, zero VOC paints that outperform the top conventional brands. Visit one of their stores in Seattle, Bellevue and Portland. The company serves all 50 states online at www.ecohaus.com or by phone at 1-877-4-ecohaus.

MEDIA INQUIRIES:

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